

**YUMA COUNTY
LIBRARY DISTRICT**



**Five Year
Strategic Plan
FY 13/14 - FY 17/18**

**Goals
&
Objectives**

Mission Statement

Yuma County Library District is your center for information, community enrichment, recreational reading, and lifelong learning.



Heritage Branch



San Luis Branch



Wellton Branch



Foothills Branch



Somerton Branch



Main Library



Roll Branch



Dateland Branch

Core Values Statement

The Yuma County Library District is a vital force for expanding the mind, promoting literacy, embracing diversity, creating opportunities for individual and community development, and building a thriving county.

Goal 1:

The community uses the library as a people-centered, welcoming place that embraces and promotes community involvement.

Objective:

1. During each year of the plan, overall patron satisfaction with the Library's customer service will increase by 5%, until we reach and maintain 95%.
2. During each year of the plan, attendance at library programs for adults and families will rise by 10%.
3. During each year of the plan, community use of meeting facilities will increase by 10% until capacity is reached and maintained.

Goal 2:

The community uses library resources that support the development of youth's learning, recreation, and social interaction

Objectives:

1. During each year of the plan, attendance at Babytimes and Storytimes will increase by 5% until we reach and maintain capacity.
2. During each year of the plan, attendance at programs for school-aged youth (under age 13) designed to support and round out their educational experience will increase by 5% until we reach and maintain capacity.
3. During each year of the plan, attendance at in-library and virtual teen programs designed to support and round out teens' educational experience will increase by 5% until we reach and maintain capacity.
4. During each year of the plan, the number of children, parents, caregivers, and youth who say they are satisfied or very satisfied with library programs will increase 5% each year, until we reach and maintain 95%.

Goal 3:

The community will have the opportunity to learn about and use information technologies needed for academic and business success, social networking, and leisure activities.

Objectives:

1. During each year of the plan, the number of website searches will increase by 5%.
2. During each year of the plan, the number of website users indicating they had success in finding the information they needed will increase by 5% until we reach and maintain 95%.
3. During each year of the plan, the use of materials and information in new and emerging formats will increase by 5%.
4. During each year of the plan, patron satisfaction with using library computers and the library's wireless network will increase by 5% until we reach and maintain 95%.
5. During each year of the plan, the use of the Library District's subscription databases will increase by 5%.

Goal 4:

The community sees Yuma County Library District as a leading resource center for information, collaboration, learning, and enjoyment.

Objectives:

1. During each year of the plan, circulation and use of job and career information for English and Spanish speakers will increase by 15%.
2. During each year of the plan, circulation and use of health information for English and Spanish speakers will increase by 15%.
3. During each year of the plan, circulation and use of community information and resources for English and Spanish speakers will increase by 15%.
4. During each year of the plan, the number of patrons reporting that they found something interesting and/or enjoyable to borrow from the Library's collection will increase by 5% until we reach and maintain 95% satisfaction.
5. Establish 3 offsite locations to retrieve and/or return library materials by FY17/18.