

2020 Strategic Plan

A Clear Vision of the Future
2017-2020



Denton
PUBLIC LIBRARY

Letter from the Director

2017 marks the beginning of a new strategic plan for Denton Public Library, as we endeavor to remain responsive to the needs a growing community. Our priorities are constant: a dedication to education, the community, and the resources to support both. We have also included a vision for the future, the "Big Ideas," which will distribute library services in a way that will offer the greatest benefit for Denton.

This strategic plan is meant to be a framework for decision making for the next four years, through 2020. By utilizing extensive feedback from customers and staff, we were able to prioritize upcoming activities. Our goal is to create an exceptional customer experience where all ages can experience the joy of learning, whether for work, play, or self-discovery.

To this end, we dedicate this plan to our existing customers and to the new customers we will have the pleasure of meeting throughout these next few years. By developing our staff, facilities, collections, and programs, we will remain the premier provider of print and electronic literacy for all of the Denton Community. We look forward to the future with a clear vision and a teachable spirit.

Thank you all,

Terri Gibbs
Director of Libraries
Denton Public Library

Letter from the Library Board President

Drive down any street in Denton, and you will feel the vibes of a city on the move. From booming, city-wide construction to a thriving square and arts district, Denton has always had a forward-thinking vision for the future. Integral to the success of that vision is Denton Public Library.

Tuned in to the pulse of our community, Denton Public Library provides a variety of programs, events, activities, and educational opportunities for all its customers. Three bustling branches, the dpl2go mobile library, cutting-edge technology, and librarians embedded in civic organizations are only a few examples of how the dedicated library staff strives to know, understand, and serve the citizens of Denton.

As a member of the Denton Public Library Board, I am honored and proud to be a part of Denton Public Library's vision for the future.

Bonnie McCormick, President
Denton Public Library Board



Mission: Why we exist

The Denton Public Library builds community by promoting lifelong learning, encouraging human connections, and sharing resources.

Vision: How we see the future

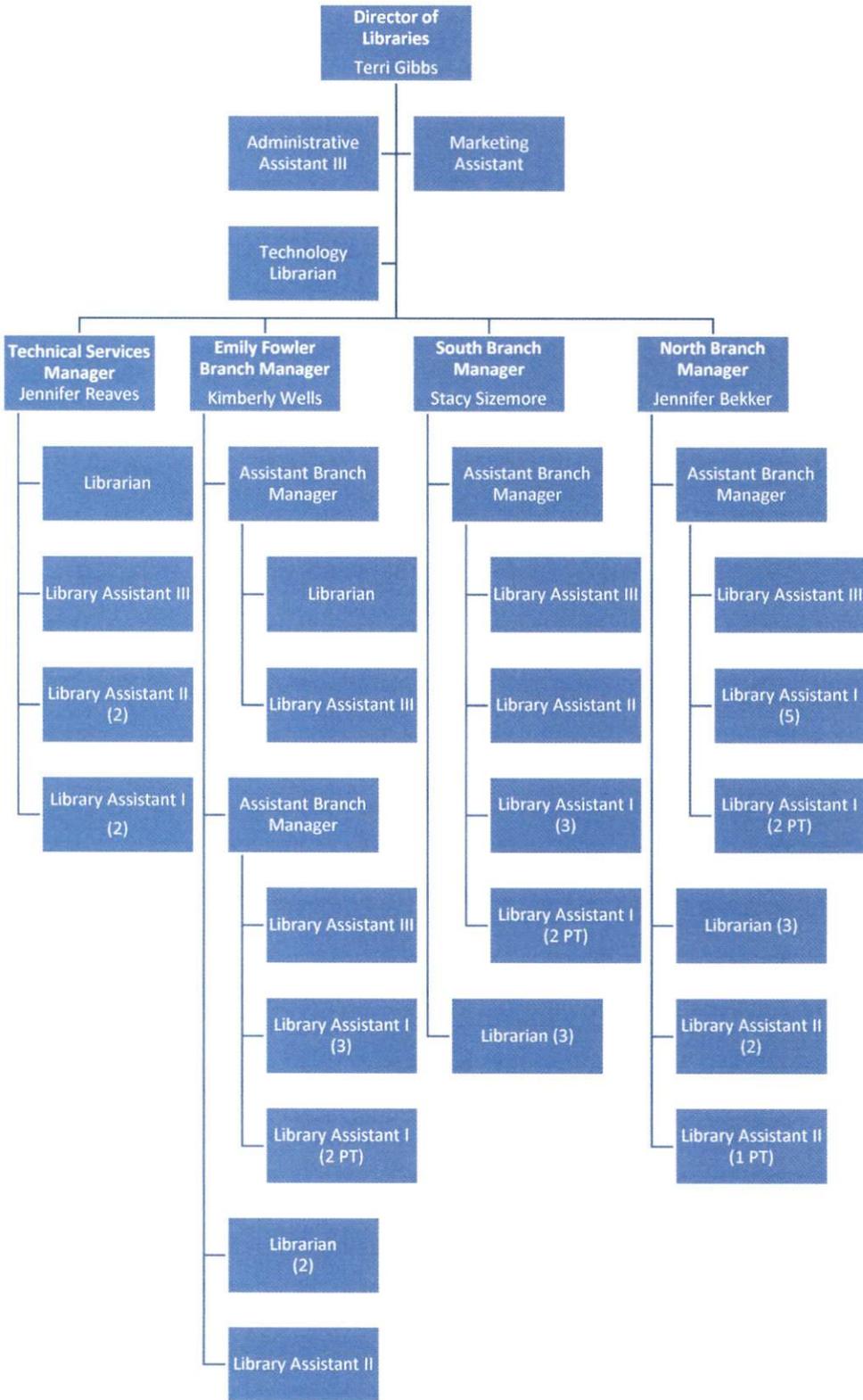
The people of Denton will enhance their quality of life through the opportunities provided by the Denton Public Library.

Values: What we hold as important

- Service benefitting the entire community
- Equal access to library services
- Education and literacy
- Respectful interactions with all people
- Equitable and fair policies and procedures
- A valued, diverse, and trained workforce
- A climate of innovation and ideas
- Open, timely, and effective communication
- Safe, clean, and attractive facilities
- Balanced collections



Library Organizational Chart



Methodology

- Surveys
 - Denton Public Library (DPL) conducted a variety of surveys; including two staff surveys, an electronic resources survey, a library services awareness survey, a secret shopper survey, and a program attendee survey.
- Meetings
 - Meetings were held with individual work groups within the library to seek input on specific programs including outreach, Special Collections, youth services, and marketing.
- Reviews
 - The previous strategic plan was closely reviewed to see if any items needed to be included in the new iteration. Most tasks associated with the previous plan were completed or were currently in process of completion. Other guiding library documents and plans were also reviewed to make sure the priorities listed within were reflected in the new plan.
- Task Forces
 - Task forces were formed to seek input from front line staff regarding processes such as staff scheduling, online services, staff satisfaction, and Special Collections planning.

All of these measures were considered in the creation of the Denton Public Library 2020 Strategic Plan. This input was instrumental to creating the vision that will guide us the next four years.

Strategic Focus

Education

- Youth
- Technology
- Special Collections
- Adult Education

Community

- Outreach
- Marketing
- Organizational Visibility

Resources

- Staff
- Materials
- Facilities
- User Services

Big Ideas

Document Denton

- Need
- Location
- Budget
- Process
- Goals

Children's Library

- Need
- Location
- Budget
- Partners
- Logistics



Education

PRIORITY: Service to Youth

"Optimize access to educational resources for all youth and increase awareness of library services to underserved families." – Youth Services Strategic Plan 2017-2019

- Assess community needs to create responsive collections
- Invest in Spanish language instruction for staff
- Incorporate Spanish into classes for youth
- Update storytotes to science discovery kits to support STEAM instruction
- Develop and create age-appropriate learning and activity areas within existing library spaces
- Expand online presence of youth services using social media, catalog features, and dedicated webpages
- Participate in development of children's library services for underserved communities

PRIORITY: Technology

"Denton Public Library strives to provide the community access to technology, educate the community about technology, and serve the community through technology." – Technology Plan 2016-2019

- Remodel The Forge to create easier access to existing resources
- Contribute to systematic promotion of library electronic services
- Update tablet technology in each location
- Replace public scanners
- Complete implementation and optimization of the BiblioCommons catalog tool

PRIORITY: Special Collections

"To acquire, organize and preserve family, municipal, local, and Texas historical materials so individuals can study their heritage and place in history." – Special Collections Mission Statement, 2017

- Develop a set of standardized procedures for the management of all collections
- Provide information about and access to all non-restricted items for library customers
- Create a Memory Maker Lab for customers to digitize movies, photos, and slides
- Develop a more robust and accurate web presence using available tools
- Establish a municipal archive for the City of Denton under the direction of a certified archivist

PRIORITY: Adult Instruction

"Library programs support and promote community engagement, literacy, and personal and professional enrichment." Plan for Programs 2015

- Develop classes requested by customers, such as:
 - Local History
 - Crafts
 - Gardening
 - Photography
 - Needle Arts
 - Coding for Adults
- Develop presentations for DISD Adult Ed classes that feature and explain relevant library resources





Community

PRIORITY: Outreach

"To increase awareness of library services and bring services into underserved areas and new markets." – dpl2go Statement of Purpose

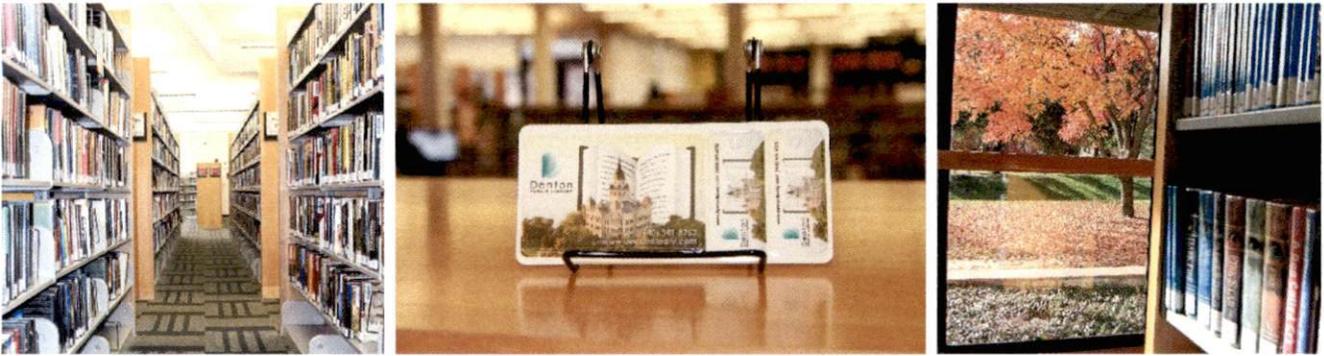
- Coordinate all outreach activities in order to maximize impact to the community and minimize disruption to staffing at branch locations
- Purchase and deploy 3rd vehicle for branch use and dpl2go branding
- Seek permanent full time outreach position
- Purchase and utilize a "book bike"

PRIORITY: Marketing

- Create an annual marketing plan
- Develop a monthly rotation for concentrated promotion across formats
- Develop new formats for library promotions

PRIORITY: The City of Denton

- Contact each city department to present library information and card sign ups
 - Use Public Speaking course grads as "ambassadors"
 - Partner with Human Resources Department on City staff training using library technology and resources
 - Explore using Lynda.com as an online training option through Talent Management
 - Create a course catalog link on Sharepoint for City employees as a training option



Resources

PRIORITY: Staff

- Training
 - Provide Spanish language instruction for public service staff
 - Technology training
 - Database instruction
 - Customer Service training
- Create a task force to review staff schedules
- Develop standardized circulation processes
- Implement staff recognition program
- Provide annual mentoring assignments

PRIORITY: Materials

- Expand downloadable and streaming content offerings for public
 - Seek increased funding
 - Explore options for Spanish language materials

PRIORITY: Facilities

- Create distinct areas for three age groups in each library facility:
 - Preschool
 - Elementary
 - Teen
- Update and standardize signage in each facility

PRIORITY: User Services

- Develop an online library card application and process
- Create an electronic donation option
- Create an online introduction video for new card holders

Big Ideas

PRIORITY: Document Denton: A Municipal Archive



- Need
 - Preserve institutional memory and output across local municipal government
 - As long-time employees retire, valuable information and output is lost
- Location
 - Temporary location at City Hall West
 - Ultimate location: Emily Fowler Central Library
- Budget
 - Library Archivist position to organize, prioritize tasks, and create collections
- Process
 - Establish need by use of survey
 - Develop process
 - Communicate with Departments
 - Communicate with Reprographics
 - Review best practices of other cities
 - Oklahoma City
 - Dallas
- Goals
 - Searchable, accessible resources for both City and public
 - Repository for materials kept in a proper, safe environment
 - Historic compendium of Denton, TX government

PRIORITY: Children's Library



- Need
 - High density concentration of young families outside normal service areas
 - Immigrant population
- Location
 - East side of Denton has long been a location goal for DPL
 - Near High school and apartment housing
 - Examine current City property options
- Budget
 - Cost to renovate existing facility
 - Technology needs
 - Staff: circulation and public service – Teen and Children's librarians
 - Collection
- Partners
 - DISD
 - Denton Housing Authority
 - Explorium
- Logistics
 - Move Emily Fowler children's collection to new facility
 - Create a "children only" facility
 - Additional stop for transit of materials
 - Under Emily Fowler management

Implementation

The priorities outlined in this document are constants for Denton Public Library. We will continually champion education for our community and seek to expand the resources available to our customers. The tasks under each priority are fluid and subject to review, change, and expansion. As technologies and best practices change, we will adopt those best suited for our particular environment. Each library employee will dedicate their activities to the customer service for which Denton Public Library is known. Library supervisors will strive to guide staff toward professional excellence. In this way, we hope to become and remain the best known provider of library services for the Denton community.

Signatures

Terri Gibbs, Director of Libraries

Date

Stacy Sizemore, South Branch Manager

Date

Kimberly Wells, Emily Fowler Central Library Branch Manager

Date

Jennifer Bekker, North Branch Manager

Date

Jennifer Reaves, Technical Resources Manager

Date