2017-2020 Strategic Plan
Prescott Public Library

Resources and Opportunities

Goal: Support parents, teachers and caregivers in preparing all children for reading readiness to ensure school success

Examples of Activities
- Provide information about the library and early literacy to expectant parents
- Create an ongoing kindergarten library card campaign
- Collaborate with schools to promote and reward summer reading program participation
- Coordinate with preschools to offer the Raising a Reader program in Prescott

Goal: Provide library materials in a variety of formats that meet the needs of community residents

Examples of Activities
- Create a teacher request service to supplement classroom instruction and subject-oriented “Books to Go” bags for teachers and families
- Address demand for materials by analyzing use of the collection and purchasing accordingly
- Offer residents who have hearing and vision impairments assistive technology and related training

Goal: Provide programs and activities that allow community members to learn something new

Examples of Activities
- Partner with community organizations and individuals to present programs at the library
- Target audiences not currently attending programs by developing programs of potential interest
Space and Sustainability

Goal: Partner with Friends of the Prescott Public Library to provide value-added services to patrons
Examples of Activities:
- Partner with Friends to create an annual report for the library
- Request funding from Friends to repurpose the reference area to utilize space for individual study

Goal: Provide opportunities for community members to help the library operate in an effective and efficient manner.
Examples of Activities
- Recruit volunteers for staff support
- Collaborate with the Prescott Computer Society to provide technology help

Service and Connection

Goal: Provide exceptional customer service
Examples of Activities
- Analyze and respond to customer satisfaction surveys
- Create a process to identify and repair damaged DVDs and CDs

Goal: Communicate effectively with community members about library programs and services
Examples of Activities
- Identify and implement outreach activities to serve residents not using the library
- Target Prescott newcomers with library information

Goal: Evaluate the library’s response to community needs and library performance
Examples of Activities
- Develop convenient and accessible suggestion boxes
- Offer online and paper customer satisfaction surveys