



Jeff Davis Parish Library

Strategic Plan 2020-2025

MISSION: Enriching lives by bringing our community together through literacy, information and opportunities for growth.

VISION: A community connected by its shared desire for all to live happy, fulfilling lives, today and tomorrow.

SLOGAN: WHERE POSSIBILITIES BEGIN!

SUMMARY of COMMUNITY FEEDBACK:

- Our core services that patrons most value are Staff Assistance and our Collection, followed by computer/printer/fax/copier access.
- Programs currently being offered that are most valued revolve around youth development and arts and crafts. There is MUCH demand (specifically in Lake Arthur, Welsh and Jennings) for after-school programs that provide mentoring, tutoring and skill building. Pairing older adults and community leaders with youth is high on everyone's wish list, as is exposing youth to new ideas and career choices. Lower in priority, but still being asked for, is technology assistance for adults. Jennings is interested in Parenting classes. Jennings and Elton have strong interest in outdoor movie nights. Other programs of interest are ACT Prep tutoring, music, cooking, sewing, magic and dance.
- Patrons now prefer digital marketing over print (Facebook & Website). Patrons want the library to serve as their "go to" for community events (on website and digital signs).
- Jennings wants an outdoor space to comfortably sit and work on a computer. Lake Arthur and Welsh would welcome any kind of recreational options (basketball court, pool table, etc).
- Patrons welcome the idea of putting shelves on wheels, in order to create a more flexible space within existing libraries (Elton especially likes this idea).
- Top demand for Welsh and Lake Arthur are the addition of study rooms, with a whiteboard, power hub, and reduced noise design. Use of these spaces would be for tutors, mobile workers, and agencies that meet privately with clients. Elton shows little interest in this.
- Patrons would like us to offer proctoring services and request a laptop with webcam for such use. They love the idea of equipment that lets them print their own books and would love access to our Cricut machines. There is some interest in 3D printing, mostly out of curiosity. Also some interest (specifically in Welsh) for video/audio/graphic arts software.
- Changes to Possibly Consider:
 - Adding morning hours to WEL & LA (gives patrons who want Quiet more time before afterschool kids arrive)
 - Look at Saturday usage – can times be shifted later in afternoon? When do most patrons visit on Saturdays? Should we keep hours same but leave option to open for special programs?

GOAL #1: CREATE SPACES FOR SMALL GROUP STUDY/MEETINGS

- Rooms should fit 2-3 people, include a whiteboard and power outlet, be fully enclosed for noise reduction and have glass walls.
- Welsh and Lake Arthur are our first priority, followed by Jennings. Elton shows little interest at this time, so only implement there if demand materializes.
- Why this is important:
 - Every one of our libraries have patrons who need a private space to study, work or meet with others for tutoring, counseling, and government services. There are currently few (if any) options in town that provide this space and our community is asking that the library be this space. Demand for such space is expected to increase in the near future, especially once word spreads that it is available.
- How we can accomplish this:
 - Form a Building Committee from Library Board to research options
 - Work with Library Interiors to add at least 1 room within existing space
 - Work with mayors and property owners to discuss potential sites for after-school tutoring

GOAL #2: CREATE SPACES FOR LARGE GROUP GATHERINGS AND LIBRARY PROGRAMS

- Space should fit at minimum 40 people
- Prefer space to be on library property but willing to share space with other agencies if it's the only feasible option.
- Why this is important:
 - Our libraries are currently dependent on local churches and organizations to provide free space for summer programs and other high interest events. This limits our options in terms of when and how often we can provide such programs. It also means fewer people are visiting the libraries and seeing what we have to offer.
- How we can accomplish this:
 - Form a Building Committee from Library Board to research options
 - Work with Library Interiors to reconfigure existing space, possibly implementing mobile shelving and furniture
 - Work with mayors and property owners to locate sites who are willing to share their space with us (at little or no charge) for large events throughout the year.
 - Thinking long term, look at population growth in Hathaway and Lacassine areas – will we need a branch there in future? Will we outgrow the Jennings building and if so, are we willing to lose our historic downtown location in order to gain a larger, modern library? If not, is building a new library in Welsh an option -- one that would provide the larger community center facilities needed for our parish?

GOAL #3: BECOME THE “GO TO” PLACE FOR COMMUNITY EVENTS AND RESOURCES

- Each branch will become the central place (online and physically) for finding out what's happening in that community and what's available in terms of local services and resources.
- How we can accomplish this:
 - Redesign library website so staff can easily update event calendars and resource lists.
 - Support and promote Chamber of Commerce Community Calendar, to ensure all community events are being promoted
 - Gather and maintain contact info for social services and community resources that support healthier, happier lives

GOAL #4: IMPROVE LIBRARY MARKETING

- Many in our community are completely unaware of what the library offers, even patrons who frequently use our services. People get their information in many different ways, so a multi-targeted approach is necessary.
- How we can accomplish this: [see JDPL Marketing Plan for more details]
 - Redesign library website so it is mobile friendly and more effectively communicates our current events, services, and resources
 - Implement email newsletters and text reminders
 - Create marketing materials that target specific groups/users
 - Represent the Library at community events
 - Use community ambassadors to reach additional groups in our community

GOAL #5: IMPLEMENT THE FOLLOWING SERVICES (IF FEASIBLE)

- Proctoring: library staff will serve as a free proctoring site for anyone needing such services
 - How we can accomplish this:
 - Purchase a laptop for each branch that has a webcam
 - Promote this new service and edit all marketing resources to include it
- Cricut for Public Use: free use of Cricut on condition that patrons provide their own paper
 - How we can accomplish this:
 - Each library already has a Cricut machine, but training will be necessary for all branch staff so they can assist patrons with this equipment
 - Promote this new service and edit all marketing resources to include it
- Book-a-Librarian: patrons can schedule one-on-one assistance with library staff (or community volunteers) to assist with technology, job help, or special research needs.
 - How we can accomplish this:
 - We already do this but do not promote it as an actual service – promote it!
 - Provide more tech training for staff so they can better assist patrons
 - Identify volunteers with specific skills that match the demand for things beyond our knowledge; based on volunteers, we can broaden the scope of this service to areas such as legal aid, health counseling, life skills, etc.

GOAL #6: MAKE BETTER USE OF OUR OUTDOOR SPACE

- Create places to sit, work, and play on library property
- Add drive-through book drops
- How we can accomplish this:
 - In Jennings, add seating and tables with shade in the courtyard area. Determine best use of grass lot (More parking? Additional building? Outdoor game space?)
 - In Lake Arthur/Welsh/Elton, create outdoor game areas; consider what's already available in those neighborhoods; make sure each branch has a water cooler for public use and expect a slight increase in consumption
 - Create an outdoor "selfie-friendly" sign that people take notice of and want to take pictures with; think "❤️ MyLibrary" -- Example of Lafayette sign.

GOAL #7: IMPLEMENT MENTOR/SKILL BUILDING PROGRAMS FOR YOUTH AT ALL LOCATIONS

- Provide programs specifically for: job skills and professional development (for all ages), math tutoring, ACT tutoring, careers, self-esteem, communication, job fairs for teens, life skills (budgeting, balancing checkbook, cooking, etc). We especially wish to provide mentoring opportunities between adults and youth, but mentoring opportunities between older teens and young children is also important.
- Why this is important:
 - This is the most requested type of programming across our parish, especially where no public after-school rec centers exist.
- How we can accomplish this:
 - Look at similar programs that have been successful in other libraries or communities; think outside the box for ideas that meet real needs (sponsoring kids to drive them to after-school activities) or expose them to a world outside the parish (teen leadership conferences, travel opportunities, etc).
 - Each branch will work with schools and community leaders to identify specific needs in their communities and identify who is available to help.
 - Once needs and available resources are determined, each branch will develop and implement some form of reoccurring programs that provide mentoring and/or develop life skills for upper elementary and teens.

GOAL #8: IMPLEMENT PROGRAMS FOR ADULTS AT ALL LOCATIONS

- Provide free programs for adults at every branch that provide social gathering or meet a specific need within that community. Programs of special interest include: photography, job skills and professional development, cyber security, parenting, art, book clubs, knitting, and tele-medicine (or health related classes).
- Why this is important:
 - While our Jennings senior adults have opportunities for leisure learning via Council on Aging, our other communities do not. People need a safe place to socialize and someone to help them pursue personal growth. Churches provide the bulk of this in our parish, but not everyone attends church or one that offers such opportunities.
- How we can accomplish this:
 - Set specific goals for each branch in terms of how often and what should be offered.
 - Budget appropriately for programs, considering cost-benefit analysis.
 - Identify community volunteers for programs requiring specific skills/knowledge.

GOAL #9: IMPLEMENT FAMILY PROGRAMS

- Provide free family programs that are appropriate for all ages and that build a sense of community. Programs of special interest include: outdoor movie night, music, sign language, pet rescue, camping, magic, cooking classes, sewing classes, crafting, dance, etiquette and manners.
- Why this is important:
 - While most of our families are busy with working parents and extra-curricular activities, there is still a need for community events that bring everyone together for fun, safe activities.
- How we can accomplish this:
 - Set specific goals for each branch in terms of how often and what should be offered.
 - Budget appropriately for programs, considering cost-benefit analysis.
 - Partner with community agencies to support existing or new community-wide events.