



**BEHIND EVERY
GREAT COMMUNITY
IS AN AWESOME LIBRARY!**

DARLINGTON COUNTY LIBRARY SYSTEM

STRATEGIC PLAN



**2015 &
BEYOND**

DARLINGTON, SC

BEHIND EVERY GREAT COMMUNITY IS AN AWESOME LIBRARY!

DARLINGTON COUNTY LIBRARY SYSTEM STRATEGIC PLAN 2015 AND BEYOND

The Library is more than a collection of books, DVDs, CDs, e-books, magazines, newspapers, and databases. It is a place where lives are enriched through the variety of collections, programs, and services we offer. To continue to do this, we must always look into the future to anticipate what the residents of Darlington County will want and need.

In 2014, the Library Board and staff began to develop a strategic plan that will carry it through 2017 and maybe beyond. The plan was completed at the beginning of 2015. This plan is our guide to deliver to you the best possible Library collections, services, and programs.





DARLINGTON COUNTY LIBRARY SYSTEM

VALUES & MISSION

Values

Excellence in Service

The Library is committed to providing excellent collections, services, programs, and outreach to meet the needs of all the residents of Darlington County's communities.

Creativity and Innovation

To stay relevant to the changing needs and interests of the residents of Darlington County, the Library encourages visionary ideas, creativity, innovation, adaptability, and commitment to excellence.

Dedication and Accountability

Meeting the needs of all the residents of Darlington County requires the Library's staff to conscientiously work towards making the Library the best with resources entrusted for the Library's use.

Leadership and Collaboration

Moving the Library forward to meet the ever changing needs of the community requires outstanding and dynamic leadership willing to seek out new opportunities for collaboration to improve Darlington County.

Mission

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



DARLINGTON COUNTY LIBRARY SYSTEM

GOALS 2015-2018

GOAL 1

Create, develop, and offer collections, services, and programs that keep the Darlington County Library System an integral and relevant part of the community.

Objective 1

Increase the Children's Summer Reading Program registration by 3% each year

Objective 2

Increase the materials circulation by 1% each year.

Objective 3

Improve and expand the Library's local history and genealogy program by:

- Expand the Darlington Branch's South Carolina Room's collection with a focus on acquiring print local history and genealogy materials in a variety of formats by the end of year three.
- Enlarge the local history and genealogy collections at Hartsville, Lamar, and Society Hill, where practical, through the transfer of duplicate materials from the Darlington Branch South Carolina Room by the end of year two.
- Obtain a new microfilm reading system for the Darlington Branch South Carolina Room by the end of year one.

Objective 4

Offer two computer training classes every month within the System by the end of year one.

GOAL 2

Create, develop, and offer Library collections, services, and programs targeted toward those segments of our community that are underserved and underrepresented.

Objective 1

Create, deploy, and maintain six Little Free Libraries boxes to provide free books to selected areas within the county where locating traditional library facilities are not economically feasible by the end of year three.

Objective 2

The Darlington and Hartsville Branch Libraries will each develop a collection of 40 Spanish-language children's books by the end of year two.

GOAL 3

Develop an overall public relations and communication strategy for the System that will present the Library as a positive, integral, and relevant institution in the county.

Objective 1

Create "buzz" with a word-of-mouth campaign that generates awareness, stimulates interest, and elevates the Library's profile and accomplishments by the end of year one.

Objective 2

Create and present annually for the County Council and community at large an overview to begin by the end of year one.

Objective 3

Develop a survey by the end of year one to be administered in beginning of year two to assess awareness and appreciation of the Library and administered again immediately after the end of year three to again to determine the success of the plan.

Objective 4

Create and present a targeted overview of the Library annually to Darlington County's state legislative delegation by the end of year one.

Objective 5

Create and present a targeted overview of the Library from the strategic plan to help create and strengthen relationships with community organizations and businesses to gain support and possible funding for specific projects by the end of year two.

Objective 6

Create, deploy, and maintain a new Library website by the end of year two.

Objective 7

Create a part time System wide public relations position by the end of year three.



GOAL 4

Design spaces that are people oriented, flexible, welcoming, and engaging at all facilities.

Objective 1

Complete the acquisition of additional property at the Darlington Branch by the end of year one.

Objective 2

Replace carpet in the Hartsville Branch by the end of year two.

Objective 3

Renovate the public areas of the Darlington Branch (painting & arrangement) by the end of year three.



GOAL 5

Develop, deploy, and maintain technology that is current and relevant to meet the needs of the residents of Darlington County.

Objective 1

Install new Wi-Fi devices in all Branches by the end of year one.

Objective 2

Replace all routers determined to be incapable of supporting the Library's data traffic with new devices capable of supporting up to 30 terabytes of data annually by the end of year two.

Objective 3

Replace all older public computers at Hartsville and Lamar with new computers capable of meeting the needs of customers by the end of year three.



GOAL 6

Improve the organizational health of the Library by creating a new corporate culture emphasizing initiative, creativity, flexibility, adaptability, cross-training, and performance standards.

Objective 1

Standardize all basic training requirements across the System by the end of year one.

Objective 2

Evaluate all management staff performance expectations and establish standards by the first quarter of year one.

Objective 3

Create an employee assessment process and tool to be used to assess performance by the end of the second quarter of year one.

Objective 4

Develop and implement annual training expectations for all positions by the end of year one.

Objective 5

Select staff is cross-trained for other positions to enhance his/her skills and address staffing shortfalls by the end of year two.

Objective 6

Management and staff will strengthen and expand relations with corporations, businesses, and community agencies for support and partnerships that will result in at least two new cooperatives efforts or partnerships each year.



GOAL 7

Build a Board of Trustees that is dedicated to maintaining an outstanding, dynamic leadership that will take the Library in new directions.

Objective 1

Improve the orientation process and delivery of information relevant to the needs of potential and newly appointment board members by the end of year one.

Objective 2

The Board will strengthen and expand relations with corporations, businesses, and community agencies for support and partnerships that will result in at least one new cooperative effort or partnership each year.

Objective 3

Each Board member will be an advocate for the Library by speaking to his/her appointing County Council member and to one of the County's state legislative delegation each year.



GOAL 8

Strengthen and expand funding for capital improvement, equipment, technology, staffing, and maintenance.

Objective 1

Create a foundation fund able to receive monetary donations from private individuals, companies, estates, etc., such planned giving, gifts, endowments, etc. by the end of year two.



DARLINGTON COUNTY LIBRARY SYSTEM

OBJECTIVES YEAR BY YEAR

FIRST YEAR

GOAL 1

Objective 1

Increase the Children's Summer Reading Program registration by 3% each year.

Objective 2

Increase the materials circulation by 1% each year.

Objective 3

Improve and expand the Library's local history and genealogy program by:

- Obtain a new microfilm reading system for the Darlington Branch South Carolina Room.

Objective 4

Offer two computer training classes every month within the System by the end of year one.

GOAL 3

Objective 1

Create "buzz" with a word-of-mouth campaign that generates awareness, stimulates interest, and elevates the Library's profile and accomplishments.

Objective 2

Create and present annually for the County Council and community at large an overview of the Library.

Objective 4

Create and present a targeted overview of the Library annually to Darlington County's state legislative delegation.

GOAL 4

Objective 1

Complete the acquisition of additional property at the Darlington Branch.

GOAL 5

Objective 1

Install new Wi-Fi devices in all Branches.

GOAL 6

Objective 1

Standardize all basic training requirements across the System.

Objective 2

Evaluate all management staff performance expectations and establish standards by the first quarter.

Objective 3

Create an employee assessment process and tool to be used to assess performance by the end of the second quarter.

Objective 4

Develop and implement annual training expectations for all positions.

Objective 6

Management and staff will strengthen and expand relations with corporations, businesses, and community agencies for support and partnerships that will result in at least two new cooperative efforts or partnerships each year.

GOAL 7

Objective 1

Improve the orientation process and delivery of information relevant to the needs of potential and newly appointment board members.

Objective 2

The Board will strengthen and expand relations with corporations, businesses, and community agencies for support and partnerships that will result in at least one new cooperative effort or partnership each year.

Objective 3

Each Board member will be an advocate for the Library by speaking to his/her appointing County Council member and to one of the County's state legislative delegation each year.

SECOND YEAR

GOAL 1

Objective 1

Increase the Children's Summer Reading Program registration by 3% each year.

Objective 2

Increase the materials circulation by 1% each year.

Objective 3

Improve and expand the Library's local history and genealogy program by:

- Enlarge the local history and genealogy collections at Hartsville, Lamar, and Society Hill, where practical, through the transfer of duplicate materials from the Darlington Branch South Carolina Room.

GOAL 2

Objective 2

The Darlington and Hartsville Branch Libraries will each develop a collection of 40 Spanish-language children's books.

GOAL 3

Objective 5

Create and present a targeted overview of the Library from the strategic plan to help create and strengthen relationships with community organizations and businesses to gain support and possible funding for specific projects.

Objective 6

Create, deploy, and maintain a new Library website.

GOAL 4

Objective 2

Replace carpet in the Hartsville Branch.

GOAL 5

Objective 2

Replace all routers determined to be incapable of supporting the Library's data traffic with new devices capable of supporting up to 30 terabytes of data annually.

GOAL 6

Objective 5

Select staff is cross-trained for other positions to enhance his/her skills and address staffing shortfalls.

Objective 6

Management and staff will strengthen and expand relations with corporations, businesses, and community agencies for support and partnerships that will result in at least two new cooperative efforts or partnerships each year.

GOAL 7

Objective 2

The Board will strengthen and expand relations with corporations, businesses, and community agencies for support and partnerships that will result in at least one new cooperative effort or partnership each year.

Objective 3

Each Board member will be an advocate for the Library by speaking to his/her appointing County Council member and to one of the County's state legislative delegation each year.

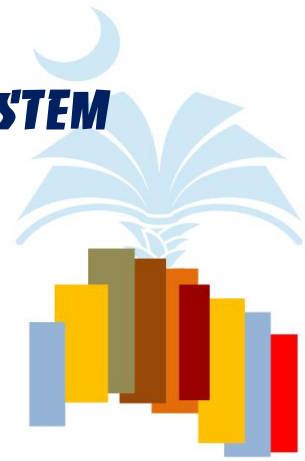
GOAL 8

Objective 1

Create a foundation fund able to receive monetary donations from private individuals, companies, estates, etc., such planned giving, gifts, endowments, etc.

THE DARLINGTON COUNTY LIBRARY SYSTEM

IN 2020 AND BEYOND



Our vision is to be the 'in' place for information, insight, inspiration and innovation in the community.

The Darlington County Library System must continually change to meet the community's aspirations and desires in the next decade. The ability of the Library to effectively and efficiently manage its resources, to build meaningful partnerships with other organizations, and to respond to opportunities and challenges with a vision and confidence will make the difference between success and failure in our mission.

Future economic, demographic, and technological changes will have an impact on the community and the Library. Below are many possible directions the Library can go to meet the needs of the residents of Darlington County in the years to come. What directions do you believe the Library should go?

Facilities

Vision 1

New multi-purpose spaces created at the Darlington Branch for meetings, programs, training, etc. The current children's room becomes a multi-purpose space and the two small offices become meeting spaces.

Vision 2

A South Carolina Room doubled to house a more extensive collection.

Vision 3

A Darlington Branch expanded by 3,000 square feet to house new technologies and collections.

Vision 4

Children's learning spaces created in each location of the Library that use interactive technology to engage children in learning to read. The learning spaces are similar to those found in museum style interactive exhibits.

Vision 5

A Society Hill Branch meeting room doubled to create a multi-purpose space.

Vision 6

A multi-purpose technology room to serve as a job and skill training site for use by companies, various agencies, and educators to improve the county's workforce.

Vision 7

Expand the Hartsville Branch to meet specific needs of the community.

Programs

Vision 1

An early literacy training program, in cooperation with and funded by other agencies, designed to make the best use of Library and partner agency resources to reach parents and children.

Vision 2

Library originated children's programming available on local access cable channels and the Library's website.

Vision 3

An outdoor stage at the Darlington Branch for concerts, outdoor theatrical productions, and other programs.

Vision 4

A Literary Taste of the Pee Dee. A literary festival / book fair featuring local authors and their works.

Customer Service

Vision 1

Self-check stations at the largest facilities.

Vision 2

Popular materials vending machines at select locations throughout the county.

Vision 3

A materials delivery service to those not physically able to visit the Library.

Vision 4

Customers are able to access all Library services and collections through their mobile devices.

Collections

Vision 1

Unique collections of objects, tools, technology, etc. that can be loaned.

Vision 2

Streaming and downloadable video and audio content, such as movies and music.

Vision 3

The digitized Darlington County Historical Commission collection available on the Library's website.

Vision 4

Offer aspiring writers an avenue for publishing their works electronically and offering them through the Library.

DARLINGTON COUNTY LIBRARY SYSTEM



Darlington Library

204 N. Main Street
Darlington, SC 29532
Phone 843-398-4940



Administrative Offices
204 North Main Street
Darlington
(843) 398-4940



Hartsville Memorial Library

147 West College Avenue
Hartsville, SC 29550
Phone 843-332-5115



Lamar Library

103 East Main Street
Lamar, SC 29069
Phone 843-326-5524



Society Hill Library

114 Carrigan Street
Society Hill, SC 29593
Phone 843-378-0026



Visit our "Digital Branch" at
www.darlington-lib.org
for a world of information, training,
e-books, and fun

Serving
Darlington County, SC
Since 1968

