

WHITE HOUSE PUBLIC LIBRARY

LONG-RANGE PLAN
2023-2024

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Director

Vision Statement

Your place to connect

Mission Statement

Be an essential community hub that provides tools, resources, and assistance.

Motto

Read, Connect, Explore

Selected Roles of the Library

Popular Materials Center
Technology Resource Center
Independent and Early Literacy Learning Center

Goal 1: Offer library programs, resources, and services that meet community needs.

1.1 Objective: Improve and expand upon existing library programs.

1.1a Task: Improve 1000 book participation

1.1b Task: Try to have an active TAB

1.1c Task: Hold park story times and field trip days

1.1d Task: Review counts of individual programs and look at either improvement options or removing the program.

1.2 Objective: Add new programs and services

1.2a Task: Review options for more adult educational programs

1.2b Task: Add education kits for adults to checkout

1.2c Task: Continue offering and expand Summer Internship Program

1.2d Task: Add museum passes for patrons to check out

1.3 Objective: Update and increase the amount of technology items and resources being offered.

1.3a Task: Purchase more ebooks, e-audio books, and downloadable movies/material

1.3b Task: Add resources that allow staff to better communicate with the deaf community

1.3c Task: Add reservation software for study rooms and other items for patrons to reserve

Goal 2: Enhance library space and marketing of resources for better utilization by the public.

2.1 Objective: Identify dead zones and modify into better utilized space

2.1a Task: Replace existing furniture with furnishings that better utilize the spaces

2.2 Objective: Better advertise library resources, programs, and services

2.2a Task: Do paid Facebook ads, post office drops, and other marketing tactics

2.2b Task: Task Marketing Committee to create a marketing plan.

Goal 3: Create a culture of library/community interaction through mutually beneficial projects and partnerships

3.1 Objective: Create community partnerships and be active in community projects/activities

3.1a Task: Create garden to grow food for the general public with the help of the FFA, master gardeners, boy scouts, girl scouts, etc.

3.2b Task: Expand the reading garden to include a certified butterfly garden with the help of the friends of the library, master gardeners and schools.

Goal 4: Try to make the library 3rd place in the community

4.1 Objective: Provide an excellent level of customer service

4.1a Task: Develop a plan to objectively measure patron satisfaction and experiences.

4.2 Objective: Try to make the library have something for everyone

4.2a Task: Use evaluations to measure patron satisfaction

4.2b Task: Collect data on patron requests