

AGENDA

PLACENTIA LIBRARY DISTRICT
BOARD OF TRUSTEES
WORK SESSION

Wednesday, September 10, 2014
5:00 P.M.
History Room

*The Vision of the Placentia Library District is to
inspire exploration, open minds and bring people together.*

The Purpose of the Placentia Library District is to provide services and materials to our ever changing and diverse community.

To accomplish this goal the Library will:

- ❏ Provide a qualified staff to acquire, organize, and maintain a collection of print and non-print materials in an easily accessible facility and assist the public with its use.
- ❏ Provide literacy outreach and services to the community.
- ❏ Provide a special collection to document and preserve Placentia's History and Authors.
- ❏ Present programs and provide technology access to everyone in order to promote reading and lifelong learning.
- ❏ Promote the Library's vision through consistent messages to the public.

AGENDA DESCRIPTIONS: The Agenda descriptions are intended to give members of the public notice and a general summary of items of business to be transacted or discussed. The Board may take any action which it deems to be appropriate on the Agenda and is not limited in any way by the notice of the recommended action.

REPORTS AND DOCUMENTATION: Reports and documentation relating to Agenda items are on file in the Administrative Office and the Reference Department of Placentia Library District, and are available for public inspection. A copy of the Agenda packet will be available for use during the Board Meetings. Any person having any question concerning any Agenda item may call the Library Director at 714-528-1925, Extension 200.

PLEDGE OF ALLEGIANCE Library Board President

CALL TO ORDER

1. Call to Order Library Board President
2. Roll Call Recorder
3. Adoption of Agenda

This is the opportunity for Board members to delete items from the Agenda, to continue items, to re-order items, and to make additions pursuant to Government Code Section 54954.2(b).

Presentation: Library Director
Recommendation: Adopt by Motion

4. Oral Communications
Members of the public may address the Library Board of Trustees on any matter within the jurisdiction of the Board. Presentations by the public are limited to 5 minutes per person. Members of the public are also permitted to address the Library Board of Trustees on specific Agenda Items before and at the time that an Item is being considered by the Board. Action may not be taken on items not on the Agenda except in emergencies or as otherwise authorized. Reference: California Government Code Sections 54954.3, 54954.2(b).
5. Consultant, Mr. Brent Ives, will present progress on the District's Strategic Plan.

*****CERTIFICATION OF POSTING*****

I, Diane Warner, Administrative Assistant of the Placentia Library District, hereby certify that the Agenda for the September 10, 2014 Work Session of the Library Board of Trustees of the Placentia Library District was posted on September 5, 2014



Diane Warner, Administrative Assistant

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Jeanette Contreras, Library Director
SUBJECT: Update on the Strategic Planning Process from BHI Consulting
DATE: September 10, 2014

BACKGROUND

Mr. Brent Ives of BHI Consulting will provide an update on the progress of the strategic plan and the upcoming activities.

Attachment A is the revised Strategic Plan.

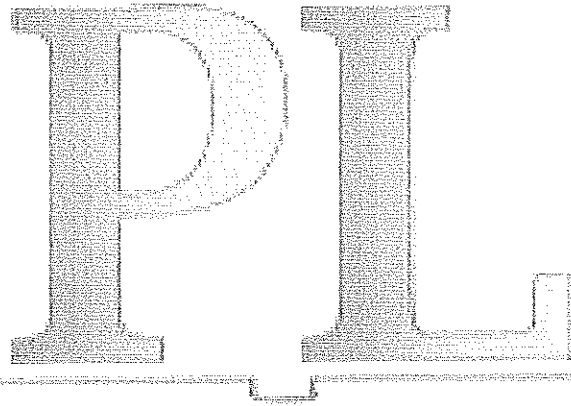
RECOMMENDATION

Actions to be determined by the Library Board of Trustees.

Five-year Strategic Plan

Board Review Draft 9/2/14

PLACENTIA LIBRARY DISTRICT



Passport to Progress

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Board of Trustees

Al Shkoler, President
Elizabeth Minter, Secretary
Gayle Carline, Trustee
Richard DeVecchio, Trustee
Jo-Anne Martin, Trustee

Library Management

Jeanette Contreras, Library Director
Yesenia Baltierra, Business Manager
Fernando Maldonado, Circulation Supervisor
Lori Worden, Children's Services Supervisor
Nadia Dallstream, Adult Services Supervisor

Consultants –

Brent H. Ives, Principal, BHI Management Consulting



Introduction

A Strategic Plan is a top level planning document for an organization to set clear direction over all operational aspects of its mission. It serves as a framework for decision making over a five-year period. It is a disciplined effort to produce fundamental decisions that shape what the District plans to accomplish by selecting a rational and balanced course of action. The District's Mission, Vision and the overall structure of this Strategic Plan were developed by the Board in workshop settings. Within the framework of that structure and the business environment, strategies and goals were developed to sustain and improve the District over the next five years. At its highest level, this Strategic Plan will strengthen and build upon opportunities while addressing areas of concern all aimed toward forecasting an optimized future condition.

This plan also identifies actions, activities, and planning efforts that are currently underway which are needed for continued success in operations and management of the District, and provides for periodic reviews and updates.

Strategic Planning Definitions

Mission Statement: A declaration of the District's purpose which succinctly describes why the District exists. All activities of the District should be in support of the Mission Statement. The District's Mission statement also reflects the values to which the District Board is dedicated. The Board of Directors adopts the Mission Statement. The Mission Statement is reviewed annually but generally remains constant over the long term.

Vision Statement: A statement that articulates where the District wants to be over the life of the Strategic Plan. It outlines at the highest level the key changes that must be achieved by the Strategic Plan. The Vision creates and drives strategy and tactics identified elsewhere in the Strategic Plan. The Board of Directors adopts the Vision Statement. The Vision Statement will be reviewed annually and will typically change more frequently than the Mission Statement to reflect the direction the Board wants to take the District over the five-year time horizon of the Strategic Plan.

Strategic Elements: The broad and primary areas of District operations, planning, and management that are addressed and supported by the Strategic Plan goals. These essentially serve as the outline and organization of the Strategic Plan. The Board of Directors adopts the Strategic Elements. The Strategic Elements are reviewed annually but are intended, absent major new issues to be faced, to be relatively constant over the life of the five-year Strategic Plan.

Objective/Strategy statement: A concise statement associated with each Strategic Element that describes what the Objective for that Element is and how it will be achieved.

Strategic Goals: The goal statement is supported by a narrative that more fully explains the nature of the goal and the issues that the goal intends to address. The Strategic Goals are prepared by District staff and accepted by the Board. The Strategic Goals may change from year-to-year when the annual assessment is made of the progress on

each Strategic Element. The Strategic goals define the line between policy (Board responsibility) and implementation (staff responsibility) and as such are a collaborative effort of both the Board and staff.

Strategic Plan Development

In FYE 2013 the District retained the services of BHI Management Consulting (BHI) to facilitate and coordinate the development of the District's five-year Strategic Plan. BHI first gathered input from employees of the Library, then conducted an on-line public survey and interviewed the Trustees individually. The following topics were discussed at all of the input gathering meetings:

- Mission
- Vision
- Strengths
- Weaknesses
- Opportunities, and
- Threats.

The Board supported this process as a way to allow all to participate in the foundation of the Strategic Plan. The Board strategic planning workshop was conducted in March of 2014. At this workshop the Board reviewed all input, considered the strengths, weaknesses, opportunities and threats to the District. A review of the survey results were also provided at this workshop. The Board revisited and revised the District Mission statement and created a new Vision statement to guide the strategy for the next five years.

Key members of District staff, worked with BHI to develop six strategic elements which help organize the plan. Each element is supported with an objective and strategy statement and Strategic Goals, which assure that Board Vision goals are met within the term of the Plan. Using this process, this Strategic Plan was assembled in a way to

provide assurance of success for the Board's Vision and Strategy for the District over the next five years.

Survey of Public Needs

An on-line survey was distributed to over 14,000 individuals in the Library's email database and advertised on the Library's website. The survey asked questions in the following areas:

- *Who visits, how long, which days, how often, and how do they get here?*
- *How do people find out about the Library?*
- *The Library's purpose*
- *What is most important part of the Library to them?*
- *What keeps them coming back?*
- *What might keep them from coming back?*
- *What might motivate them to use PLD more often?*

The email marketing of the survey was opened by 25% of that number. The survey collected 775 responses. The results of the survey were presented to the Board of Trustees at their planning workshop and are reported herein in Appendix 1.

Strategic Plan Maintenance

A key part of the Strategic Planning process is to conduct an annual review to update the Plan. These reviews allow for regular maintenance of the Plan so that it reflects the actual progress and conditional needs of the District. The reviews will be documented and followed up with either a Plan supplement or an updated Plan. A five-year planning horizon will be maintained with each review effort developing a new fifth year of actions, projects and initiatives. These annual reviews are planned for February of each year and involve, at a minimum, the senior Library staff and the Board of Trustees in open public, workshop session.

Mission Statement, Vision Statement

Mission Statement

Placentia Library District provides reading and lifelong learning to inspire, open minds, and bring our community together.

The Centennial Vision - This Vision of the Trustees is intended to help celebrate the 100-year anniversary of the District.

- *We will be the place where the community “sees and experiences” the technical edge and premier programming.*
- *We will renovate and expand our Library.*
- *We will remain financially self-sufficient.*
- *We will seek strong community support.*
- *We will reach our community with an active marketing plan.*
- *We will increase the percentage of our operating budget that supports establishing the premier collection in Orange County.*
- *We will plan for maintaining our qualified and professional staff.*

Strategic Elements -

Strategic Elements represent the vital areas of the District's operation and management. They assure that the implementation of work to be performed in support of the District's Mission and Vision of the Board of Trustees are comprehensive in nature and properly cover the District in all areas. Strategic elements are derived from the foundational Mission and Vision statements of the District. They are linked to action and results through the Strategic Goals written in each element and the Strategic implementation as expressed in tabular form in Table 1 - Strategic Plan "At-a-Glance" (pg. 21). Within the five-year period covered by this Strategic Plan, these Elements assure that all aspects of District operations are well supported; moving forward in a way that reflects Board priorities and creating balanced implementation. The Strategic implementation, which contains the supportive actions and initiatives organized and prioritized by year within the planning period, is presented along with each Strategic Goal in Table 1.

The Strategic Elements are:

- 1.0 Library Collection
- 2.0 Library Facilities
- 3.0 Library Programs and Services
- 4.0 Finances and Administrative Management
- 5.0 Public Relations
- 6.0 Organization

1.0 LIBRARY COLLECTION

Our objective is to provide a comprehensive, current and timely collection to meet the informational, recreational, and research needs of our community. We will do this by assuring sufficient funding and supporting proactive maintenance of our premier collection.

Summary of 5-Year Strategic Goals

- 1.1 Collection Development – Physical & Virtual Materials
- 1.2. Allocation of Budget
- 1.3 Organization of Space & Materials

1.1 Collection Development-Physical & Virtual Materials

Library materials and collections in all formats, both housed in the Library and available through the Library, are a central Library service. The Library's goal is to provide materials for the public based on the needs of the community. To do this the Library Collection Development Staff will create a Collection Development Policy that includes guidelines and parameters for the selection and de-selection of all current and emerging formats based on analysis of the community's needs as its primary guiding force including, but not limited to, information attained through patron feedback, circulation statistics, turnover rates, hold ratios and database usage. The Collection Development Policy will also include sections on Patron Recommendations, Patron Request for Reconsideration, and specific criteria for selection and weeding of materials for each department's collections.

1.2 Allocation of Budget

The Library Director and the Board of Trustees are responsible for allocating sufficient funding appropriate to support central Library services. Decisions on the distribution of funds are made at the beginning of each fiscal year and communicated to the Collection Development Staff prior to the start of the fiscal year. A line item budget outlines the exact expenditure planned in specific areas, and the specificity is determined by the Collection Development Staff based on statistical reports and needs of the community. Board level discussions around the appropriate amount to allocate to support their vision of a "Premier Collection" will reflect the Collection Development Policy described above.

1.3 Organization of Space & Materials

To encourage in-house use as well as check-out of Library materials, the staff, with input and suggestions from the community, will endeavor to categorize and display materials in

a way that is easy to understand and access to enhance researching and browsing of all subject areas. Possible options to achieve this include, but are not limited to: grouping similar types of items (ex. exam titles, career titles...) together while still using the Dewey Decimal system to lead to further exploration of subjects, grouping multiple formats (books, CDs, DVDs) together by subject, changing to a more general subject system similar to a book store, improving the public's access to and use of the Library's online catalogs as well as virtual materials available in-house and remotely through the Internet, arranging the seating and displays in the Library to encourage the public to spend time connecting to materials and other Library users with similar interests.

2.0 LIBRARY FACILITIES

Our objective is to provide a contemporary, convenient, accessible and pleasant community environment. We will do this by assessing the current facilities and making necessary upgrades as needed within budget parameters.

2.1 Library Renovation Project

The District will move forward with Library renovation plans. This renovation plan will answer a number of pressing questions in terms of Library and community services. These specific needs were identified by the Board and Community, through a broad survey of needs conducted in early 2014 (results attached in Appendix 1 below). It is anticipated that the District will propose a bond to fund the renovation project. The project, which is anticipated to be complete by 2019, will be a comprehensive Library renovation upgrade including Space Design, Technology and Storage, including the following:

Space Design:

- Better directional signage: 1) interior map; 2) directory of collection layout; 3) external signage; 4) department signage
- Install functional and ergonomic furniture for all staff and public, with the goal of a "Green Environment"
- Define Young Adult reading area with new furniture
- Upgrade and relocate the outside book-drop
- Expand PLFF Bookstore and add coffee shop area
- Add dedicated Study Rooms / Quiet Study Area
- Add a dedicated Literacy Room
- Expand Passport Area – have two workstations & a separate area for photos
- Redesign staff work space in all departments
- Reconfigure check-out desks so staff is eye-level with patrons
- Add a dedicated Story Time area in Children's Area
- Investigate cost to install solar panels in parking lot (green environment)
- Add restrooms in Adult and Children's departments

Technology:

- Improve PA system – upgrade speakers
- Establish a Children's Computer Lab
- Install outside digital Library signage for better visibility

Storage:

- Add storage space for tables/chairs & work room area
- Increase space and storage for Children's Area
- Provide separate storage areas for Adult & Children's departments

The project has several stages, beginning in 2014, that are outlined in brief detail in the table on Pg. 21. Should Bond vote result in a "No" vote, the District will revisit the strategic plan to identify which facility-related projects can be completed without the need for bond passage.

3.0 LIBRARY PROGRAMS and SERVICES

Our objective is to provide premier Library programs and services to our community. We will do this by continually assessing our community's needs, the Library industry, neighboring libraries and organizations to be sure that we offer the optimal set of programs and services.

Summary of 5-Year Strategic Goals

- 3.1 Continue and Enhance Popular Library Programs
- 3.2 **Assess, Develop and Offer New Library Programs**
- 3.3 Collaborate with other Community Groups

3.1 Continue and Enhance Popular Library Programs

The Library will continue to optimize our current programs for adults, children and teens, which meet educational and recreational needs of Library members. First, staff will provide the community opportunities to give feedback on program development, including but not limited to: surveys, evaluation forms, and online feedback forms. Staff will use these results to drive future program expansions and improvements.

The Library will continue programs for at-risk and underserved populations in the community, such as but not limited to, Storytimes for Head Start programs, school visits, and literacy programming.

3.2 Assess, Develop and Offer New Library Programs

To enhance our services, Library staff will evaluate the feasibility of a number of new programming opportunities for our patrons. Staff will evaluate establishing a book delivery service for underserved groups. We will study, develop and establish bilingual and Spanish programming including, but not limited to, bilingual storytimes and computer workshops. Library staff will also assess the need for and develop programs for "tweens", ages nine to twelve years of age. Programming and outreach methods to celebrate the Library Centennial will also be developed. The staff will determine appropriate opportunities for technology training for all ages as well.

To enhance Library services for our community, staff will identify and evaluate new, non-traditional Library services such as: notary services, citizenship classes, and/or DMV courses. Staff will implement at least one new service within the timeframe of this Plan.

Library staff will evaluate the impact and feasibility of having one central service desk to serve our patrons, as well as other non-traditional reference service models. This evaluation will be part of the design work for Library renovation.

3.3 Collaborate with Other Community Groups

It is important to realize the importance of collaboration with other groups in our community. As such, Library staff will support local community groups through staff membership and collaborative programming. Library staff will create new programs and enhance existing programs with public, private and non-profit partners whose missions align with Placentia Library's mission.

Placentia Library staff will also collaborate with local history groups to support the Placentia Library History Room and create outreach opportunities.

4.0 FINANCES AND ADMINISTRATIVE MANAGEMENT

Our objective is to ensure the short and long-term fiscal health of the District and provide excellence in the administration of the Library. We will forecast and plan revenues, reserves and expenditures. We will adhere to best practices for the development of policies and Board administration.

Summary of 5-Year Strategic Goals

- 4.1 Be transparent in all financial transactions.
- 4.2 Adhere to “best business practices”.
- 4.3 Strengthen relationship with the Friends Foundation.
- 4.4 Continuously pursue alternative funding/financial options.
- 4.5 Continue to operate within a balance budget.
- 4.6 Integrated Library System (ILS).

4.1 Be Transparent in All Financial Transactions

The District will be transparent in all financial and administrative transactions. In doing so, we will achieve the California Special District Association “District Transparency Certificate of Excellence”. In addition, the District will continue to comply with transparency requirements set forth by the California State Controller’s Office (Website example?).

4.2 Adhere to “Best Business Practices”

The District will adhere to best practices by conducting annual evaluation of internal business processes including human resources, financial and planning information. Budget and policy documentation will be posted to a publically accessible website soon after approval from the Library Board of Trustees. The Library will enhance communication to facilitate information sharing between all of its customers. The District Board will also address this strategic plan annually at their Annual planning session in February of each year.

4.3 Strengthen Relationship with the Friends Foundation

The District’s relationship with the Friends Foundation has become increasingly important. We will strengthen this relationship by providing administrative support as needed and identify appropriate funding for Library programs and facility projects. The Boards of the Library Trustees and Friends Foundation will annually review the

Memorandum of Understanding (MOU) to ensure proper function and accountability by both Boards.

4.4 Continuously Pursue Alternative Funding/Financial Options

The District will continuously seek alternative funding and financing options for Library projects. We will explore supplemental means of income by annually assessing Federal, State and Local grant opportunities. In order to provide better service, the District will also assess and provide appropriate e-commerce options for revenue from entrepreneurial services (i.e., PayPal).

4.5 Continue to Operate Within a Balanced Budget

The District will continue to operate within a balance budget while maintaining quality Library services. As part of this commitment to maintain a balance budget, Library management will provide salary and benefit analysis and recommendations to the Board of Trustees.

4.6 Integrated Library System (ILS)

The Library will annually review the effectiveness of Integrated Library System (ILS) as it relates to the collection and how it serves the community. We will continually update the Online Public Access Catalog (OPAC) to make the patron interface more intuitive and user friendly. The District will also train and cross-train staff on ILS modules to enable staff to better understand the collection and optimize its usage.

5.0 PUBLIC RELATIONS

Our objective is to project a positive image to our patrons and the entire service area. We will do this by delivering effective and successful methods to educate and inform the public.

Summary of 5-Year Strategic Goals

- 5.1 Form Public Relations Plan
- 5.2 Participate at Service Projects

5.1 Form Public Relations Plan

Sustaining exemplary public relations is critical to the mission and purpose of the Library. We will ensure the Library maintains its relevancy and increases patron visits now and in the future with strong outreach as an important element of the plan. We will develop a public relations plan that brings to life all aspects of marketing, community assessment, continually improved communications, and networking with stakeholders and patrons alike. Public relations will begin with this exploration and planning, and will be consistent throughout the years.

5.2 Participate at Service Projects

To ensure the Library retains community support and brings people together, staff will volunteer at service projects throughout the community. In order to retain community involvement at the Library, staff will be provided opportunities to give back at non-Library related projects. It is critical to allow for volunteer service on behalf of the Library to learn from other organizations and strengthen the community as a whole. These opportunities will be provided several times per year.

6.0 ORGANIZATION

Our objective is to employ and retain a high quality, motivated workforce. We will do this by utilizing sound policies and personnel practices, offering competitive compensation and benefits, providing opportunities for training, development and professional growth while ensuring a safe and secure workplace.

Summary of 5-Year Strategic Goals

- 6.1 Training / Cross-Training / Conferences
- 6.2 Team Building Programs
- 6.3 Staff Health and Wellness
- 6.4 Compensation and Benefits Studies

6.1 Training / Cross-Training / Conferences

In order to maintain professional and skilled workforce, the District will provide opportunities for professional growth while maintaining positive work morale. Staff will continue to participate in mandatory Staff Development Days and Library-related conferences. To ensure the Library retains a knowledgeable workforce, staff will rotate assignments bi-monthly within the Adult, Children's and Circulation departments to provide for cross training. New Employee Orientation training will include mentor-buddy assignments described below. Supervisors will be provided training in their assigned supervisory duties to assure best practices. Library management will ensure that department supervisors understand annual budget parameters.

6.2 Team Building Programs

The Library will encourage positive interaction among staff members by incorporating team-building activities throughout each year. The Library will also establish an ongoing Mentor/Buddy Program for staff. This program allows for building of one another's work self-confidence as they begin their work life and more.

Financial support will be provided for degreed staff to pursue Library-related education courses and educational relevant conferences.

6.3 Health and Wellness

To promote health and wellness among the Library staff, the District will secure the services of an Ergonomic Consultant for recommendations on better ways for set-up and/or use of existing workstations and replacement of furniture as needed. We will establish a Health & Wellness station in Staff Lounge area, with portable exercise equipment available before and after work, and during meal breaks.

6.4 Compensation and Benefits Studies

To ensure the Library remains a desirable place to work and is thereby able to recruit and retain a high-performing workforce, staff will conduct periodic studies to determine the competitiveness of our compensation and benefits relative to local and regional labor markets. Library management will commission these analyses to evaluate current compensation and vacation and sick time benefits in order to stay competitive in the marketplace.

Table 1 –The Strategic Plan “At A Glance”

Strategic Objective	Strategic Elements	Completion (Fiscal Year)
1.0 Library Collections		
	1.1 Complete the Collection Development Manual.	2014-2015
	1.2 Allocation of Collection Budget (ongoing)	2015-2017 2017-2019
	1.3 Complete organization of space & materials.	2017-2019
2.0 Library Facilities		
	2.1 Determine best financing options for a possible renovation/expansion.	December 2014
	2.2 Identify and select the architectural and engineering firms.	2015
	2.3 Collaborate with a designer to develop space design concepts.	2015
	2.4 Secure funding.	2015-2016
3.0 Library Programs and Services		
	3.1a Conduct program surveys for all programs and evaluate results.	2015-2019
	3.1b Staff participates in conferences and workshops and identifies new program ideas; implement one new program idea each year.	2015-2019

Strategic Objective	Strategic Elements	Completion (Fiscal Year)
3.0 Library Programs and Services (Cont.)		
	3.1c Assess family programming and implement new family programs.	2015-2019
	3.1d Continue outreach to underserved groups, such as Headstart Storytime visits and other school visits; continue literacy programming.	2015-2019
	3.2a Evaluate the feasibility of book service to underserved groups.	2015
	3.2b Develop and establish bilingual storytimes and/or other Spanish programming.	2015
	3.2c Develop a tween program.	2014
	3.2d Plan and develop programs and events for the Library's centennial.	2018-2019
	3.2e Create technology training opportunities for all ages.	2019
	3.2f Implement a one central Service Desk.	2019
	3.3a Staff collaborate through memberships with other community groups.	2015-2019
	3.3b Staff collaborates with other local history groups to support the Placentia Library History Room.	2015-2019

Strategic Objective	Strategic Elements	Completion (Fiscal Year)
4.0 Finances and Administrative Management		
	4.2a Work to continually improve the underlying supporting documentation.	2015-2019
	4.2b Ensure Library policies are relevant reflecting emerging technologies and online resources.	2015-2019
	4.2c Publish and disseminate the Library's Visions, Goals, Policies and Procedures, and eXPLORE Newsletter on the Library's website.	2015
	4.3a Assist PLFF in developing their capacity to contribute towards the success of the annual Author's Luncheon fundraising event.	2015
	4.3b Assist PLFF with the ordering and restocking of vending machine supplies.	2015-2019
	4.3c Assist PLFF with creating publicity materials.	2015
	4.4 Continuously Pursue Alternative Finding/Financial Options.	2015-2019
	4.5a Work collaboratively with departments to develop and adopt bi-annual budget.	2015-2019
	4.5b Produce accurate and informative annual financial audits.	2015-2019
	4.5c Resolve 100% of audit findings within 12 months of audit publication.	2015-2019

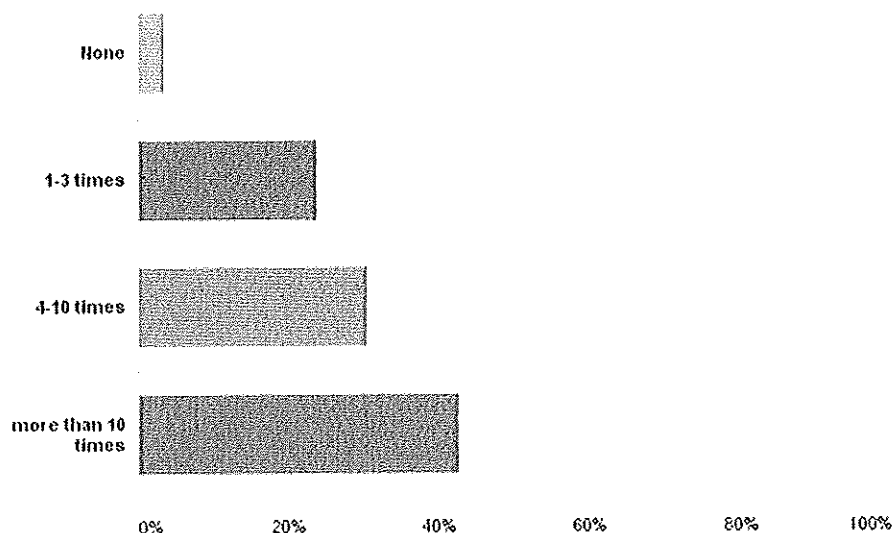
Strategic Objective	Strategic Elements	Completion (Fiscal Year)
4.0 Finances and Administrative Management (Cont.)		(NEED DATES)
	4.5d Provide departments with the support necessary to continually strengthen their activities regarding financial monitoring and reporting.	2015-2019
	4.6 Evaluate Integrated Library System	2016
5.0 Public Relations		
	5.1 Fill Public Relations Position.	FY 2014/2015
	5.2 Develop and Maintain Public Relations Plan.	FY 2014-2019
	5.3 Attend and Participate in Community Service Projects.	FY 2014-2019
6.0 Organization		(NEED DATES!!)
	6.1a Request feedback from participants to evaluate assignment rotations within each department.	2015
	6.1b Provide financial support to allow a minimum of one professional or para-professional staff member from each department to attend annual major Library conferences – ALA, CLA, PLA.	2015-2019
	6.1c Budget for three (3) training sessions per department per year.	2015-2019

Strategic Objective	Strategic Elements	Completion (Fiscal Year)
6.0 Organization (Cont.)		
	6.2a An "Employee of the Year" will be recognized at the Annual Staff Appreciation event and receive a \$500 cash award.	2015-2019
	6.2b Friday A.M. Huddles – review any issues or bottlenecks from past week (Huddle Hits or Misses form). More involved issues will be addressed at monthly staff meeting.	2014-2019
	6.2c Use Staff Suggestion Box for discussion of ideas at huddles or monthly staff meetings.	2015
	6.3a Create a "Walking Map" of streets/area around Library (where to walk for exercise - ½ mile, 1 mile, etc.).	2015
	6.3b Walking Star recognition – 1-year gym membership for annual Walking Star winner.	2015
	6.3c "STEPS Tracking" program – compare online walking programs (FitBit, Pebble).	2016
	6.4a Compare PLD's merit review process with other libraries & staff positions.	2015
	6.4b Budget permitting, increase vacation & sick time accruals back to higher 2011 levels.	2016
	6.4c Do an analysis for better employee retirement plans, i.e., PARS vs. PERS.	2016
	6.4d Carpool & Train incentive discounts for staff.	2016
	6.4e Partner with Southern California entertainment venues to offer discounts for staff.	2016

APPENDIX – 1 PUBLIC SURVEY RESULTS

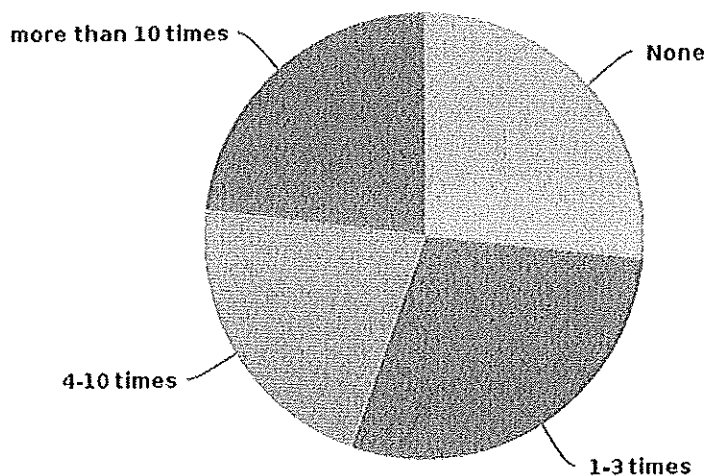
Q1 How often have you visited the Placentia Library in person over the past year, if at all?

Answered: 734 Skipped: 5



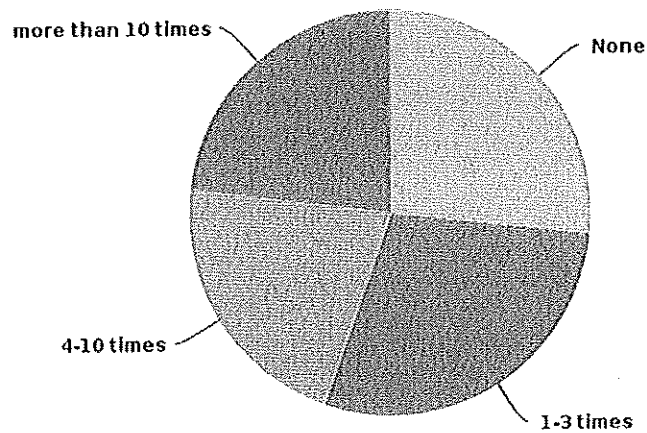
Q2 How often have you visited the Library through the internet over the past year, if at all?

Answered: 733 Skipped: 5



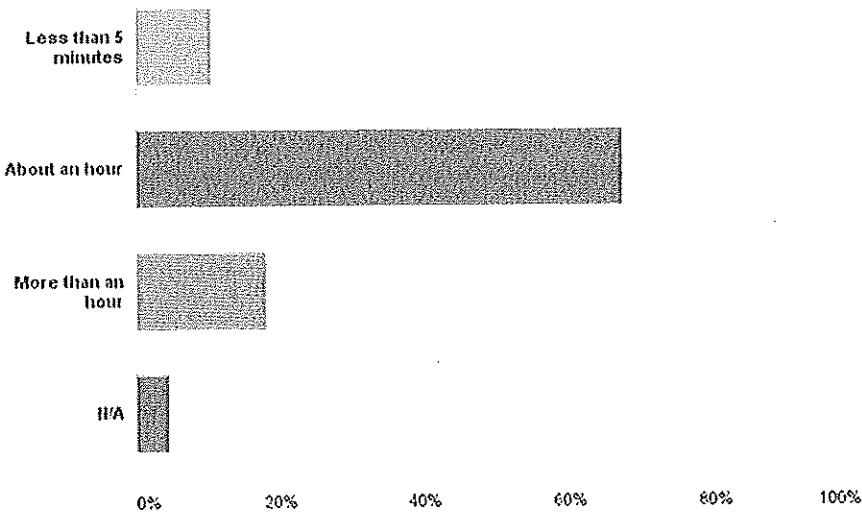
Q2 How often have you visited the Library through the internet over the past year, if at all?

Answered: 733 Skipped: 5



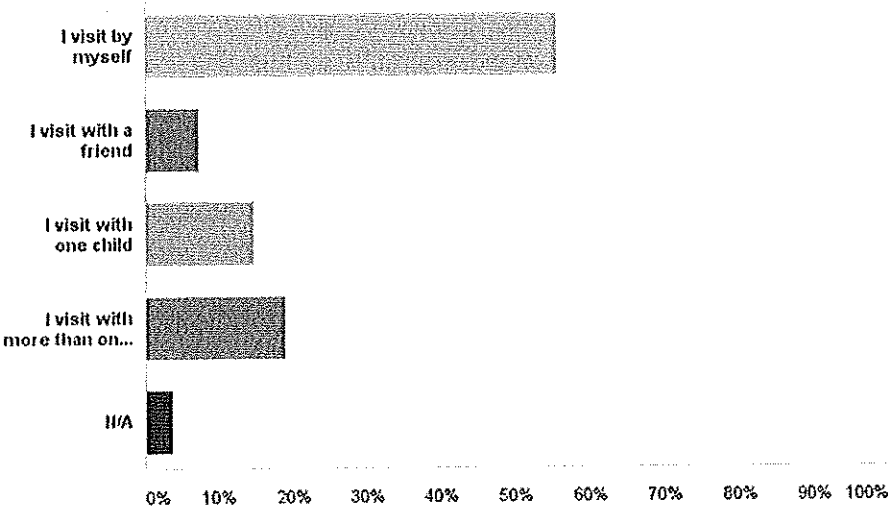
Q3 When you visit the Library, how long do you usually stay?

Answered: 733 Skipped: 5



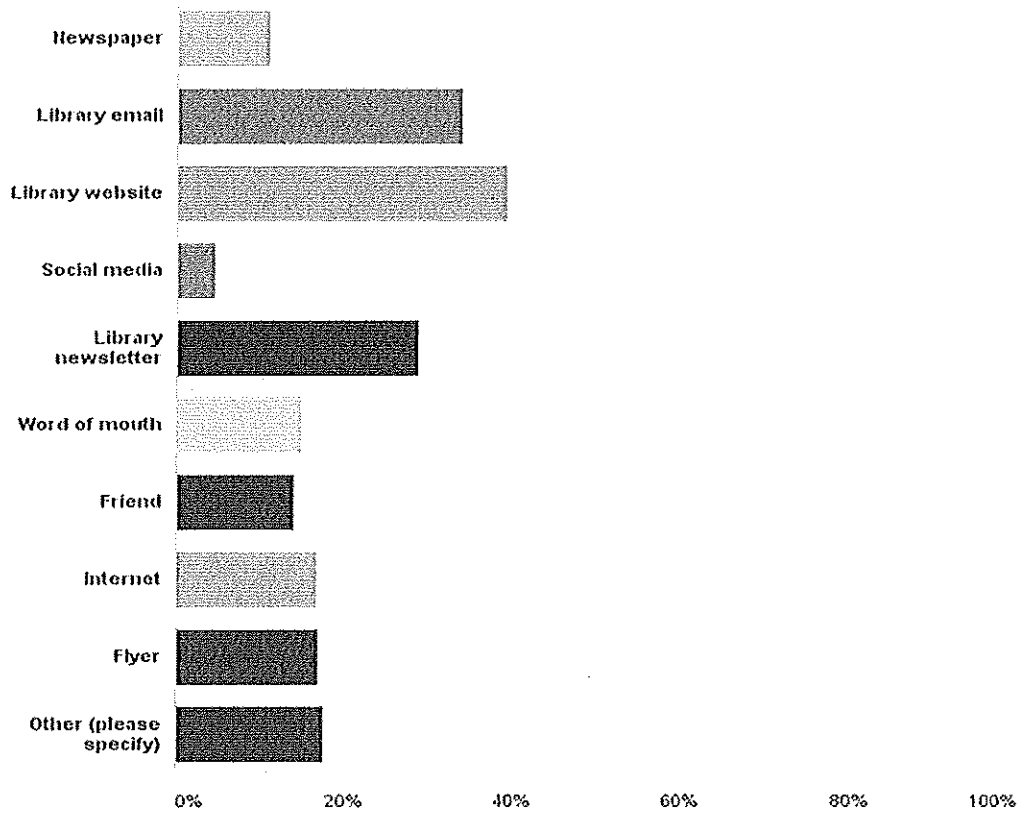
Q4 When you visit the Library, who usually visits with you?

Answered: 736 Skipped: 5



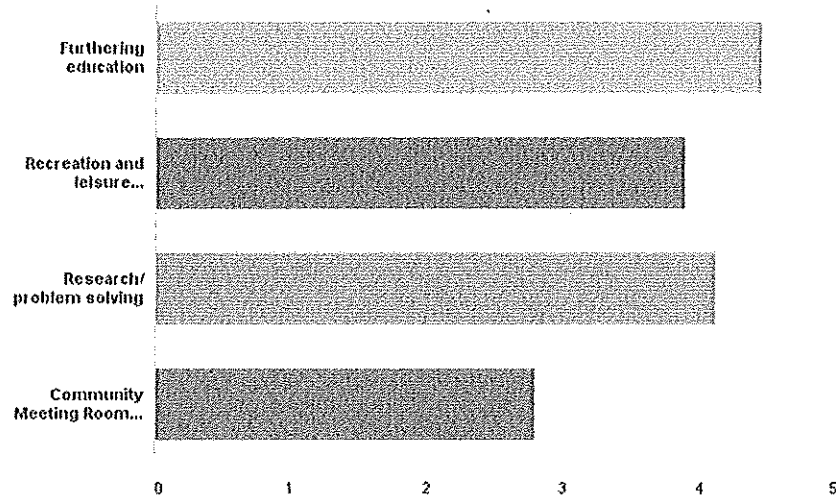
Q5 How do you find out about Placentia Library services and programs? (You may check more than one.)

Answered: 734 Skipped: 5



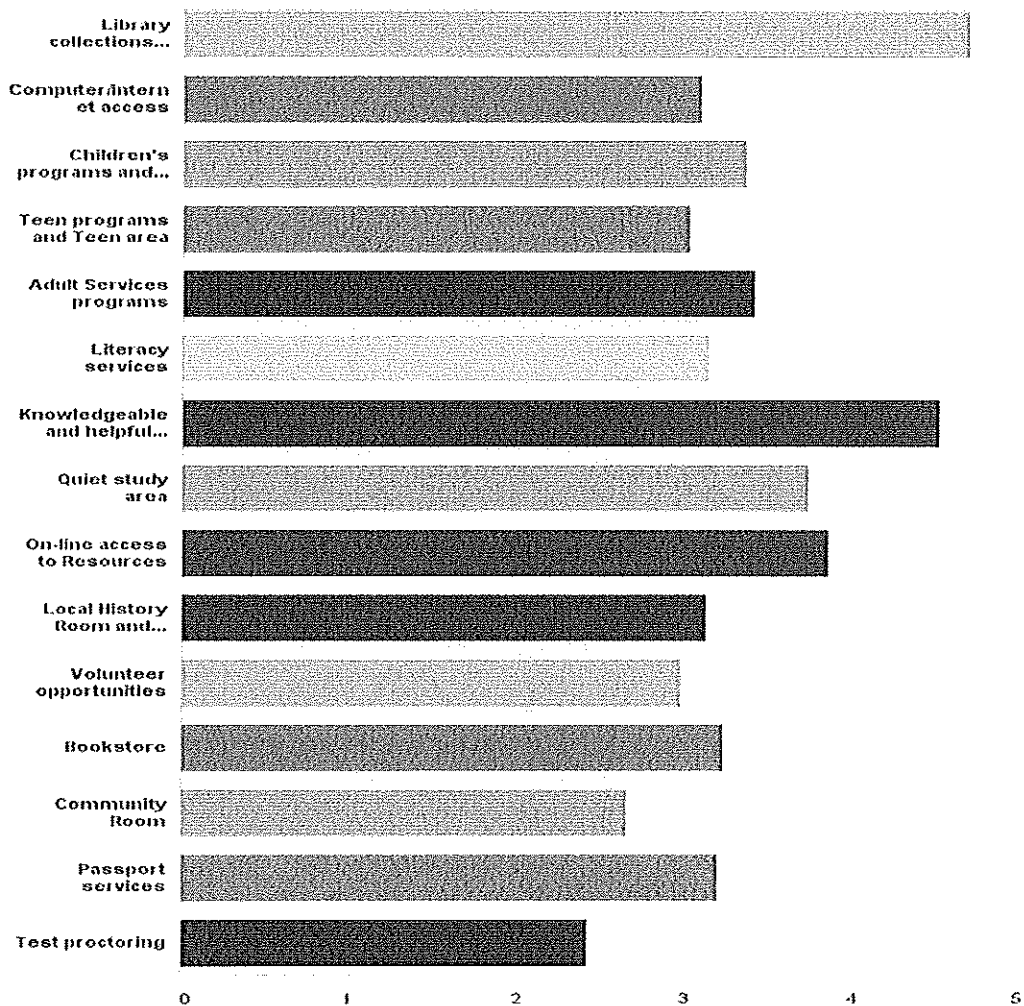
Q6 What do you consider the Library's main purpose? (You may select more than one.) Please rate the subjects 1 to 5 with 5 being the most important.

Answered: 734 Skipped: 5



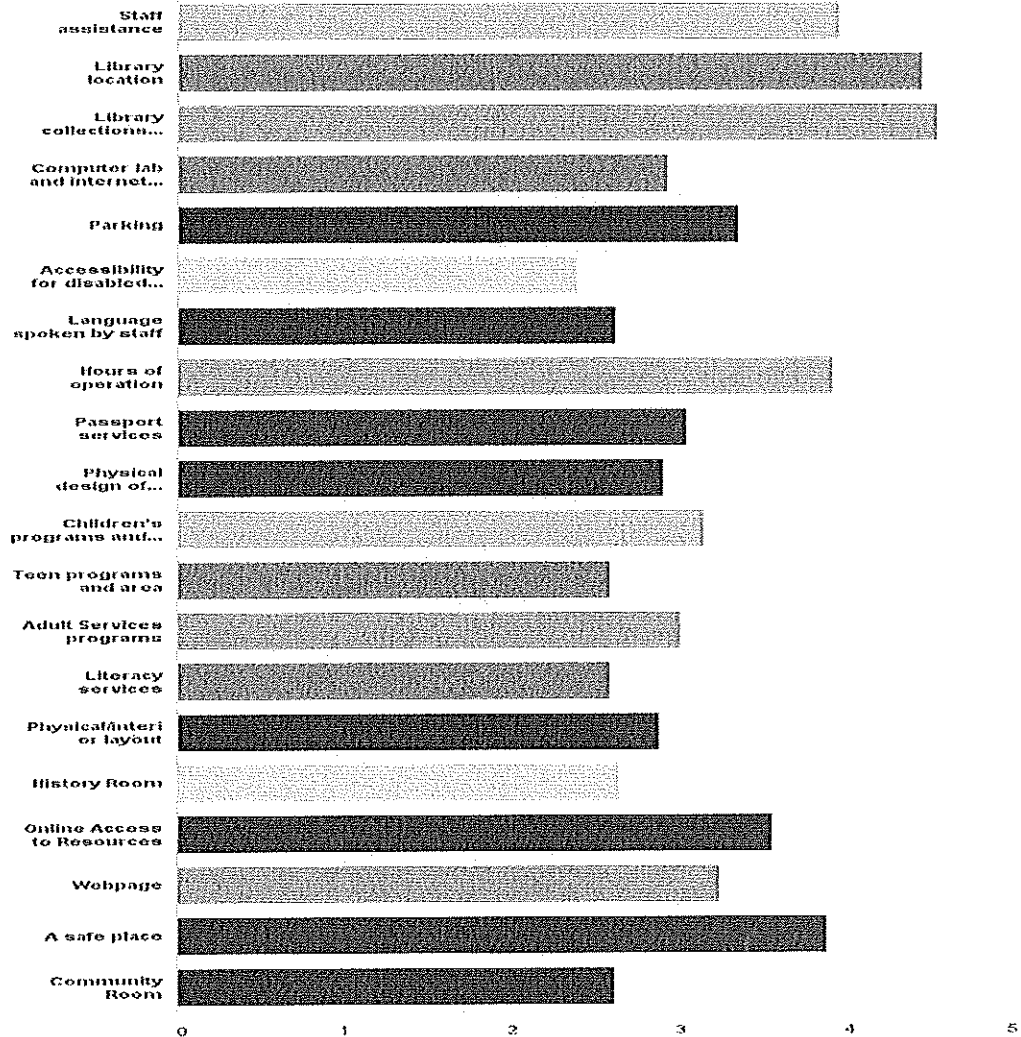
Q7 Which of the following aspects of the Library are important to you? Please rate the subjects 1 to 5 with 5 being the most important.

Answered: 734 Skipped: 5



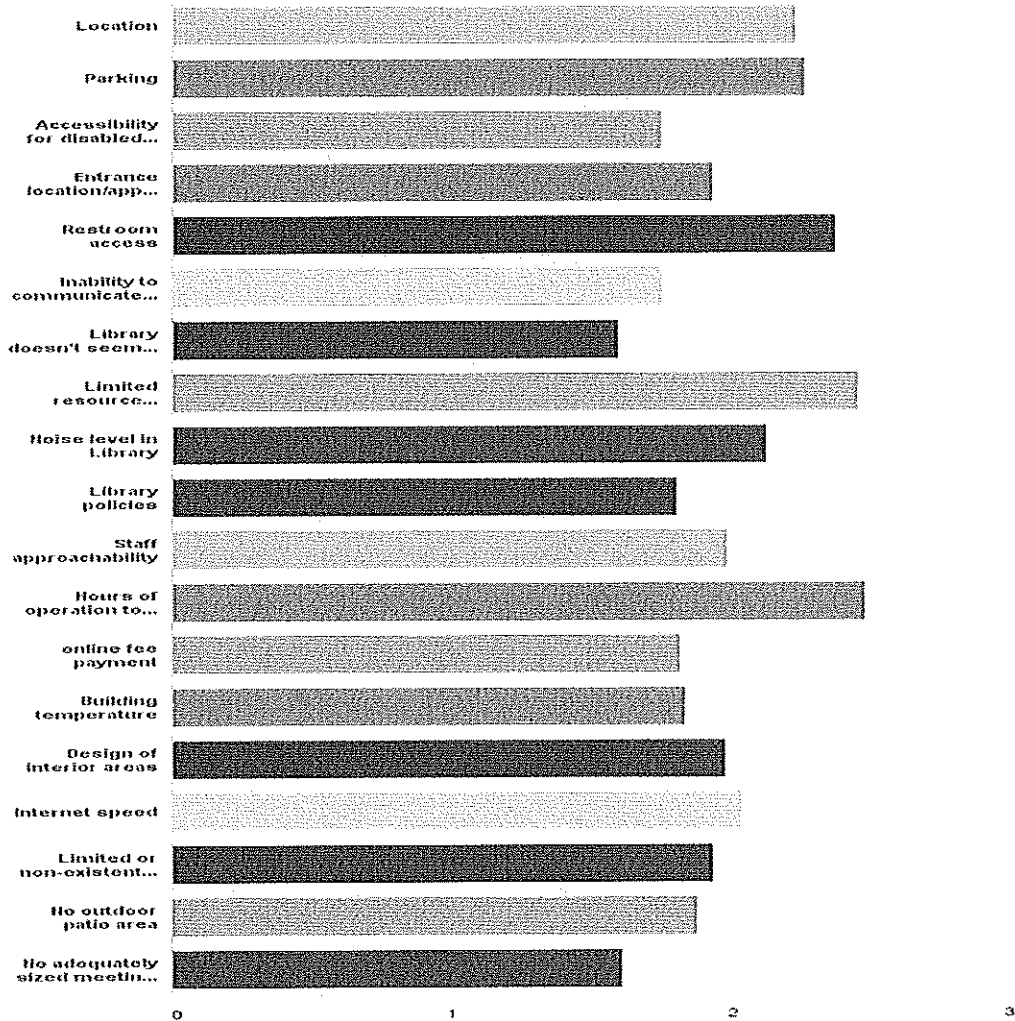
Q8 Which from the following list keeps you coming back to the Library? Mark only those that apply. Please rate the items 1-5 with 5 being that which keeps you coming back.

Answered: 734 Skipped: 5



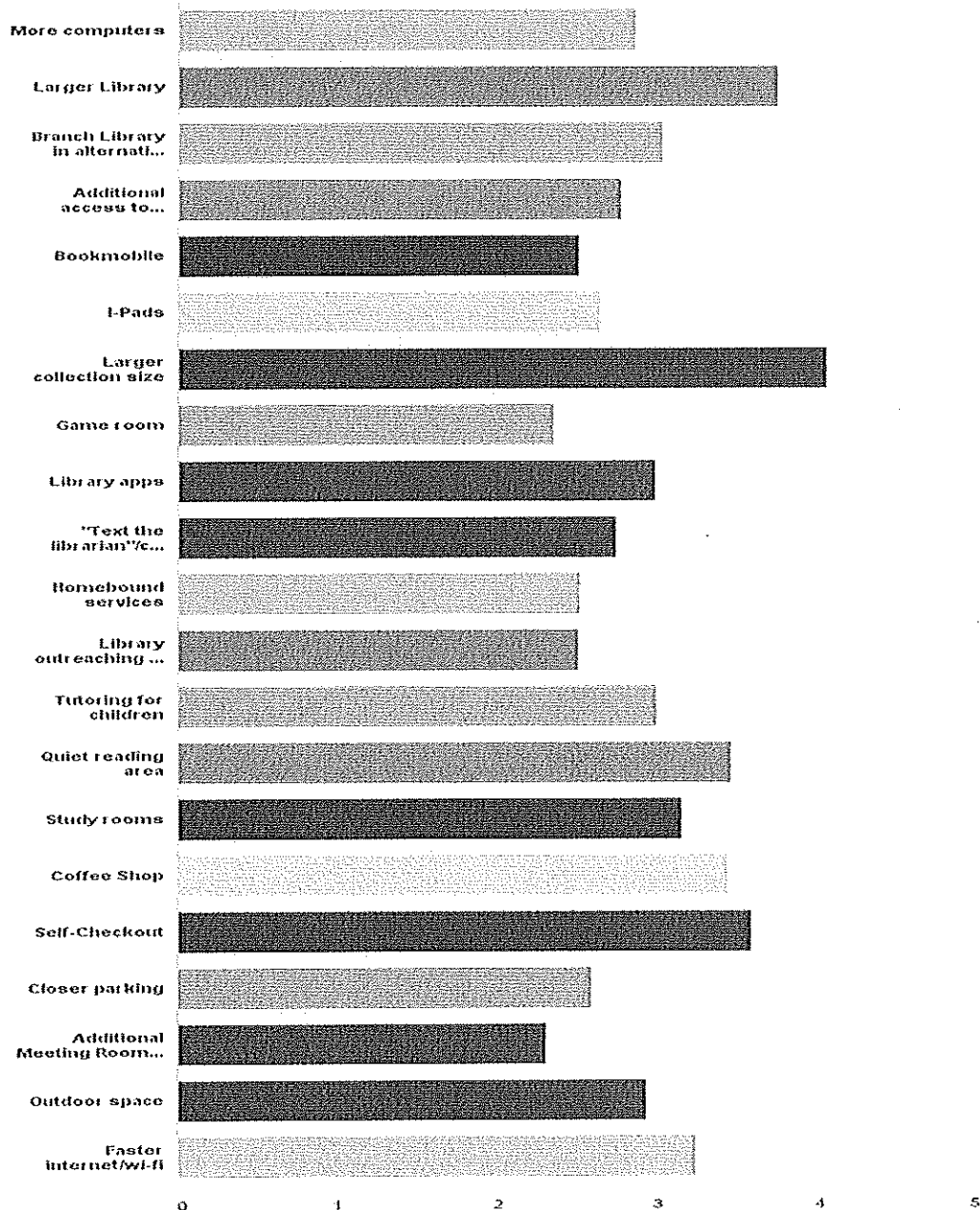
Q9 Which from the following list keeps you from coming back to the Library? Mark only those that apply. Please rate the items 1-5 with 5 being what deters you most.

Answered: 734 Skipped: 5



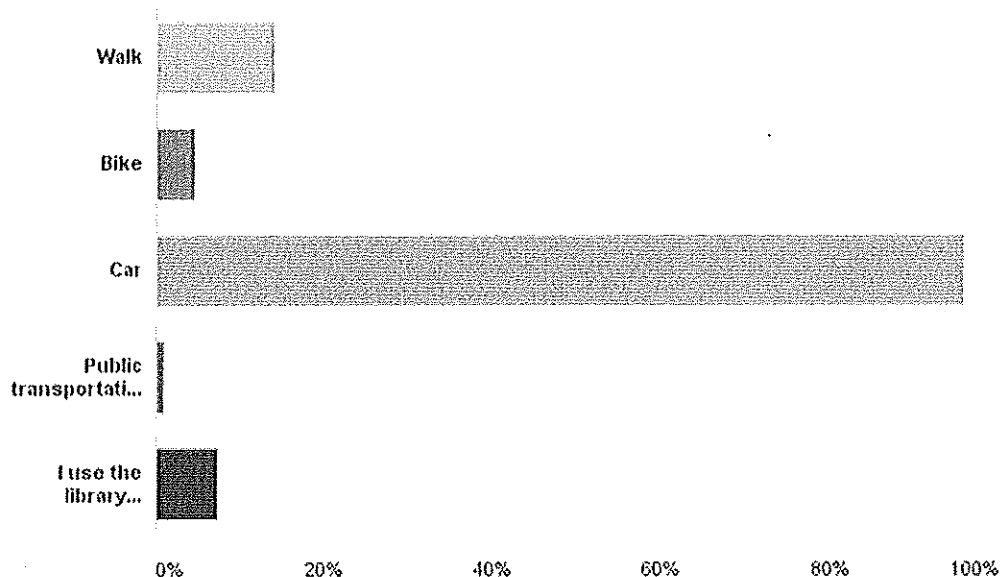
Q10 Which of the following might motivate you to use the Library more often? Please rate items 1 to 5 with 5 being most likely to motivate you.

Answered: 734 Skipped: 5



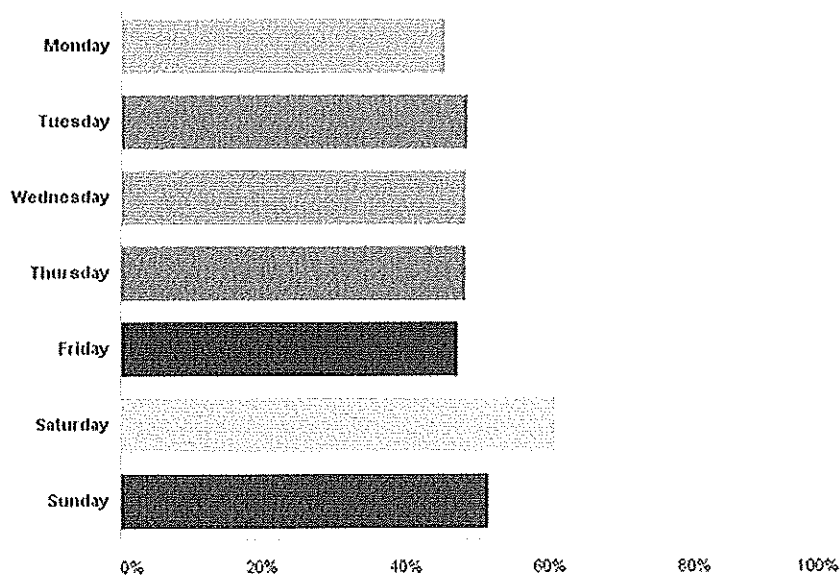
Q11 What transportation do you usually use to get to the library? (You may check more than one.)

Answered: 734 Skipped: 5



Q12 Check the days you visit or would be likely to visit the Library. (You may check more than one.)

Answered: 734 Skipped: 5



Q13 Check the times you most likely use or would use the Library. (You may check more than one.)

Answered: 734 Skipped: 5

