



Long Range Plan 2022-2024

**Submitted by:
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Library Director
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Mission Statement

The mission of Safety Harbor Public Library is to inspire lifelong learning and offer individuals of all ages a center for literacy and cultural activity within the community. The Library will provide an empowering and caring environment where educational, cultural, and business needs can be successfully met through quality materials, programs, services, and the use of traditional and emerging technologies.

Acknowledgements

- ❖ Library Advisory Committee
 - Elyse Kelly - Chair
 - Michael Moscardini - Vice Chair
 - Mary Haddon Doyle
 - Stephanie Long
 - Jude Ryan
 - Marie Ziegler

- ❖ Friends of the Safety Harbor Library, Safety Harbor Public Library Foundation, and the Chrissie Schull Elmore Library Trust for their contributions and ongoing support of the Library

- ❖ The dedicated staff of the Safety Harbor Public Library

- ❖ The residents of Safety Harbor and Pinellas County who utilize our Library services, attend our programs, and are advocates for all libraries. We welcome the opportunity to serve you.

This plan was approved by the Library Advisory Committee (LAC) on August 10, 2021. Input from the Library community included data from a 2021 user survey, with additional input from the LAC and Library management. Objectives in this plan will be reviewed annually by the Library Director and LAC to ensure the library remains on track with objectives.

Director's Summary

Our Library has evolved since the 2018-2021 Long Range Plan. We updated the Children's Wing with new furniture, carpeting, and paint making it even more inviting, installed a StoryWalk in the Art Park behind the Library, and added RFID technology to enhance our check-in and out process. Every day, staff ensures the Library is a hub of activity, promoting literacy and providing cultural experience for all ages, thinking of creative ways to serve our community. The Library is place with free Wi-Fi, public computers, e-books, e-audio, and e-magazines, reading programs for all seasons and age groups and so much more. It's a place where you can get your questions answered.

Children and their parents are at home attending Story Time, checking out backpack kits, books, and learning with our interpretive toys. Soon we'll have a Sensory Center for youth, the first one in the county, where children can regroup and utilize this safe space to refocus. The Library is a place where teens can be themselves after school, learn to cook or create art, do their homework, play a game, or simply spend time with their friends in a safe environment.

We not only check out books, but also pressure washers and tools, museum passes, games, and Wi-Fi hot spots. You can take home some seeds for your garden. It's a place to help you get your high school diploma, meet with an expert to navigate Medicare options or with a professional to help you with your small business plan. It's a place open to everyone in the community to meet, study, or simply to find a comfortable place to sit. It's a place to where you can learn a new language or attend a concert and where local history is preserved and yours can be researched with online tools.

The COVID pandemic taught us how to adapt. There were silver linings, including outdoor Story Times and other programs, and Take it and Make it kits, along with a virtual book club. We'll continue to offer these successful programs and look forward to offering many new programs and events for our community, including getting out and about on our new Book Bike, arriving soon, purchased for us by the Friends of the Library.

Today libraries serve their communities differently and evolve as needs of the community change. The proposed expansion of a second-floor meeting room facility will provide additional space for the library providing technology classes, a creative space for learning, and the ability to host more community programs and simultaneous events. With supplemental funds raised by the Library Foundation's, *20/20 Vision - Let's Build a Story* capital campaign, this addition will allow your Library to expand its offerings. We are excited for our future and what we have in store for you.

Please visit us in person or on our website, <http://www.SafetyHarborLibrary.com> to learn more about us and how we can serve you.

-Lisa Kothe - December 2021

Library Roles

- Popular Materials Library

The Safety Harbor Public Library is a popular materials library featuring current, high demand, best-selling materials in all formats and genres for all age groups.

- Life Long Learning Center

The Safety Harbor Public Library supports continuing education for adults, educational pursuits for students of all ages, including kindergarten literacy readiness, ESOL, technology education, and high school diplomas.

- Cultural Center & Community Meeting Place

The Safety Harbor Public Library supports our community by offering varied educational and cultural programs for all ages and provides space for community groups to meet.

Core Deliverables

- ❖ Provide quality, diverse cultural, educational, and recreational programming for all ages during convenient timeframes for community attendance, including weekends. Programs include story time for infants through pre-school and seasonal reading programs for all ages.
- ❖ Continue to support and market Home Delivery partnerships with residents, local pre-schools, and assisted living centers.
- ❖ Form mutually beneficial partnerships with schools and local businesses, including independent bookstores. Reach out and welcome new businesses to the library.
- ❖ Provide programs via partnerships, including AARP tax preparation, ESOL, SHINE, high school diplomas, and other services.
- ❖ Grow online local history collections for universal sharing of historical documents related to Safety Harbor. Scan additional items from museum and community to preserve for future generations.
- ❖ Prepare children to be ready to read and to learn by kindergarten by providing online and print resources and early literacy programming.
- ❖ Maintain primary host site for the Pinellas Public Library Cooperative's Deaf Literacy Center.

Goals and Objectives - Long Range Plan ***Fiscal Year 2022-2024***

Goal 1: Adapt to changing technologies, community needs, and internal space redesign

Print circulation is decreasing but remains steady. E-books and online resources are experiencing higher usage, and facility usage and program attendance is trending upward.

Objectives:

- 1.1 Continue to plan and implement second floor addition with city staff and construction management.
- 1.2 Redesign circulation desk to improve workflow and increase number of self-check-out stations.
- 1.3 Create a welcoming teen area on the second floor with technology, comfortable seating, and décor. Transform current teen area on first floor into dedicated tween space emphasizing life-long learning.
- 1.4 Add cost effective digital resources to supplement print and media collections, including e-books, audiobooks, magazines, and streaming video for all age groups. Purchase materials based on community usage, ensuring expenditures support circulation.

Goal 2: Continue to Strengthen Library's Role in the Community

Collaborate with stakeholders to be a destination of choice and a gathering place for community members through outreach and internal programs.

Objectives:

- 2.1 Reach underserved youth populations with regularly scheduled outreach visits to Daisy Douglas Park, Mattie Williams Neighborhood Family Center after school programs, Sheriff Youth Ranch, and other designated locations, offering *3 For Me* library cards and to introduce Library services.
- 2.2 Reach out to new residents to introduce Library services through partnerships with the Chamber of Commerce and direct contact with new residents via mail and email after establishing utility service.
- 2.3 Increase percentage of Safety Harbor residents with library cards through outreach and marketing efforts. Currently 62% of residents have library cards. Goal of 80%.

2.4 Bridge the gap between teens and adults to become lifelong library patrons after graduation from high school and college through targeted marketing and programming.

2.5 Improve relationships with local elementary, middle, and private schools and develop annual school outreach plan.

Goal 3: Balance Library Collections with Public Needs, Changing Technologies, and the lending of “things”

Purchase relevant print materials and explore innovative services and materials to balance evolving digital and print realms. Add to lending of non-traditional items.

Objectives:

3.1 Continue to expand the Tool Library and lending of relevant items, including WIFI hot spots, seeds, games, curated kits, and other items based on community needs.

3.2 Implement small scale Maker Space which may include VHS to DVD conversion, photo and video editing, art creations, and other relevant services.

Goal 4: Be an environmentally conscious library

4.1 Reduce the use of plastics, reduce printing, encourage the use of email check-out receipts and switch to reusable, recyclable, or biodegradable options for library programs.

Goal 5: Promote community literacy by offering technology instruction, tutoring for speakers of other languages, and story times

SHPL will continue promotion of literacy within the community by offering technology classes, story times, youth coding/robotics sessions, high school diplomas, and promote literacy through unique means, including StoryWalk and Little Free Libraries.

Objectives:

5.1 Offer computer training classes on various technologies and applications, focusing on underserved adult populations.

5.2 Provide alternative ways to provide services outside library walls, including offsite and City events to reach out to underserved populations.

Goal 6: Attract and retain professional staff to develop customer focused services and programs, development of relevant collections and new technologies to provide a positive library experience

Staff payroll and benefits are the largest library budgetary expense. SHPL will retain professional and trained staff, ensuring increased productivity, quality programs, and long-term visions are met.

Objectives:

6.1 Empower staff with an environment of teamwork and culture of continuous improvement to ensure excellent service and programs.

6.2 Continue to encourage staff to attend training at special interest group (SIG) meetings, webinars, and conferences for opportunities to gain exposure to new ideas, information, and training needed to perform effectively and creatively.

6.3 Add full time Community Services Librarian for additional functionality for second floor and supplemental service desk coverage.