



Strategic Plan 2018-2022

Jasper-Dubois County Contractual
Public Library



Mission:
Inspire Creativity and
Foster Learning



Vision:
Creating High-Quality Opportunities for Learning,
Entertainment, and Enrichment for all!



Core Values

- **Capable:** Knowledgeably and competently conduct tasks necessary to each person's role.
- **Customer Service Minded:** To strive for exceptional service in everything we do.
- **Caring:** Showing kindness and compassion to all.
- **Dependable:** Trustworthy and reliable.
- **Innovative:** Willing to expand beyond our comfort zone.

5 Year Goals

- **SERVICE DELIVERY:** Explore and deliver learning opportunities through programs, services, and technology that meet the needs and interests of our community
- **COMMUNICATIONS & COLLABORATION:** Effectively engage stakeholders to increase our value as a community partner.
- **ORGANIZATIONAL EXCELLENCE:** Implement best practices in recruitment, orientation, continuing education, and evaluation to improve the retention/satisfaction of staff, board, and volunteer positions, ensuring that all possess the skills and commitment needed for the library to excel.
- **FINANCIAL & ENVIRONMENT:** Develop diversified funding resources to add innovative programming, services, and environmental aspects and to improve financial stability.

Service Delivery

ONE YEAR GOAL

- **Research and implement best practices in technology, services, and programming to expand the library's reach and improve customer satisfaction.**

OBJECTIVES

- **1. Increase awareness, knowledge, and greater usage of current library electronic databases. Explore and deliver learning opportunities through programs, services, and technology that meet the needs and interests of our community.**
- **2. Evaluate existing services and through the Needs Assessment process, determine new services to offer.**
- **3. Explore and execute opportunities for high-quality programming and increasing satisfaction.**
- **4. Identify and implement a method of evaluating and measuring programs and service delivery to improve outcomes and outputs.**
- **5. Actively pursue grants to support services and programming.**

Organizational Excellence

ONE YEAR GOAL

- Refine hiring and training practices, develop evaluation processes, and assist staff, volunteers, and board members to capitalize on learning opportunities, skills advancement, and improvement of morale and retention.

OBJECTIVES

1. Develop and implement staff performance evaluation that ties to library core values.
2. Create a community within the library to boost staff, board, and volunteer morale.
3. Identify and implement best practices for recruitment and orientation to find and retain the best people in order to improve retention.
4. Identify and provide additional opportunities for staff training to be more effective and efficient to better serve customers.
5. Maintain a board of trustees that aligns with the core values of the library system.
6. Develop and increase volunteer opportunities to improve the library environment and increase community outreach.

Communication and Collaboration

ONE YEAR GOAL

- **Year One Communication Goal:** Establish a greater internal and external awareness of library services and programs to increase library usage.
- **Year One External Collaboration Goal:** Grow community support by building strong partnerships with business groups and community organizations to increase the number of partnerships in the library.
- **Year One Internal Collaboration Goal:** Improve collaboration between branches to share resources and present a stronger, more unified presence to the community.

OBJECTIVES

- 1. Develop and implement communication and marketing plan/objective.
- 2. Develop a collaboration plan to build external partnerships.
- 3. Develop an internal collaboration plan to maximize efficiency and effectiveness.

Financial

ONE YEAR GOAL

- Develop an annual fundraising plan and the competencies needed to raise funds, based on building personal relationships with donors.

OBJECTIVES

- 1. Receive training and additional support from fundraising professionals to create knowledgeable fundraising staff, board, and volunteers.
- 2. Develop an annual fundraising plan.
- 3. Build and market endowments for each branch library to improve revenue sources to impact programming.

Key Performance Indicators

(How we measure success.)

- **1. Customer Satisfaction**
- **2. Employee/Board/Volunteer Satisfaction**
- **3. Employee Skills Challenges**
- **4. Increased Library Usage**
- **5. Number of Active Collaborations with Community Partners**
- **6. Number of Donor Touches**



Volunteer Opportunities

- Interested in assisting on a strategic goals objective? Public input is appreciated and valued!
- Please contact Jordan Schuetter, jschuetter@jdcpl.us or 812-482-2712 for more information



Executive
Committee

- **Lisa Kincer, Board Member**
- **Jordan Schuetter, Library
Experiences Manager**
- **Christine Golden, Library
Director**
- **John Siebert, Facilitator**

Goal Leaders

- **Angie Schitter-Organizational Excellence**
- **Darlene Ziegler-Communications & Collaboration**
- **Gayle Edelen-Service Delivery**
- **Erin Doyle-Financial**

Strategic Task Force Committee and Goal Members

- Darlene Ziegler
- Lisa McWilliams
- Jill Watson
- Lisa Kincer
- Anita Murphy
- Molly Cummings
- Kathy Tretter
- Ann Shappard
- Christine Golden
- Jordan Schuetter
- Erin Doyle
- Cara Ward
- Venita Lucchi
- Tina Mair
- Ruth Gehlhausen
- Beth Herzog-Schmidt
- Trina James
- Christine Howard
- Katherine Frick
- Gayle Edelen
- Kristie Birchler
- Miriam Ash
- Peggy Grow
- Elaine Streicher
- Angie Schitter
- Stacy Graan
- Lynn Belli
- Pamela Catt
- Carol Hodell
- Steve Scott
- Dean Vonderheide
- Tammy Kiefer
- Julie Hoffman
- Brenda Woodard