Cumberland County Library System - Plan at a Glance, 2013-2017

Mission: The Cumberland County Library System's mission is to plan, develop, coordinate and provide comprehensive public library services for residents through a cooperative network of public libraries.

PERSPECTIVE	CUSTOMER SERVICES — Provide quality customer library services for Cumberland County residents			RUN THE BUSINESS — Embrace customer feedback and evaluation, cost-effective processes and effective public relations to provide quality services			SOUND FINANCIAL MANAGEMENT — Maximize and expand available resources through collaborative financial planning and development of alternative revenue sources.			LEARNING, TECHNOLOGY & INNOVATION — Embrace learning opportunities, innovations and new technologies to better serve our customers.		
	Core Constituencies	Online Services	Service Models	Customer Feedback	Cost-Effectiveness	Public Relations	Funding	Resource Management	Resource Allocation	Leadership	New Technologies	Innovation & Partnerships
GOAL	GOAL 1: Provide core audiences - families with children, seniors & avid readers - with quality library services.	GOAL 2: Provide customers with innovative, efective online library services.	GOAL 3: Explore and evaluate new library service roles and initiatives.	GOAL 1: Obtain and respond to customer feedback about library roles and services regularly.	GOAL 2: Evaluate and adopt efficient, cost-effective library processes.	GOAL 3: Promote the value of library services strategically and effectively.	GOAL 1: Obtain Adequate Resources.	GOAL 2: Manage Resources Effectively.	GOAL 3: Allocate Resources Equitably.	GOAL 1: Develop Leadership among Staff and Board Members.	GOAL 2: Embrace New Technologies.	GOAL 3: Foster Innovation and Partnerships.
OBJECTIVES	1.a. Explore ways to provide library services more effectively to homebound adults and children in day care or licensed home care facilities.	2.a. Evaluate, maintain and improve integrated library system software and related technologies.	3.a. Evaluate effectiveness and cost efficiency of library materials delivery system, implementing improvements as feasible.	1.a. Review and revitalize initiatives that elicit and respond to customer comments.	2.a. Explore using new technologies to make CCLS meetings and training programs readily available at off-site locations.	3.a. Identify and implement methods that promote public library service as a core role of county government.	1.a. Develop alternative sources of revenue by exploring and, where feasible, implementing value-added service fees.	2.a. Support the System Finance Committee's role in providing financial planning and analysis to the System Board.	3.a. Allocate funds to library system and member libraries effectively and equitably.	1.a. Work with Capital Area Library District and Region to provide board development opportunities.	2.a. Regularly seek out and identify technology trends, educating library staff about new technology applications.	3.a. Identify and learn about social, economic and technological trends that may affect library services.
	1.b. Develop and maintain a cost-effective, customer-responsive library materials collection in a variety of formats.	2.b. Improve the CCLS website, making it even more customer-focused and content-rich.	3.b. Explore effectiveness and return on investment of self-service technologies and new staffing models, implementing new services as feasible.	1.b. Conduct online customer surveys and evaluate results regularly.	2.b. Explore the return on investment, service improvements and implementation of radio frequency identification technology.	3.b. Identify ways to enhance and improve system wide advocacy, public relations and community outreach efforts.	1.b. Explore expanded use of volunteers to deliver library services.	2.b. Communicate CCLS administrative office financial and budgetary information effectively to member library trustees and management staff.	3.b. Evaluate the role of CCLS' Reference Resource Centers to ensure equitable service is provided across Cumberland County.	1.b. Provide system service and policy orientations for board members and key management staff.	2.b. Establish methods that promote experimentation and implementation of new technologies.	3.b. Cultivate partnerships with organizations serving youth and older adults.
	1.c. Provide public computer stations that are accessible for those with disabilities.	2.c. Improve the ability of staff to support changing customer technology needs.	3.c. Explore effectiveness and return on investment of new service initiatives, such as e-government services, implementing changes as feasible.	1.c. Conduct customer focus groups and evaluate results regularly.	2.c. Identify and implement methods that will facilitate efficient selection and acquisition of materials as well as improve nonfiction/non-print selection.	3.c. Publicize and promote the role that public libraries play in literacy, technology support and as community gathering places.	1.c. Collaborate with CCLS Foundation Board to secure funding for projects that benefit the library system and its member libraries.	2.c. Manage funds to maximize service results and organizational stability.	3.c. Evaluate the Library System's hardware and software distribution practices to ensure equal access to technology resources.	1.c. Develop system level succession plan to ensure smooth leadership transitions.	2.c. Identify ways to fund experimentation and implementation of new technologies.	3.c. Cultivate partnerships with countywide agencies and organizations to promote access to services for residents.
	1.d. Evaluate, develop and implement consistent, equitable policies and procedures.						1.d. Increase capacity of member libraries to create and implement development plans.					