



Strategic Plan

2023-2026

Approved by the
North Canton Public Library
Board of Trustees on
October 19, 2022

Introduction

The North Canton Public Library began its strategic planning process in February 2022 in order to prepare for its future. The North Canton Public Library is committed to serving its community and was equally committed to involving the community in the strategic planning process via a Community Survey. The new strategic plan focuses on providing patrons with an excellent experience, enhancing public and staff spaces, building community relationships, and ensuring fiscal sustainability.

The strategic plan is organized around four strategic goals, each supported by strategic objectives and action items. The plan serves as a guide for decision-making and effective resource allocation. Above all, the plan reinforces The North Canton Public Library's commitment to its values, vision, and mission as it strives to become the catalyst for inspiration in the community.

The Process

The North Canton Public Library gathered input from the community through an online survey yielding 932 responses.

The information acquired from the survey was shared with the Board of Trustees and the management team of the library. The survey indicated that the North Canton Public Library maintains a high level of satisfaction in the community in the areas of customer service, programming, and collections. Many participants shared compliments of library staff, children's programming, and library facilities. Several suggestions related to library programs were offered including more technology, senior, and homeschool programming. Other suggestions included outdoor spaces, a larger teen area, and meeting spaces for public use. Parking at the library was heavily featured in the survey including concerns about the lack of spaces and accessibility issues.

During a half-day retreat in March 2022 the Board of Trustees developed the library's mission, vision, and values. The Board of Trustees also utilized the knowledge gained from the surveys and focus groups in the context of a SWOTA (Strengths, Weaknesses, Opportunities, Threats, and Aspirations) analysis which was essential to the formation of new strategic goals.

The Board of Trustee's retreat was followed by two All-Staff Planning Sessions in April 2022 in which the staff worked in small groups to brainstorm ideas around the themes of relevancy, healthy solutions, diversity and inclusion, failure and innovation, and partnerships. Ideas were compiled and provided to the management team. A four-hour Leadership Team retreat was held in June 2022 to consider the strategic goals through five library-specific perspectives (Customer, Staff, Internal Processes, Financial Resources, and Non-financial Resources), resulting in objectives to be employed in achieving the stated goals. The management team also participated in a session devoted to creating action items using the SMART (Specific, Measurable, Achievable, Relevant, Time framed) method. All of the compiled information was then used by the Leadership Team and staff to create and prioritize the action steps identified in the plan.

The themes from the survey and staff sessions are carried throughout the plan and are supported by objectives and action steps that propel the North Canton Public Library on its course for the future.

Planning Team

Board of Trustees

Nancy Beinlich, President
Bryan Harris, Vice President
Brent Fatzinger
Daniel Griffith
Sarah Mallamaci
Megan Pellegrino
Jude Streb

Leadership Team

Andrea Legg, Director
Kelly Boggs, Fiscal Officer
Stephanie Shaffer, Deputy Fiscal Officer

Missy Littell, Library Services Manager
Jamie Macris, Children's Department Head
Nancy Myers, Patron Services Manager
Christina Weyrick, Community Relations Manager
Richard Wiltout, Information Technology Manager

Strategic Planning Facilitator:

Northeast Ohio Regional Library System

Northeast Ohio
Regional
Library System



School | Public | Academic | Special
Maximizing Library Potential Together
www.neo-rls.org

Our Mission:

Our Purpose

The North Canton Public Library provides access to diverse educational, informational, and recreational materials, programs, and services in support of lifelong learning and enjoyment for all.

Our Vision:

How We See the Future

The North Canton Public Library will be a catalyst of inspiration for the community.

Our Core Values:

How We Respond

Service-Focused

The Library provides dependable and expert service to all with kindness, integrity, and respect. We create an environment of trust, comfort, and inclusion for staff and patrons alike.

Community-Oriented

The Library is an engaged community partner committed to working toward the empowerment and growth of all community members.

Inspiring

We encourage curiosity and innovation by offering a wide range of opportunities that increase learning, exploration, and knowledge.

Accessible

The Library adapts to changing patron needs in order to remain physically and virtually approachable and convenient for all.

Strategic Goals

What the Community Can Expect to See

1. Create the ultimate customer experience.
2. Enhance functionality and accessibility through revitalized public and work spaces.
3. Build community relationships and engagement.
4. Seek new avenues for financial sustainability.

Goal 1

Create the ultimate customer experience.

Outcome: Customers are welcomed and immediately feel comfortable upon entering the grounds of the Library. Sight lines are clear, signage is helpful, and the overall interior and exterior environment is visually pleasing and easy to navigate. Staff are viewed as knowledgeable, professional, motivated, and kind. The virtual environment is intuitive, embraces current technology, and produces expected results.

Objectives and Action Items:

1. Cultivate an outstanding first impression.
2. Grow and train staff for excellence.
3. Enhance the virtual environment.

Goal 2

Enhance functionality and accessibility through revitalized public and work spaces.

Outcome: The Library's public spaces are current, meet changing community needs and accessibility standards, and provide flexibility for the future. Staff work spaces support efficiency and productivity and ensure staff success. Building changes are well documented and provide staff and customers with a heightened sense of safety and security.

Objectives and Action Items:

1. Assess current and future space needs.
2. Investigate funding sources.
3. Ensure building policies and procedures meet changing needs

Goal 3

Build community relationships and engagement.

Outcome: The Library actively seeks partnerships with community organizations to engage and benefit community members. Library sponsors and partners are widely acknowledged for their support and partnerships serve to increase community impact for all involved.

Objectives and Action Items:

1. Develop a comprehensive framework for partnerships.
2. Promote sponsors and partners actively.
3. Develop NCPL key messages, value proposition, and fast facts to support on-going engagement in the community that is consistent and visible.

Goal 4

Seek new avenues for financial sustainability.

Outcome: The Library increases its financial resources by taking advantage of applicable grant opportunities. Library staff are knowledgeable of the Library's budget process and act as effective stewards of their resources. Community members are aware of the many ways in which they are able to directly support the Library.

Objectives and Action Items:

1. Position the Library to effectively identify and apply for grant opportunities.
2. Develop staff as effective partners in the budget process.
3. Increase public knowledge of opportunities to support the Library.