

Cloquet Public Library

2019-2021 Strategic Plan

Adopted by the Library Board:

December 18, 2018

Statement of Organizational Values

Mission: The Cloquet Public Library contributes to a democratic and engaged community by providing a welcoming space, stimulating imagination, and supporting children's literacy.

We believe the Cloquet Public Library is an essential community information and social resource. We value:

- **Literacy** as essential to continued acquisition of education and skills and the basis for lifelong enjoyment, learning, growth and satisfaction.
- **An open, welcoming environment** that is clean, safe, barrier free and equally accessible to people of all ages and cultures, with courteous and helpful staff who work together to make the library experience positive and valuable.
- **Relevance** – The library will continually assess its offerings, seek public input and research current trends to provide services, materials, and resources that align with the current needs of the community.
- **Community ownership** – Community members will be proud of their library and promote its use and appropriate funding to ensure a continued high standard of service.

Strategic Goals

Goal 1: All staff can meet 90% of customer service needs at circulation desk at any time.

Goal 2: To stimulate imagination and encouraging life-long learning the library will provide diverse programming that appeals to a broad range of community interests/representation.

Goal 3: Provide a clean, comfortable environment that encourages exploration, reflection, socializing and learning.

PROGRESS INDICATORS

Goal 1: All staff can meet 90% of customer service needs at circulation desk at any time.

In order to provide the best possible service to all community members, all staff will be able to consistently meet 90% of customer needs.

- All positions will have a training manual by the end of this 3-year period.
- A schedule of training opportunities for circulation staff will be created and followed on a rotating basis to keep skills up-to-date and consistent.
- Conferences and webinars will be explored and opportunities created so that all staff can attend or view at least one session a year. Participation will be encouraged.
- A communication area will be created to post minutes of Library Board meetings, staff meetings, calendar of events, comments and suggestions, encouragements and celebrations.
- Weekly staff meetings of full-time staff will continue and quarterly meetings of all staff will be established. The programming committee will meet weekly. Sunshine committee will meet twice a month.
- Ways of presenting and practicing positive customer encounters will be researched and presented to staff as available.
- Team building ideas will be explored and a Sunshine Committee established.



Goal 2: To promote literacy, stimulate imagination, and encourage life-long learning, the library will provide diverse programming that appeals to a broad range of community interests/representation.

- Provide Adult, Teen and Children’s programming focusing on:

1. Promoting love of reading
2. Hands-on learning
3. 21st century skills (ex.STEAM, online safety)
4. Diverse community interests
5. Community physical and mental health (ex. Blue zone community)

- Will research and implement outreach opportunities that bring the library to the community and form partnerships with like-minded organizations that support the library’s mission.

- Will create a publicity plan to reach as many of community members as possible through a variety of resources.

- Will create summer and winter reading programs that encourage reading and expanding reading interests.



Goal 3: Provide a clean, comfortable environment that encourages exploration, reflection, socializing and learning.

- Maintain, replace, and upgrade diverse, comfortable, and age appropriate seating
- Provide adequate shelving for materials (ex. Additional picture book space and music cd storage)
- Collection updated and in order
- Displays, signage, plants, décor (ex. Wall photos/pictures)
- Updated and inviting collection
- Clean, efficient and accessible work areas
- Continue working toward/on addition to library building
- Provide staff training on implementing behavior policy