

# Dover Public Library **Strategic Plan 2021-2023**

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[doverpubliclibrary.org](http://doverpubliclibrary.org)



# Background

Like many libraries, the Dover Public Library started as a subscription-based library in the mid 1800s. In 1885, it was officially moved into a house and then firehouse and became a traditional free-to-use library. The library moved into its first official building on State Street in 1961. Since that time, they have expanded greatly in staffing, collections, and outreach. In 2012, Dover Public Library was relocated to a LEED certified building on Loockerman Street. Library and City of Dover staff have worked to create strong community ties as well as a welcoming environment for life-long learning.

Starting in October of 2020, the Strategic Planning Committee came together to discuss the creation and implementation of this plan. Planning continued through the completion of the original plan in January 2021. Together, with staff input, the committee designed the mission, vision, and values as well as the goals that the Dover Public Library will work to achieve through the next three years. This plan will be evaluated annually, including input from community surveys, to create the most meaningful goals to benefit Dover.

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# Mission, Vision, Values

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## **Mission:**

Dover Public Library: Building our community

## **Vision:**

Dover Public Library is building our community through access to resources, services, and spaces that allow for growth

## **Values:**

Dover Public Library values:

- ◆ Equal Access

- Materials

- Internet

- ◆ Diversity

- Opinions

- Ideas

- ◆ Respect

- Yourself

- Others

- The space

# Goals and Objectives

## Equal Access for All

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### A. INCREASE OUTREACH

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- i. Create an interdepartmental group designed to plan the goals for outreach in each department by the end of 2021
  - ii. Create and implement a marketing plan in 2021 that presents an annual survey
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### B. DECREASE DIGITAL DIVIDE

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- i. Create and implement a technology plan in 2021
  - ii. Purchase technology as needed, evaluate annually the needs and ability to expand, in conjunction with the City of Dover and Delaware Division of Libraries (DDL)
  - iii. Support available statewide initiatives, evaluate annually
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### C. PROMOTE AND EXTEND VIRTUAL SERVICES

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- i. Using data, work to extend and promote the use of virtual services as determined by the future technology plan

# Represent Diverse Points of View

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## A. COLLECTION DEVELOPMENT

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- i. There will be at least one question on the annual survey into patron perception of diversity in collection development, success will be met if 60% believe that we have a diverse collection
- ii. The library will create a subgroup and report on the necessity for increasing foreign language materials by the end of 2021

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## B. PROGRAMMING

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- i. There will be at least one question on the annual survey into patron perception of diversity in programming, success will be met when 60% believe we have diverse programming
- ii. Continue collaboration with the community and other libraries, with documentation and further goals added upon evaluation

# Create Valuable Experiences

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## A. CUSTOMER SERVICE

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- i. There will be at least one question on the annual survey to document customer satisfaction and success will be met when 75% of surveyed patrons approve of staff customer service skills
  - ii. Reviews through Google and Facebook will remain above a four out of five rating to show success
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## B. SUPPORT DDL'S SERVICE STANDARDS

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- i. Train new employees with DDL Customer Service Training
  - ii. Staff-wide review of DDL Customer Service Training by the end of 2021
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## C. REVIEW AND UPDATE POLICIES/PROCEDURES

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- i. Complete review of each policy annually
  - ii. Create a manual with all of the policies by end of 2021, available both physically and digitally
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## D. CREATE A FACILITIES PLAN

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- i. Create a facilities plan by the end of 2022
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## E. INCREASE SAFETY

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- i. There will be at least one question on the annual survey about patron perception of safety at the library and success will be met when 60% of surveyed patrons believe the library is a safe community space

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# Thank You!

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First and foremost, thank you to the staff of the Dover Public Library who provided valuable input into the creation of this plan. The Strategic Planning Committee would also like to recognize the City of Dover, Delaware, the Dover Library Foundation, The Friends of the Dover Library, and the Dover Public Library Advisory Commision for their support. Specific thanks are offered to Matt Harline, Assistant City Manager, and Brian Sylvester, Dover Public Library Director, for their input and support of the library.

Thank you from the committee members:

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## Contact Us

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