



**Long Range Plan FY2016 – FY2020  
Adopted June 24, 2015  
by the Board of Trustees**

The Pamunkey Regional Library’s long range plan outlines the library’s mission, goals and objectives for fiscal years 2016 through 2020. The plan was developed through customer surveys and significant analysis of customer usage patterns. Numerous meetings were held with stakeholder groups.

More than 2,200 customers responded to the library’s survey. Library staff put considerable effort into gathering usage information from virtually every resource and service that the library provides. This data was used to create a performance dashboard that provides management the ability to measure progress, which allows the collection and analysis of data on an ongoing basis. Several dozen library staff members and the library board considered these findings and developed the draft plan.

Using this information, library planners created a brand promise—a simple statement of what the library hopes to deliver to customers. The brand promise is “Inspiring Destinations, Compelling Experiences.” To fulfill the brand promise for our customers, the library will customize our service offerings to best focus on the needs of each local community.

### THREE COMPELLING EXPERIENCES

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| <p><b>Community Hub</b></p>  | <p><b>One Stop</b></p>  | <p><b>Work + Play</b></p>  |
| <p>Branches: Rockville, Hanover, Montpelier, King &amp; Queen</p>  | <p>Branches: Ashland, Atlee, Mechanicsville</p>   | <p>Branches: Goochland, Upper King William, West Point</p>                 |
| <p>These libraries feature popular collections and resources to help customers stay connected with their community and beyond.</p> | <p>These libraries provide a wide range of services, activities, and collections.<br/>Family entertainment and resources for work, study, and exploration are readily available</p> | <p>These libraries are designed for productive work and engaging play.</p> |
| <p><b>TEN INSPIRING DESTINATIONS</b></p>   |   |  |

*Serving Goochland, Hanover, King and Queen, and King William Counties*

The concepts of the draft plan were shared and discussed with the library board and staff at full staff day in October 2014, as well as at library board meetings, branch staff meetings, and Friends group meetings. The Board of Supervisors in each of the participating localities also heard presentations about the library's long range plan.

The library remains committed to people, resources, and learning. All activities are based on the following core values:

- Pursuing excellence in customer service and continual improvement of library services, staff, resources, and facilities
- Providing, supporting and advocating free access to information
- Promoting the freedom to read, nurturing youth to become readers, and providing resources for people to become life-long learners
- Respecting library patrons, volunteers, and personnel
- Working together as a team with enthusiasm and optimism to reach the library's goals
- Working in an atmosphere of trust and cooperation
- Serving as responsible stewards of library resources

The goals outlined in this plan are practical and achievable. Some of the major goals we expect to achieve during the next five years are:

- Strengthen the relationship between customers, the community, and the library.
- Emphasize utilization by the Family Relationship cluster to develop new library users.
- Expand destination usage to deepen and strengthen customer relationships.

The library board will publish an "Annual Progress Report and Work Plan" in conjunction with the board's budget process.

The library board of trustees and library staff, especially the Supervising Librarians, Branch Managers, and Reference Librarians, contributed significantly to this planning process.

Please direct questions and comments about this plan to Tom Shepley, Library Director, Pamunkey Regional Library, P. O. Box 119, Hanover, VA 23069, or any Library Trustee at the same address.

Pamunkey Regional Library Board of Trustees, FY2015:

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Pamunkey Regional Library  
PEOPLE\*RESOURCES\*LEARNING

Mission Statement

The Pamunkey Regional Library enhances the quality of life in our communities by providing free access to information, promoting reading enjoyment, nurturing lifelong learning and providing places for people to interact.

The library provides the following services:

- GENERAL INFORMATION to help meet the need for information and answers to questions on a broad array of topics related to economic development, recreation, work, school, and personal life.
- Materials about CURRENT TOPICS AND TITLES to help fulfill community residents' appetites for information about popular culture and social trends and their desire for satisfying recreational experiences.
- LIFELONG LEARNING services to help address the desire for self-directed personal growth and development opportunities.
- A COMMONS environment to help address the need of people to interact with others in the community and to participate in public discourse about community issues

Library Goals and Objectives

Library Goals:

These six goals were developed in previous plans and remain valid.

The Pamunkey Regional Library will:

- Encourage all to use its services by providing access to high quality facilities, materials, programs and assistance.
- Accommodate a wide variety of community interaction – informal discussions, recreation and relaxation, programs - by providing safe, attractive meeting places that are convenient and accessible.
- Respond to the recreational reading and informational needs of its community by providing a diverse and up to date collection and a broad array of programs.
- Cultivate and nurture a love of reading.
- Educate the public about the library so they are informed as to the events, activities, programs and resources available to them.
- Provide its services free to all people in the community, no matter what their age, situation or condition.

These five goals are new and reflect the library’s developing strategy to serve customers.

The Pamunkey Regional Library will

- Strengthen the relationship between customers, the community, and the library.
- Emphasize utilization by the Family Relationship cluster to develop new library users.
- Encourage digital usage by increasing the items available and promoting their utilization.
- Encourage the use of technology to increase efficiency in library service.
- Expand destination usage to deepen and strengthen customer relationships.

Library Objectives:

Develop five additional regular messages utilizing the library’s dashboard and messaging system to promote library services (FY2016)

Develop plan to update library facilities (FY2016)

Implement regular review and update of library policies (FY2016)

Implement online library card registration system (FY2016)

Review and update library staffing plan, hours of work, position descriptions, responsibilities, and evaluations (FY2016-17)

Investigate credit card acceptance options/online payment systems (FY2016-17)

Improve library fleet fuel economy by 20% (FY2017)

*Move customers in the occasional cluster into active clusters*

Customize programs and services based upon the branch groupings of Community Hub, One Stop, and Work + Play (FY2016-20)

Move customers in the occasional cluster into active clusters (FY2016-20)

Increase customer use of Family Relationship services as measured by the library dashboard. (FY2016-20)

Manage the library’s print and digital collection to increase collection velocity (FY2016-20)

Advance library capital improvement projects (FY2016-20)

Grow the library’s digital collection (FY2016-20)

*Increase customer use of Family Relationship services as measured by the library dashboard*

Open library branches a minimum of 42 hours per week (FY2016-20)

Design and build a functional environment for users of mobile technology (FY2016-20)