

## South Pasadena Public Library Strategic Plan, 2011 to 2015

### Mission Statement

The South Pasadena Public Library will provide high quality, professional, and friendly services in a welcoming and accommodating environment. The Library will strive to inform, enrich and empower every person in the community by fostering the pursuit of knowledge, the love of reading, and the greater appreciation and support of local culture.

Goal #1: The South Pasadena Public Library will expand and improve its use of new technologies to provide access to library materials, information about library services, and help its customers connect to the on-line world.

- Objective 1: Beginning in 2011, the Library will evaluate its on-line catalog.
- Objective 2: Beginning in 2011 – 2012 the Library will offer patrons options on how they choose to receive information from the Library. The Library will have a presence in social networking media, using it for public relations to provide timely information on events, projects, resources, programs, etc.
- Objective 3: Beginning in 2011 – 2012 the Library will initiate the use of e-books.
- Objective 4: Adult Services will develop and conduct outreach and publicity activities for the Library's on-line resources.
- Objective 5: The Library will expand the Internet stations available to the public and provide better accommodations for people using laptop computers and other portable devices.

Goals #2: The South Pasadena Public Library will provide a facility that is welcoming, comfortable, easily accessible and flexible.

- Objective 1: Initiate a facility master plan to identify long term space needs for the Library's services.
- Objective 2: Library will explore possibilities to enhance its parking capacity for public and staff.
- Objective 3: Investigate improvements to the teen services area.
- Objective 4: Develop a plan for expanding space for children's services.
- Objective 5: Respond to the requests for quiet space in the current Library.
- Objective 6: Complete the ADA Ramp Project for the Community Room as well as the restoration and the display of "The Children's Hour" artwork on the exterior of the Library.

Goal 3: All South Pasadena Public Library users will have access to library materials that reflect community needs and local culture.

Objective 1: Continue to develop the Library's collection of materials about South Pasadena and its immediate area, including works by and about local artists, musicians, actors, filmmakers, and other notable achievers, both contemporary and historical.

- Objective 2: Develop an implementation plan regarding the improvement and expansion of local history and cultural archives and information.
- Objective 3: Seek and respond to customer input, feedback, and suggestions for development of the Library's collections.
- Objective 4: Ensure that popular materials and best sellers are obtained and made available in a timely fashion.

Goal 4: The South Pasadena Public Library will provide youths with the resources they need to succeed in school and work to nurture a life-long love of learning and reading in them.

- Objective 1: Coordinate with local schools to support their curricular needs.
- Objective 2: Provide spaces for tutoring, homework, and distraction free studying.
- Objective 3: Offer on-site homework help, publicize on-line homework tutoring, and support the needs of homeschooling families.
- Objective: 4: Provide an environment that offers opportunities for stimulating displays, attractive collections of hands-on toys and puzzles, and a venue for speakers and programs of interest to children and teens.
- Objective 5: Perform outreach activities to young people by creating opportunities for book clubs, movie clubs, robotic clubs, and gaming.

Goal 5: The South Pasadena Library will work to ensure financial stability while providing cost effective operations

- Objective 1: Investigate new sources of potential revenue
- Objective 2: Explore the use of self-service technologies to maximize staff efficiency and control costs
- Objective 3: Continue to foster new and existing partnerships to support the Library's financial needs
- Objective 4: Identify the fiscal impact of the implementation of the Library's Strategic Plan and develop a Facility Master Plan.