Fraser Coast Libraries – Strategic Plan
Implementation of Key Strategies – Operational Plan 2012/13

Key Strategies	Performance measure	Actions					
Our Community working together							
We will work in partnership to deliver our services and programs. We will develop our services to suit lifestyles and diverse needs in our community. Promote, preserve and share our past to enrich our future Engage with our community to ensure awareness of our services, programs and resources Provide a current, relevant, well-used and customer driven collection	Significant contribution from library services will aid Council in building dynamic, healthy and smart communities; aware of the diverse range of community services and facilities and actively participating in the opportunities to promote the Fraser Coast lifestyle. KPIs: Target of 5% increase visits/members/loans/participation rates/partnered programs per annum.	**CUSTOMER SERVICES** Identify areas of population growth in the region and promote library membership and facilities. Communicate with library teams at all branches and work together to promote programs and activities eg. Counter and branch staff to actively promote face-to-face and via handouts. Provide brochures and promotional membership offers to Council Service Points and Community Centres. Ensure staff are trained to provide excellent customer service to all members of our community. Attend community events to promote library services. Ensure shelving meets SLQL standards. Shelving to be tidy, attractively presented and conducive to increasing loan statistics eg. Impulse stands, displays of recently borrowed items. Ensure that premises, exits and entries and facilities are accessible to all customers.	**CHILDRENS AND YA SERVICES** Partner with local community groups and schools to deliver community events e.g. Under 8's week, Children's Book Week, National Simultaneous Storytime and Children's Week. Continue building our partnerships with local schools/kindys etc. Investigate the possibility of providing a monthly Bedtime Storytime for working parents and their children. Promote our programs and services in the library, through our website, in local media and through school newsletters. Review currency and relevance of the junior and young adult collection. Purchase new resources in a variety of formats. Monitor existing youth spaces in all libraries for areas that need repair or maintenance.	**COMMUNITY SERVICES** Strategically align all activities to Council objectives. Explore partnership opportunities: Gauge satisfaction & future needs Promote resources & services to users & non-users: Research uses for new technologies to help engage with customers & non-users Develop Marketing Strategy for Libraries in line with corporate strategy	**TECHNICAL SERVICES** Review currency and relevance of collections Provide new collections and services Investigate Quick Reads Undertake annual De-selection program at all branches. Review of resource expenditure Review /update cataloguing fact sheet according to industry standards.	**INFORMATION SERVICES** Develop programs to encourage debate and raise community awareness and knowledge to create a marketplace of ideas (eg. Book a Librarian, What's new on the web – RSS, Twitter) Partner with community organisations to collaboratively deliver programs and services ie Digital Literacy Create sub database in AURORA for Picture Fraser Coast Provide links from Library catalogue to photographs in Picture Queensland	

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We will provide flexible, safe and accessible community spaces through effective planning, refurbishment and maintenance.	KPIs: Refurbishment programs on time and on budget.				Review Technical Services work practices Review & update Technical Services Operational Plan		
Skilled, confident, customer focussed team							
Invest in skills development Recruit, retain, develop a diverse, skilled workforce Investigate, develop and support a program promoting a customer focused service Investigate, develop and support improved communication strategies to build a cohesive team	Our library team will continue to provide professional, friendly library services to our community with exceptional focus on our customer and a culture of continuous improvement and flexibility. KPIs: 5% increase in staff attendance at professional development and training activity per annum.	Building of confidence and skills of staff by providing a wide range of training and development opportunities for all staff – provision of course information and multi-skilling. Training of staff in use of new equipment and technology. Run library-specific customer service training programs for staff (internal and external providers). Team meetings and promotion of effective horizontal and vertical communication between branches and all levels of staff. Patron education in use of equipment and facilities.	Provide training for youth services staff in the use of new technologies such as e-readers, tablets and iPads. Evaluate our current programs to ensure that they are still meeting the needs of our community and adapt as necessary Discuss our current communication strategies with youth services staff and evaluate to see if there are better ways of communicating and utilising our staff.	Identify training requirements & availability	Technical Services Team meetings as required. Effective communication with Branches	Ensure that staff development programs are relevant, interesting and encourage staff to learn new things. Develop online staff development inhouse sessions	

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		Customer service surveys of patrons. Implementation and maintenance of consistent and up to date procedures across branches to ensure consistency of customer service.					
Our systems and technology will be innovative, reliable, and user friendly							
Maximise the capability of our LMS while keeping abreast of industry developments	One Library Service identity delivering a range of services including online content. We actively work towards continuous improvement in all that we do, through a willingness to try new ways of service delivery. We commit to sustainable principles in all our work practices.	Provide feedback to technical staff regarding requirements to improve efficiency and effectiveness of systems for customers and staff to improve service. Training and procedures for customer service staff to be up to date to maximise use of LMS and provide efficient and effective customer service. Staff to be informed and knowledgeable about new technology, services and resources, eg. Downloadable resources, playaways and databases. Staff to provide patron education in use of services and resources to optimise customer service benefits eg. Promote online enrolment, renewals and reservations, self serve	Continue making new technologies available to youth services staff so that they can keep abreast of new developments.	Train staff & launch Aurora based MB Toy Library Explore possibility of profiling housebound members	Keep up to date with latest releases Report problems via the service Desk to LMS company Consult with Neighbouring Libraries and State Library for future systems directions Concept plan for new LMS in Budget 2012-13 Liaise with LMS user group	Anticipated emphasis on wireless capability at all branches (review power points & seating capacity)	
Deliver relevant online services and downloadable content while keeping abreast of industry developments	KPIs: Target of 5% increase visits/members/loans/participation rates/partnered programs per annum.				Review downloadable content and new formats. _____		

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Maximise the self serve environment for the benefit of our customer Increase the outsourcing services for the development of our collection		facilities.			*Continue systems data clean up* _____ Outsourcing and end processing % of collection depending on budget allocation Add annual increase to budget l funding for Outsourcing and end processing *Review magazine subscriptions trial*		
Clear strategic direction through accountable governance							
Implement clear strategic planning processes Meet all financial requirements of Council Ensure all legislative requirements are met	A sustainable library service with an integrated strategic, operational and asset management planning in place. Evidence based data and reporting will guide our planning. KPI: Meet budget and plans adopted by Council.	Review and update strategic plan on a regular basis in conjunction with other service area Librarians and Regional Librarian. Spending on services and facilities to meet funding levels and be expended in a responsible and timely manner. Collection and maintenance	Resources expenditure complies with State Library SLA, Council Purchasing Policy & Library Collection Development Policy. Expenditure for children's activities stays within budget. Ensure that all staff have current blue cards and that all state and legislative requirements related to working with	Introduce a Feedback mechanism on all events	Resource expenditure complies with State Library SLA, Council Purchasing Policy & Library Collection Development Policy _____ *Evaluate new LMS reporting program* _____ _____	Expend all monies allocated to Reference Collections in a responsible and timely manner Collection and maintenance of relevant Information Services statistics Collection and collation of statistics from all areas of Library services from all	

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Investigate and implement effective evaluation mechanisms of our service Meet all reporting requirements of our Council and State		of service and patronage statistics. Customer feedback, and suggestions to be considered and responses given. Adhere to SLQ guidelines eg. shelving and collection requirements	children are met. Analysis of statistics from ABS to ensure current knowledge of populations of young people of all ages in the region. Evaluate our programs and services against the Young Peoples Services Standard.		Collection Management Statistics as per State Library reporting requirements. Run annual maintenance programs of LMS to reflect current statistics	library locations Report on all required areas of Information Services as required. Conduct all Performance Appraisals of staff supervised by the Information Services Librarian in a timely manner paying attention to Council requirements.	