2021-2024 STRATEGIC PLAN
THE LIVINGSTON PARISH LIBRARY
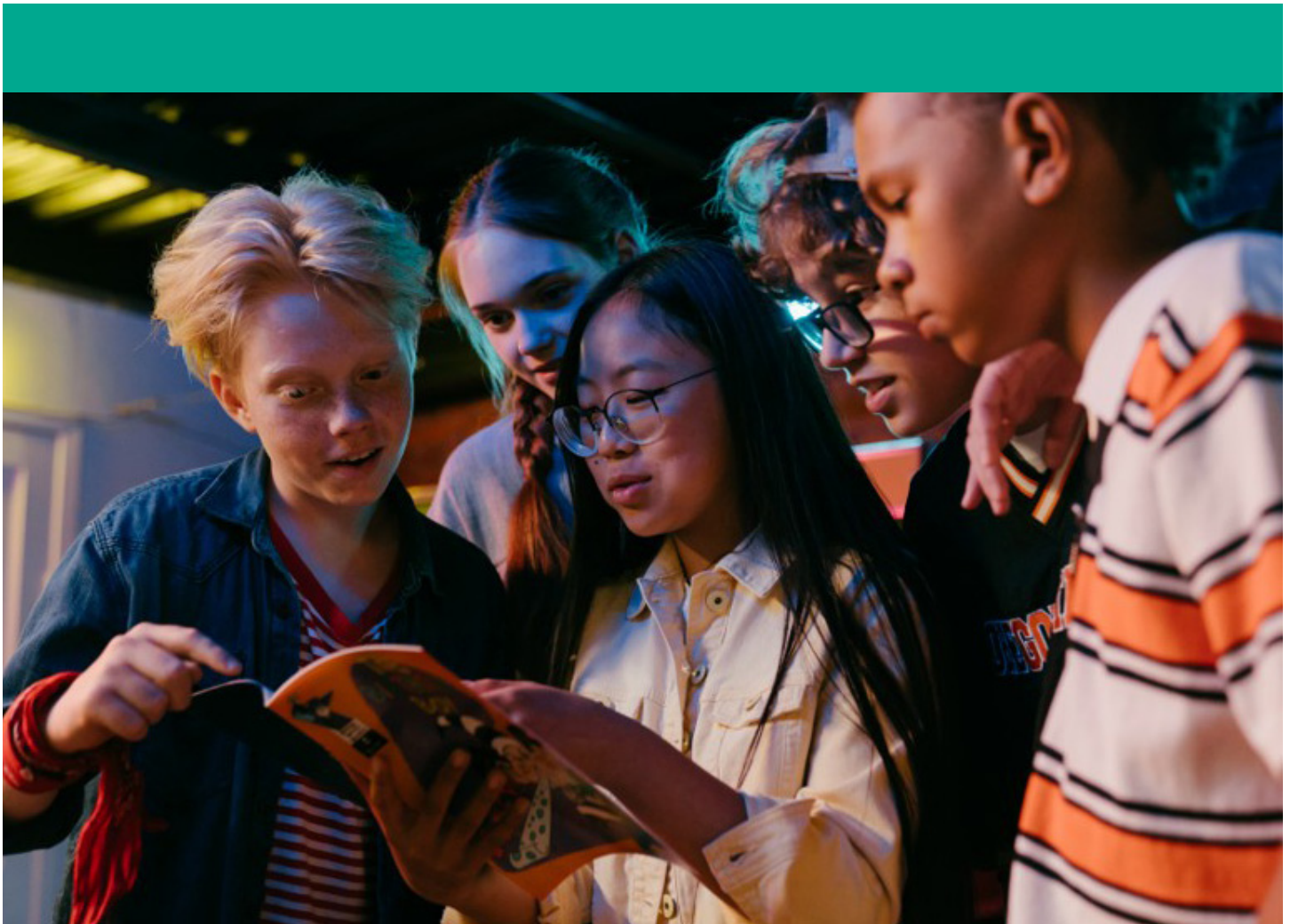
LIVINGSTON PARISH
LIBRARY

STRATEGIC PLAN VISION

WE HEAR EVERY VOICE. The Livingston Parish Library is driven by the needs of the community, growing as the community grows.

STRATEGIC PLAN MISSION

PROVIDING FOR ALL. We are committed to providing high quality services for the foundation of the community.

OUR VALUES

INFORMING, EMPOWERING, INSPIRING. We are fixers, dedicated to solving customer problems.

IMPROVING, ENGAGING, CONNECTING. We help connect customers to shared resources and build long-term community relationships.

CONTENT, COMMUNITY, COLLABORATION. We provide accessible services regardless of schedule or location.

ENGAGE THE MOVERS AND SHAKERS

Livingston Parish has a ready-made audience of young adults and families that are hungry for local events and social opportunities.

GOAL 1

The Library will build our brand via ongoing communication and community partnerships to expand awareness of Library resources, services, and programs

STRATEGIES

1. Create and implement a targeted marketing plan to inform the community of engaging services offered at their library

2. Develop additional mid-and-large-scale community events at and around the Library to strengthen the Library's position as a Place Where Things Happen.

3. Establish partnerships with local venues, businesses, and organizations to expand programming into events connecting throughout the Parish and beyond.

4. Complete a customer experience study for every Library facility to determine potential service enhancements

MEASUREMENT

1. Compare utilization of services before and after targeted promotion in Savannah to view impact

2. Increased visitations and foot traffic at the Library at and after events

3. Program attendance at events, particularly attendance from non-cardholders

4. Conduct user survey annually via Savannah, utilizing feedback for improvements

FULL STEAM AHEAD

With remote work, schooling, and services growing ever more common, it is imperative that our Parish stay on top technological advances.

GOAL 2

The Library will help establish comfort with technology across the Parish in order for individuals to better pursue career advancement, education, and quality of life

STRATEGIES

1. Develop and grow the Library's outreach department to meet the needs of the community

2. Expand targeted outreach into under-served areas in the Parish to raise awareness and accessibility of Library technology services

3. Create 'Tech Pop-ups' of public computers, 3d printers, internet access, and STEAM programs in areas of the community with digital divide by use of the Library bookmobile, and spaces provided by partner organizations in the community

4. Establish itself as a technology expert in the community by expanding technology programs, providing stop-in tech help hours at every branch, and working to establish a Science & Technology Fair to encourage interest in STEAM for youth in the community

MEASUREMENT

1. Efficiency and output of content relative to the size of community

2. Growth in Market Penetration across the parish

3. Increased utilization of STEAM-related devices, content, and resources at the library

4. Growth in attendance of STEAM-related programs and events

MAKE SURE EVERYONE HAS A SEAT AT THE TABLE

Over 1/4th of Livingston Parish is under the age of 18, but there are limited accessible spaces that indulge extra-curricular learning, socializing, and engagement for youth and families.

GOAL 3

Create inviting, safe spaces for families, children, and teenagers, with engaging inter-generational activities and content

STRATEGIES

1. Promote and hold recurring Teen Hangouts and STEAM Centers at every branch to encourage teen and youth engagement with library space and services such as the Idea Lab, video and computer game championships, and LEGO walls

2. Establish outdoor spaces around facilities as a part of the Library through outdoor programming, playground equipment, and community gardens

3. Explore Book-Box Delivery program for families with drop off/pick up locations or Book Lockers in areas of the community without Library facilities or that face limited transportation options

4. Partner with public and private schools to hold Library programs on the premises, and provide Collections Discoveries with in-school material and activity kit pickups

MEASUREMENT

1. Increased visitations from teen cardholders

2. Increased visitation of outdoor space at each facility

3. Survey families in communities without a Library facility to gain understanding of barriers to Library use, and implement ways to break those barriers down

4. Increased utilization of content by school-age children in the parish

START, COLLABORATE, AND LISTEN

The Livingston Parish Library staff are the pillars upon which our institution rests. Their passion, service, and expertise for customers are fundamental to the customer experience.

GOAL 4

The Library will empower our staff through ample learning and collaboration opportunities, developing them as advocates for their customers

STRATEGIES

1. Embrace a customer-centric focus by obtaining consistent feedback from and follow up with current customers through the Net Promoter Score process

2. Break down communication silos in the organization by creating multi-departmental teams responsible for strategic plan objectives

3. Utilize staff expertise to enhance services and communication with customers by bringing in ideas from all levels of the organization through quarterly multi-department team discussions

MEASUREMENT

1. Conduct Net Promoter Score survey weekly through Savannah to small, random group of recent Library users, comparing the calculated score by branch and over time

2. Conduct a staff survey on communications within the organization and implement feedback/suggestions as needed

3. Measure effects of organizational changes through both the annual customer and staff surveys