



Cumberland Public Libraries Strategic Plan 2015-2018

Based on feedback from CPL staff and the Cumberland Regional Library Board, the four items below were determined to be the most relevant to our moving forward over the next few years. Each item is broken down in terms of CPL's goals and objectives and includes actions to reach them.

Our Team

Creating the conditions where our people can thrive, will foster, and be better able to service the public.

Goal: Provide professional development infrastructure to ensure that staff are knowledgeable and comfortable in using traditional library skills and new technologies.

Objectives	Actions
Increase staff training opportunities	Have computer trainer offer sessions for staff. (ongoing) Have online staff meetings every other month to discuss new initiative or provide training on library service. (ongoing)
Inform staff of all programs, services, etc.	Have management and other staff members send out regular e-mails on what is happening at all branches. (ongoing)
Provide recognition to long term staff	Create a Service Recognition Policy. (complete by April 2016)
Get feedback from staff on programs, services, policies.	Send out annual survey. (ongoing)

Our Message

Providing consistent and clear communication helps everyone in the community understand what we do.

Goal: Increase awareness of the services and materials that CPL offers to ensure the library is viewed as a valued community service.

Objectives	Actions
Create a publicity plan.	Ensure that all staff is aware of the library's services and materials. (ongoing) Create a survey to determine patron needs and wants. (complete by April 2017) Based on feedback from patron survey create plan to communicate library values, services, and materials to current and potential patrons. (complete by April 2018)
Create photograph policy.	Create policy to indicate what photographs can be included on our website, social media, and other resources. (complete by April 2018)
Maintain and establish partnerships and develop community connections.	Encourage complementary partnerships as they arise. (ongoing)
Work closely with the municipalities.	Present to municipalities yearly to inform them of library activities. (ongoing) Send reports to the municipalities to present at their council meetings. (ongoing)
Update the library website for more modern look.	Research website developers and costs. (complete by April 2017) Use patron feedback to develop content. (complete by April 2018)

Our Technology

Integrating innovative technology effectively increases our efficiency and expands the Library experience.

Goal: Identify, acquire and integrate technology that creates a modern information experience.

Objectives	Actions
Make staff aware of latest technologies.	Have computer trainer offer sessions for staff. (ongoing)
Research loaning technology to patrons.	Management team will look at technology loaning at other libraries to determine feasibility. (complete by April 2016)
Investigate technology that would be useful to staff in their work.	System Manager will do scan of technology to determine what will be useful for the libraries. (ongoing) Staff will suggest technology they believe will be useful for the libraries. (ongoing)

Our Community

Relevant programs and services strengthen our connection with the community.

Goal: Provide interesting programming for all ages.

Objectives	Actions
Have well attended programs.	All branches will provide at least one program per month for adults in addition to children's programming. (complete by April 2017) Staff training on providing programs. (ongoing) Youth Services Librarian will set themes and develop youth programming for libraries. (ongoing) Use patron feedback to develop programs. (complete by April 2018)

Goal: Provide a collection that is responsive to community needs.

Objectives	Actions
Have a balanced collection that includes both new and traditional formats.	Use patron feedback to determine needs. (complete by April 2018) Set up collection exchange schedule (complete by April 2016). Weed collection. (ongoing)