

Imagine the Possibilities

2019-2021 Strategic Plan for the Darlington County Library System

MISSION

The Library System is your place for information, insight, inspiration, and innovation in the community.

VALUES

- Excellence in Service
- Creativity and Innovation
- Dedication and Accountability
- Leadership and Collaboration

STRATEGIC GOAL #1:

Serve as a welcoming and innovative community center

The Library is a welcoming and innovative community center for all.

- Objective 1A: Create lifestyle oriented and real life-based programs and services to meet the needs of our diverse community
 - Launch an annual “Black Creek Literary Festival” event for local authors
 - Launch an annual “Art in the Park” centered in Lamar
 - Launch an annual “Homeschool Expo” at the Hartsville Branch
 - Transform the Society Hill Branch into a center focused on serving the area’s rural and agricultural community, become a part of the South Carolina Ag+Art Tour program.
 - Increase emphasis on hands-on and inquiry-based learning activities to reading programs, such as the Summer Reading and Learning Program (SRLP) so that programs are about learning and doing, as well as reading
 - Increase emphasis on "lifelong learning" programming focused on personal growth, expanding horizons, and creating social connections by offering a variety of applied and fine arts, communication, technology, finance, music, history, social, literary, and cultural activities
- Objective 1B: Repurpose existing spaces and create new spaces, including the space between the spaces, for use by individuals or groups and for new initiatives in the Library’s facilities
 - Build an outdoor stage at Darlington
 - Create Young Adults areas
 - Repurpose walls and hallways into art gallery spaces
 - Add meeting space at Society Hill
 - Repurpose the Darlington South Carolina Room as a meeting room
- Objective 1C: Create diverse outreach programs and services that are portable, mobile, and sustainable to reach populations that cannot travel to traditional library locations.
 - The Pop-Up Library: Meeting The Community Where They Are – A pop up canopy mini-library using hotspot technology to deliver temporary library service
 - Home delivery service for the disabled and shut-ins
 - Develop a mobile astronomy program based around a portable planetarium

STRATEGIC GOAL #2:

Strengthen external partnerships and promote our value.

The Library is a community treasure and a desired partner in community projects.

- Objective 2A: Create a system wide public relations strategy to present the Library as a positive, integral, and relevant institution in the county
 - Public relations coordinator – Create Part-time public relations employee to help create, develop, and manage the Library’s image

- Create and deploy a standardized visual image for the Library's logo and name on promotional materials
- Create a mascot to promote Library services
- Objective 2B: Create a "WOW" experience for the community and visitors from outside the community
 - A review of Darlington County demographics to bring the Library's collections, programs, and services more into line with the community's needs
 - Resurface walls/floors for a tactile/multisensory experience
 - Arrange shelving and furniture to create small collaborative learning spaces
 - A complete revision of library policies to allow staff to create and offer more customer friendly programs, services, and collections
 - A complete revision of library policies to remove barriers to providing customer friendly service
- Objective 2C: Make the Library a partner of choice partner for corporations, businesses, and community agencies service our community
 - Integrate the Library system's facilities and technological capabilities into the County's emergency response system
 - Merge the Darlington County School District's summer reading program with the Library's summer reading program
 - Provide every child of a given age a starter book and an opportunity to get a library card
 - Partner with the local jail and prison farm to provide inmates with materials
 - Create opportunities for businesses and individuals to sponsor programming and/or promotional materials, contribute to a Foundation, or naming opportunities

STRATEGIC GOAL #3:

Develop and support our people.

The Library is a place that cultivates and supports its staff to deliver exceptional service to all.

- Objective 3A: Cultivate dynamic, creative, innovative, outgoing, positive, and flexible individuals who will meet and engage the residents of a diverse community, provide exceptional customer service, and create an outstanding library
 - Increase the travel and training budget by at least 50%
 - Promote a culture of teamwork and innovation through a system-wide collaborative sharing of staff
 - A review and revision of library policies to allow staff to provide more customer friendly service
- Objective 3B: Develop leaders in connecting different parts of the community/county (young and old, county and city, mixed age groups)
 - Designate staff when and where appropriate to work at various community functions and/or represent the Library
- Objective 3C: Build a consistent/coordinated/standardized training program that focuses on cross-training and inter-library work for better customer service
 - Trainer – Coordinator delivering a consistent training program for circulation and reference staff
 - Create a standard orientation / information manual for all new employees