

Humboldt County Library System  
5 Year Strategic Plan  
To Be Evaluated Annually  
2020-2025

**Humboldt County Library Mission:**

The mission of the Humboldt County Library is to serve all citizens of the county with excellence through the provision of materials for education, recreation and information as well as special community activities that promote the use of the library as a community and information hub.

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Category	Goals  Brief, clear measurable statements that describe the desired and observable improvement	Activities/Tasks  What tasks/activities will be conducted in order to accomplish the objective? Who is responsible for the activity? Start and end dates.	Assessment Plan  What will the Library measure? How will you measure it? How will you know you are successful? How will the data be collected and be analyzed?  <u>Benchmark:</u> What comparison data will you have to compare? <u>Tools:</u> What tools are available?	Impact on Budget  To accomplish this goal is the Library requesting new funds?	Primary Responsible Party, Collaborators  Who is in charge? Who will we be working with? What part does each player work on?
Collection, Access, & Usage	Goal 1: Increase the quality, quantity, diversity and accessibility of the library collection and increase usage.	1.1. Focus on collection areas identified by patron requests, holes in the collection found through shelf reading and staff observation. 1.2. Promote collection development skills amongst key staff members and administration. 1.3. Promote Readers Advisory skills amongst all staff and administration, promote key databases to patrons through programming and outreach. 1.4. Bring diversity to the collection to appeal to all members of the public 1.5. Take regular inventory of the collection to keep the circulating books in good condition and deselect items from the collection that have discontinued their use.	<u>Benchmarks:</u> <ul style="list-style-type: none"> <li>• Collection data</li> <li>• Circulation data</li> <li>• ILS reports on collection</li> <li>• Response from patrons on Survey Questions</li> </ul>	<ul style="list-style-type: none"> <li>• Collection Development Grant</li> <li>• Earmark 10% of total Operational Budget for Collection</li> <li>• Processing Supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Director will survey staff and community, train and give access to training for key staff members</li> <li>• Key staff members will report on their collection to the Director for collection development and maintain general upkeep</li> </ul>
Building	Goal 2: Denio Annex Building	2.1 Find a contractor to complete work on the Denio Annex building in phases: <ol style="list-style-type: none"> <li>1. Electrical and water pipes</li> <li>2. Finish interior</li> </ol>	<u>Benchmarks:</u> <ul style="list-style-type: none"> <li>• Response from patrons on Survey Questions</li> <li>• Computer and WiFi stability and use data</li> </ul>	<ul style="list-style-type: none"> <li>• Denio Library Project &amp; Special Department Projects Budget</li> <li>• Technology Budget</li> <li>• Community Enrichment Grant Funds (Barrick, Newmont, Walmart, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Buildings &amp; Ground and a contractor</li> <li>• Work with I.T. on technology</li> </ul>
	Goal 3: ADA compliance with bathrooms & ramp	3.1 Complete work on ADA ramp and bathroom remodel plans			

	Goal 4: Drop Ceiling installed	4.1 Build security layout with the help of IT and Building and Grounds for Security Camera's 4.2 Fire Alarm system installed			
	Goal 5: Rewire for power and internet	5.1 Continue to wire everything in, add additional power in the NV Room so as to not overload the current outlet			
Program & Collab	Goal 6: S.T.E.A.M. programming in all areas at each branch and collaborative(s) with the schools, museum, and other local organizations or individuals	6.1 Locate additional resources such as Crazy 8 Math or Grant funds to offset cost and time 6.2 Work with the schools, museums and other organizations 6.3 Host programming within the library and branches and take outside with outreach programming	<u>Benchmarks:</u> <ul style="list-style-type: none"> <li>Program Stats</li> <li>Established Collaboration Partnerships</li> </ul> <u>Tools:</u> <ul style="list-style-type: none"> <li>Project Outcome</li> </ul>	<ul style="list-style-type: none"> <li>Program Supplies Budget</li> <li>Grant Funding</li> </ul>	<ul style="list-style-type: none"> <li>Programming staff and the Director in overseeing the program calendar and collaboration of outreach programs</li> </ul>
	Goal 7: Makerspace	7.1 Locate grant Funds for the creation of a MakerSpace: 3D Printer (1.75 mm filament), Cricut Maker, Glowforge, Wacom or Pen Tablets, Sewing Machine			
	Goal 8: Keep Kids Learning and Adults Earning	8.1 Implement COVID Recovery programs for educational and workforce development in accordance to STATE goals 8.2 Work with School District to get every enrolled child a library card			
Staff	Goal 9: Increase staff knowledge in service of the public and library sciences	9.1 Make available 1 hour each month for staff to learn independently through a webinar or other form of online learning, to be discussed later on as a group 9.2 Rotate staff attendance yearly at the Association of Rural and Small Libraries and the Nevada Library Association/ funds allow 9.3 Encourage staff who qualify to obtain their Library Certification through the State 9.4 Focus on offering excellent customer service, create a culture of 'yes' 9.5 Internal Policies for Staff Consistency when dealing with issues or answering questions	<u>Benchmarks:</u> <ul style="list-style-type: none"> <li>Staff growth in yearly evaluations</li> <li>Customer Feedback</li> </ul>	<ul style="list-style-type: none"> <li>Travel &amp; Training Budget</li> <li>Continuing Education Grants</li> </ul>	<ul style="list-style-type: none"> <li>Director in finding, encouraging, assigning, and making time available for trainings and volunteers and ensuring follow-through</li> </ul>

	Goal 10: Improve and expand volunteer services	10.1 Partnership with the schools and possible work study programs to hire volunteer internships to gain library and customer service experience 10.2 Establish a Friends of the Library group to help support library services and programs to the community			
<b>Finances</b>	Goal 11: Seek gifts, donations, grants and other sources to complement county funds	11.1 Create and work with a Friend of the Library group to develop objectives and explore additional sources of revenue 11.2 Work with County Grant Manager to find and request new grant funds for the Library 11.3 Donation letter campaigns and increase access to Book & Bag sales at community events 11.4 Health & Wellness fundraiser: an annual Library Marathon, “Dewey Dash”	<u>Benchmarks:</u> <ul style="list-style-type: none"> <li>• Revenue</li> <li>• Successful grants</li> </ul>		<ul style="list-style-type: none"> <li>• Director, working in conjunction with the County Grant Manager to ensure compliance</li> <li>• Director working to form and maintain a Friends of the Library group</li> </ul>
<b>Outreach &amp; Advocacy</b>	Goal 12: Increase library presence at and involvement in local and library legislative events	12.1 Set-up booths and have a library presence at local events such as: <ul style="list-style-type: none"> <li>• Parent and Student nights at the Schools</li> <li>• Party in the Park, Taste of Winnemucca, Dutch-Oven Cook-Off, Runamucca, Fall Farm Festival/Lazy P’s, etc.</li> <li>• Basque Festival</li> <li>• Parades (Bookmobile &amp; Book-Bike)</li> <li>• Farmers Market</li> </ul> 12.2 Support Library Legislature through Library in the Lobbies, letter writing campaigns, National Library Week, and a physical presence/support	<u>Benchmark:</u> <ul style="list-style-type: none"> <li>• Booth Visits, Handout Stats</li> <li>• Library funding through State</li> </ul>		<ul style="list-style-type: none"> <li>• Director and key staff members trained in off-site promotional and advocacy efforts</li> </ul>
	Goal 13: Library participation in local groups involved within the community	13.1 Attend regularly and present at Rotary Meetings and Lions Club 13.2 Continue Library Volunteer work with the Food Bank through Donations (Fines for Fees, etc.) and monthly Soup Kitchen involvement 13.3 Library outreach, programming, and presentations at the Senior Center & Alzheimer Groups 13.4 Annual Scholarship Night participation with an awarding of at least 1 Memorial Scholarship to a local graduating teen.			