Strategic Plan 2017-2020
2018 Update

Engaging Our Community · Enriching Lives · Educating Minds

Plano Public Library
A Service of the City of Plano
Highlights of the year included the debut of a library outreach van funded by Friends of the Plano Public Library and a financial literacy initiative.

- **171** Outreach events reached **18,530** people
- **202** Classes improved ESL and citizenship pursuits for new Americans
- **134,138** Patrons engaged
- **3,807** Programs
- **4.8 million** Items checked out
- **3.3 million** Mobile App used
- **1.4 million** Visited the Library
- **349** Math, robotics and science programs primed students with 21st century skills
- **25** Programs focused on financial literacy
- **1,836** Reading Readiness programs prepared children for school success
- **12,750** Volunteer hours supported library services with a value of **$314,160** to the City
- **20,205** Cards issued to new library users
- **80** Community partners brought value
- **$241,750** Grant and funding partners elevated programs and services
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Awards
- Texas Library Assoc. Branding Iron - Promotions & Events, American Library Assoc. - Public Relations Xchange, Texas Municipal Library Directors Assoc. - Award of Excellence

Tutoring & Online Learning
- **12,608** Courses enhanced academic and job success
VISION

Our vision is to be a valuable resource and partner that connects and serves our community with excellence.

VALUES

Customer Focus
We value the diversity of the people we serve and are responsive to their needs. We consider the impact on our customers in all decisions.

Excellence
We value excellence individually and collectively. We respect all people and offer quality service with a positive attitude. We are committed to having a highly trained staff and expect integrity, competence and professionalism in all actions.

Good Stewardship
We value all resources with which we have been entrusted and are accountable for ensuring the proper use of public funds. We take seriously our responsibility to maximize the efficiency of staff time and talent, making the best use of all our resources in the delivery of quality library service.

Innovation
We value creative thoughts, processes and tools to respond to current and emerging trends.

Intellectual Freedom
We value intellectual freedom and offer open access to collections and services. We are committed to connecting our customers to ideas, information and materials they wish to explore in a friendly, non-judgmental manner. We offer materials, programs and services that represent the needs of our diverse community.
MISSION

Plano Public Library provides a welcoming environment for engaging our community, enriching lives and educating minds.

INITIATIVES

Community – we are a welcoming place for lifelong learning that is valued as an integral part of Plano

Development – we are committed to supporting and retaining highly trained staff

Library Experience – we value interactions at the library and in the community as opportunities to positively impact our citizens
SUMMARY OF GOALS

COMMUNITY

Strengthen Community Connection in Plano And Build Partnerships That Make A Difference In People’s Lives

• Establish the library as a focal point and resource hub for Plano’s communities

• Develop a systematic approach to partnering and outreach that best leverages library and partner resources

DEVELOPMENT

CULTIVATE AN ORGANIZATIONAL CULTURE OF EXCELLENCE

• Assess service strategies and staffing models regularly to ensure the library is using public funding wisely to meet the needs of the community

• Using the Customer Service Statement, define the customer service process with specific touchpoints to make every interaction with patrons positive

• Develop highly trained staff to support programming

LIBRARY EXPERIENCE

ELEVATE PLANO’S ACCESS TO INFORMATION AND IDEAS

• Showcase, organize, and deliver resources to our customers based on feedback and best practices

• Streamline workflow to provide a consistent staff experience

• Coordinate with Development group to create training programs
ENGAGING OUR COMMUNITY · ENRICHING LIVES · EDUCATING MINDS

Connect with us!

planolibrary.org

Event brochure  Mobile app  Monthly eNews