SALINE COUNTY LIBRARY

STRATEGIC PLAN 2019-2021

Drafted: November 2018
About the Library

The Saline County Library is a public library that enjoys great support from our community, staff, Friends of the Library and board members. Saline County has a friendly, small-town feel that we appreciate and seek to replicate in our library. Our educated, well-trained staff is committed to providing great service. We currently have 34 full-time and 14 part-time staff members, 10 of whom hold a master’s degree. Our Friends of the Library volunteers are advocates in the community, hard workers in the library and great fundraisers. This year alone, they have volunteered over 600 hours at the library.

Our 16-year-old branch in Bryant was recently renovated with new paint, flooring and furniture. We are planning to remodel our Benton branch to better accommodate our patrons and community. Just like the schools, the library is funded by property taxes. The library receives 1.7 mills, which averages out to about $25 per person per year and is the largest part of our $3 million dollar budget.

With our seven departments, we seek to make the library a place where the community can come together to connect in educational and entertaining programs and services. Our departments consist of Collections, Maintenance, Marketing, Public Services, Technology, User Experience and Youth Services. We know that Saline County is more than just Benton and Bryant, and we want to build on the services we currently provide in order to reach the rest of our county.

OUR MISSION
To create unique, enriching experiences that put you at the center of our story.

OUR VISION
Enrich lives. Provide the unexpected. Be more.
**Collections Department** orders materials and checks deliveries to ensure orders are correct. Then, they catalog materials according to type including adding descriptions, specifying in which collections to put the items, and setting check-out parameters. The Collections Department processes all of the library’s materials and makes sure they get to their designated locations.

**Maintenance Department** keeps the library looking clean, put-together and attractive. They handle everything from vacuuming and dusting to mowing the lawn, fixing the lights and everything in between. They maintain an inventory of equipment supplies as well as perform basic repairs on the building and components such as doors, furniture and locks.

**Marketing Department** runs the library’s social media pages, creates promotional materials, and keeps the library in the public eye in terms of community partnerships and attending events. The Marketing Department puts out a monthly magazine highlighting our services, events in the community, and features from our staff.

**Public Services Department** is the first point of contact for our patrons. These staff members greet the public, answer directional and informational questions, and check materials in and out. They maintain the shelves and fill hold requests. The Public Services Department also handles passport and notary services.

**Technology Department** helps the library’s technology run smoothly, from fixing internet problems to making sure our networks are secure. The Technology Department troubleshoots hardware and software issues for the staff and patrons in order to maintain convenient use of our public computers and WiFi.

**User Experience Department** serves a wide range of adults from college-aged to elderly patrons. Our User Experience Department seeks to provide assistance to patrons both in the library and outside of the library by helping with technology issues, obtaining resources for research, and even delivering materials to homebound patrons. They also order materials, create new collections and plan entertaining and informative programs.

**Youth Services Department** serves our younger patrons including children, tweens and teens. The Youth Services Department provides entertaining and educational programs and personalized reader’s advisory. They also visit local schools to provide storytimes and library card sign-ups. They maintain a fun and educational environment to inspire our youngest patrons.

### 2017 Stats

**Total collection use (circulation):**

![Pie chart](chart.png)

- **Print Books:** 259,509
- **DVDs:** 147,760
- **Electronic Content:** 68,782
- **Audiobooks:** 17,450
- **Specialty Items:** 8,589
- **e-books:** 49,622

**Physical items:** 433,656

**Total number of programs:** 914

**Total number of attendees at public programs:** 25,314

- **Children’s programs:** 21,078
- **Young adult programs:** 2,460
- **Adult programs:** 1,776

**Visits by community:**

- **Benton:** 190,314
- **Bryant:** 107,042

**Registered users:** 50,073
To make sure the Saline County Library continues to improve for our patrons and the community, we began a new strategic planning process in June 2018.

We began gathering information about the community and its needs after we held a strategic planning committee organizational meeting with some of our administrative staff, Friends of the Library members, board members and community partners. This information-gathering aspect included looking at analytics, staff focus groups, and interviews and surveys with the community.

Using Analytics on Demand, we did a thorough analysis of the community and demographics. Analytics on Demand pulls data from the US Census and Experian’s Mosaic lifestyle segmentation. This showed us different groups in the community based on lifestyle and demographics. We then held staff focus groups at the library to get big-picture ideas and ways that our staff thought we could better serve the community.

Starting in July, our administrative staff interviewed key influencers and community leaders across the county to get an idea of what kind of community they want to see. To get a better idea of what our community wanted, we did a Facebook and eBlast survey which was focused on our facilities and space needs, as well as desired services and collections, to which we received 192 responses. A second round of staff focus groups were held in October 2018 to establish measurable goals within our big-ticket ideas. Soon after, the strategic planning committee met once more to brainstorm our new vision and mission statements based on our findings from the information-gathering portion.

The Saline County Library Strategic Plan 2019-2021 is the result of getting to know our community and its needs in order to better serve the area.

“We are here for our community. It is as simple as that.”
- Jordan, Staff
We will improve your customer experience.

Design welcoming physical and digital spaces to make using the library easy and tailored to your busy lifestyle

Goal 1: Create in-demand collections and spaces
- Research and complete bookstore-style organization of one adult collection
- Add three new types of unexpected items to check out
- Select and implement a new library catalog system and review placement of catalog computers
- Evaluate space needed to move the large-print collection upstairs in Benton
- Create an outdoor learning environment in Benton

Goal 2: Make the library convenient
- Streamline holds pick-up process
- Look into ways to issue youth library cards without a parent/guardian present
- Research signage solutions
- Rearrange desk layouts and services
- Conduct an hours/usage study and research being open Sundays in Benton during the summer
- Improve ADA compliance inside and outside buildings

“The people are very helpful and accommodating. The book selection is great!”
- Amy, Patron

Goal 3: Provide cutting-edge technology
- Purchase laptops to use in the library, including “homework-only” laptops
- Provide teen-focused technology in the teen area and makerspace in Bryant
- Improve the printing process at public computers
- Reduce restrictions on public computers

Goal 4: Boost customer service
- Make staff more visible to the public while in the library or at community events
- Support growth of staff through professional development plans
- Provide ongoing customer service training for staff
We will meet you where you are.

Expand our library services to reach more people in more ways

Goal 1: Take library programming on the road
- Purchase fuel-efficient, graphic-wrapped vehicle
- Hold one program per quarter offsite in different areas of the county
- Create a mobile library card sign-up kit
- Research developing a small, offsite checkout collection to use at booths

Goal 2: Increase library access to all areas of the county
- Increase mobile hotspot collection
- Research joining a regional consortium to provide bookmobile services
- Evaluate the feasibility of library kiosks

Goal 3: Educate Saline County residents about the library
- Expand advertising outside of the library
- Provide outreach to our ESL community
- Increase database knowledge and usage

“I absolutely love this library! They have something for everyone, every age, including our homeschoolers. They promote all kinds of learning through play for the younger crowd and help to build our community in such a positive way.”
- Adina, Patron
We will help the community.

Unite the county by supporting people, schools, organizations and businesses

**Goal 1: Partner with local organizations**
- Form partnerships to promote community classes
- Hold two drives throughout the year to benefit selected organizations
- Designate two days each year for staff to volunteer together and help another organization

**Goal 2: Support our schools**
- Offer students digital cards and online resource training
- Hold library card sign-ups during school registration
- Provide online resource training to teachers during staff development days

**Goal 3: Gather feedback from the community**
- Conduct regular patron satisfaction and program surveys
- Hold community forums/focus groups to assess building needs
- Initiate community conversations to give people a voice

“The library is a huge resource people don’t realize. There is more than just books here; there is a lot of things you can learn; a lot of classes you all do; a lot of activities that I think people aren’t taking advantage of that they should. The future is wide open for the Saline County Library.”

- David, Community Partner
Learning about community needs and meeting those needs are key goals for us in the next two years. Your feedback is essential. By filling out surveys, leaving comments or reviews on Facebook, or even giving feedback to a staff member you can tell us how we are doing and how we can improve.

Our promise to you is that we will continue to look for new ways to serve this community. If something is not working, we can change it. We believe there is something for everyone at the library, and we invite everyone to use their library and to grow with us over the next two years.

New innovations in technology have made it an exciting time for libraries. Libraries are offering more services and materials, and delivering them in new ways. You do not even have to come into the buildings to use the library anymore! The Saline County Library keeps all patrons in mind when implementing new ideas. We are a library that has something for everyone.

“I absolutely LOVE our library! My kids do as well! We have so many wonderful programs that are engaging and educational! The staff is always helpful and kind!”
- Rebecca, Patron
Acknowledgements

We are proud to have support from Saline County residents and organizations along with incredible collaboration from the Friends of the Library. With help from these community groups, our strategic planning team gathered ideas and prepared an action plan.

We also received contribution from our Facebook followers who interacted on our posts, newsletter subscribers who completed surveys, program attendees who provided feedback, patrons who answered questions, and community partners who committed time to attend and engage in planning meetings. A great deal of appreciation goes to our library staff who participated in several focus groups, shared ideas and tried new methods while remaining dedicated to providing great service to the patrons of the library.

None of this plan would have been possible without your help. We appreciate your time, energy and hard work. Thank you!

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