

Plan of Service 2007-2011 (revised 2009)

Element 1 – Resource Sharing

Cooperative Collection Development

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Improve the collection development process.	Ordering process increases in efficiency. Materials selection is transparent across libraries. Purchasers have immediate and direct fund management capability.	Document ordering efficiency by staff, anecdotally. Funds are fully expended at close of fiscal year.	Central and branches complete transition to automated selection and acquisitions. (2007) Active system-wide Collection Development Task Force. Use Polaris and TS3 for improved efficiency.
Maximize system-wide purchases of materials and services.	Users benefit from seamless access to system-wide materials and/or services, such as online databases and downloadable audiobooks and music. Online database costs shared on the basis of MOU between members and System. (2010)	Increase in number of new resources made available system-wide. (2007-11) Circulation figures and count of use of resources.	Overdrive contract continued. (2007-11) Online database purchases coordinated. (2008)

Delivery

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Ensure the most expedient delivery of library materials to patrons.	System-wide 48-hour turnaround between libraries. Streamlined returning and sorting.	Increased number of deliveries. Observation. Informal survey of library staff. Polaris reports. Customer satisfaction input from community survey.	Written outline of delivery processes. (2008) Convene a work group to study delivery and holds. (2007) Cross-train staff for backup efficiency. (2007-09) Investigation of best practices in materials transfer, e.g. floating collections. (2010) Conversion to automatic voice mail notification regarding holds. (2008)

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Element 1 – Resource Sharing (continued)

Interlibrary Loan

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Expand access to library resources by coordinating an efficient ILL service.</p>	<p>Member libraries will meet the needs of their patrons who request resources not available in OCPL.</p> <p>ILL costs shared on basis of MOU between members and System. (2010)</p>	<p>Monitor turn-around times for ILL requests fulfillment.</p>	<p>Provide workshops/site visits to increase staff knowledge of ILL use and procedures. (2007-11)</p> <p>Institute website ILL request forms. (2010)</p> <p>Update ILL guidelines and forms; distribute to every library; post on IntraNet. (2009)</p> <p>Provide Direct Request through First Search. (2011)</p> <p>Incorporate current technologies in the ILL process. (2007-11)</p> <p>Continued participation in and potential expansion of consortial arrangements with agencies such as CLRC. (2007-11)</p>

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Element 2 – Technology Services

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>OCPL procures and implements an up-to-date ILS.</p>	<p>Improve public access to digital and other library resources.</p> <p>Streamline staff tasks.</p>	<p>Increased use of services facilitated by system.</p>	<p>Clean up bibliographic database. (2007-11)</p> <p>Replace “green screens” with PCs. (2007)</p> <p>Install new ILS. (2007)</p> <p>Train Staff in new system. (2007-11)</p> <p>Inform public of new system. (2007)</p> <p>Link Aquabrowser to new ILS. (2007)</p> <p>Explore additional capabilities of ILS. (2009-11)</p> <p>Maintain IPUG committee. (2009-11)</p>
<p>OCPL web site functions as a full digital library presence.</p>	<p>Public access to digitized materials.</p> <p>Public access to “virtual branch.”</p>	<p>Monthly web statistics gathered by page hits counter software.</p> <p>User feedback through the webmaster email account listed on OCPL web site.</p>	<p>Develop digital library construction plan. (2007)</p> <p>Launch redesigned web site. (2009)</p> <p>Continue virtual reference service. (2007-11)</p> <p>Develop digitization center. (2009-11)</p> <p>Enable online library card registration. (2008)</p> <p>Enable online fines payment. (2010)</p> <p>Enable online ILL requests. (2010)</p> <p>Train staff in HTML/XML coding. (2007-08)</p> <p>Triple the original content housed at www.onlib.org. (2009-11)</p>

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Element 2 – Technology Services (continued)

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>OCPL is current with best technology practices.</p>	<p>Management/Personnel establishes core technical competencies.</p> <p>Staff will support technology development in-house.</p> <p>Staff will develop digital content.</p> <p>Staff will train public in use and application of relevant new information technologies.</p> <p>OCPL uses Web 2.0 to better serve the public.</p>	<p>All professional staff demonstrate core competencies.</p> <p>All technical staff function in both support and development.</p> <p>Staff offers public training in public information technologies.</p> <p>User feedback.</p>	<p>Complete LSTA grant “No User Left Behind.” (2007)</p> <p>Expose OCLC holdings through open WorldCat, Google and other search engines. (2010-11)</p> <p>Offer Office 2007 training to staff. (2009-11)</p>
<p>OCPL Central, branch and members share IntraNet services.</p>	<p>Improved communications across system.</p> <p>Common source for shared information.</p> <p>Central location for forms, policies, newsletters, training materials and schedules.</p> <p>Repository for system committee minutes and discussion spaces.</p>	<p>Increased usage of IntraNet resources.</p>	<p>LSTA GRANT: IntraNet development and installation. (2007)</p> <p>Expand IntraNet Resources. (2007-11)</p>
<p>OCPL installs Exchange server.</p>	<p>Improved email services.</p> <p>Shared calendars.</p>	<p>Digital survey of users.</p>	<p>Develop RFP. (completed)</p> <p>Select vendor. (completed)</p> <p>Install software. (completed)</p> <p>Train staff. (ongoing)</p>

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Element 3 – Special Client Groups

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Play a leadership role in promoting and facilitating adult literacy.</p>	<p>Adult learners develop library use skills and make use of library resources, with circulation increasing 20% annually.</p> <p>Literacy Workgroup expands adult literacy services throughout the County.</p> <p>OCPL collaborates with other literacy agencies on programs, projects and promotions.</p> <p>Obtain additional funding to support literacy efforts.</p>	<p>Track statistics on circulation, attendance, referrals.</p> <p>Identify initiatives resulting from collaborations and obtain feedback from libraries and agencies on their usefulness.</p> <p>Interviews with learners to gauge effectiveness of program and materials.</p> <p>Increased referrals to OCPL literacy resources by local agencies.</p>	<p>Collection development in Adult Basic Education and ESOL materials.</p> <p>Program opportunities (tours, I&R, orientations, training) for adult learners and tutors.</p> <p>Adult learners and tutors use the materials and resources of the Adult Literacy Program to improve their English language, literacy and/or math skills.</p> <p>Create portal on OCPL website to include practical literacy tools.</p> <p>State Literacy Grant or LSTA proposal submitted each cycle.</p>
<p>Persons who are educationally disadvantaged will use library resources.</p>	<p>Individuals pursuing GED use study materials.</p>	<p>Track circulation of pre-GED and GED study materials.</p>	<p>Collection development in pre-GED and GED materials including electronic resources.</p>
<p>Members of ethnic or minority groups in need of special library services will use library resources.</p>	<p>Improved contacts with intended audience.</p> <p>Individuals use world language or bilingual resources, with circulation increasing 10% annually.</p>	<p>Participation in outreach activity aimed at library users whose primary language is not English.</p> <p>Circulation statistics.</p>	<p>Collection development in foreign language materials.</p> <p>Increased visibility of foreign language materials with special displays.</p> <p>Development of resources (e.g., signs, forms, materials) in languages other than English.</p> <p>Bulk loans of materials in foreign languages.</p> <p>Outreach to immigrant service groups within Onondaga County.</p>

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Element 3 – Special Client Groups (continued)

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Persons with visual impairment or other physical disabilities will use library resources.</p>	<p>STAR (Special Technologies & Adaptive Resources) clients use library resources independently or with support from staff, as needed.</p> <p>Improved access to library resources through new technologies.</p> <p>Outreach Advisory Council provides input on programs, projects and promotions with agencies serving outreach populations.</p> <p>All eligible and interested participants are registered with Talking Books & Braille Library Program at NYS Library.</p> <p>All eligible and interested Books for Homebound participants receive library materials free by mail.</p>	<p>Track statistics on usage and circulation.</p> <p>Interviews with users to gauge effectiveness of program and to determine needs, both met and unmet.</p> <p>Input and feedback from Council members on effectiveness of outreach activities.</p> <p>Feedback from participants.</p>	<p>Training on the use of STAR hardware and software.</p> <p>New technologies piloted with users, and, if practical, added.</p> <p>Outreach Advisory Council meets a minimum of twice per year.</p> <p>OCPL hosts and/or participates in ADA Celebration event annually.</p> <p>STAR staff promotes and facilitates registrations.</p> <p>Staff promotes Books for Homebound.</p>

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Element 3 – Special Client Groups (continued)

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Older adults will use library resources.	<p>Collaboration with County Department of Aging and Youth and/or other agencies on programs, projects and promotions.</p> <p>More institutionalized older adults avail themselves of library resources.</p>	<p>Circulation statistics.</p> <p>Identify initiatives resulting from collaborations and obtain feedback from libraries and agencies on their usefulness.</p>	<p>Collection development of large print materials.</p> <p>Large print bulk loans from Central to any system library and select institutions.</p>
Incarcerated individuals will use library resources.	<p>Inmates use recreational and informational materials and reference service through the onsite library and staff provided by OCPL at Jamesville Correctional facility.</p> <p>Inmates use recreational and informational library materials supplied by OCPL at the Justice Center.</p> <p>Library for inmates is supplemented by materials supplied by OCPL at Hillbrook Juvenile Detention Center.</p> <p>OCPL staff provides educational and life skills programs at Hillbrook.</p>	<p>Circulation and reference statistics.</p> <p>Survey of users to represent level of satisfaction with materials and services.</p> <p>Anecdotal need/demand for materials.</p> <p>Feedback from Hillbrook staff teachers.</p> <p>Inmates’ anecdotal statements reflecting level of satisfaction with materials and programs.</p>	<p>Collection development in educational, informational and recreational materials.</p> <p>Selection and routing of donations and Gifts & Exchange books to institutions.</p> <p>Present programs at Hillbrook that introduce age-appropriate library materials to the students.</p>

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Element 3 – Special Client Groups (continued)

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Provide a foundation and support for a system-wide summer reading program for children and teens each year.</p>	<p>Countywide increase in participation by children and teens in the summer reading program.</p> <p>High quality of program is assured due to centralized coordination.</p>	<p>Statistical analysis of the annual growth in participation in the summer reading program.</p> <p>Feedback on system's support and contributions.</p> <p>Comments form for parents and youth.</p>	<p>Manual, forms and incentives distributed to libraries.</p> <p>Some enrichment programs will be coordinated system-wide.</p> <p>Promotion/publicity will be coordinated system-wide.</p>
<p>Support the development of high-quality youth services at all libraries in the system.</p>	<p>Children and teens will receive library services tailored to their needs.</p>	<p>Program statistics and reports.</p>	<p>Disseminate information to member libraries about opportunities for continuing education, grants, and programs related to youth services.</p> <p>Offer regular system-wide meetings of youth services staff.</p>

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Element 4 – Continuing Education and Training

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Identify continuing education needs and resources and provide learning opportunities for library staff and trustees.	Library staff and trustees will have the skills and knowledge to effectively meet the goals of their organization.	Formal and informal feedback from staff and trustees.	Annual trustee training for all OCPL trustees. Continuing Education Committee will plan and implement or facilitate relevant activities.

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Element 5 – Consulting and Technical Assistance Services

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Provide specialized expertise to front-line practitioners.</p>	<p>Availability of consultants and technical assistants to assist and advise member library staff and trustees.</p> <p>Support for collection development, marketing, technology, etc. via special-interest groups.</p>	<p>Survey library staff regarding the effectiveness of consultant and technical assistance.</p> <p>Track consultations, i.e., visits, email exchange, telephone conversations, committee meetings, etc.</p>	<p>Support training necessary for consultants and technical assistants to develop and expand their expertise.</p> <p>Support consultants' and technical assistants' responsibility to keep abreast of trends in respective fields, via conferences, workshops, webcasts, etc.</p> <p>Consultants and technical assistants provide leadership, guidance and advice on new services, programs and technologies.</p> <p>Assess needs and provide training opportunities as identified under specific Elements in this POS.</p> <p>Consultants and technical assistants respond to specific requests for information, guidance and advice in specialized service areas.</p> <p>Support individual libraries' and system-wide marketing and public relations efforts with print materials and media contacts.</p>

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Element 6 – Coordinated Services

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Maximize purchasing power of all libraries through supplies purchases.	Each participating library realizes savings in supplies expenditures.	Track discounts through vendor contracts.	Library-specific supplies contract extended to all libraries. (2008)
Maximize grant funding and fundraising for all libraries.	Expanded grants committee coordinates grants identification. Coordinate access to state legislator member item funding. Cooperative efforts among libraries yield improved grant proposals. Sharing of best practices among libraries yields improved fundraising activities.	Track increase in grants funding. Track increase in fundraising.	Grants Committee acts as a clearinghouse for grants information and maintains a database of grant applications. Forms and information are posted on the Intranet. DeFrancisco Grant continues. (2007-09) Inform staff and trustees of opportunities for training in grant seeking and proposal writing. OCPL Government Relations Committee actively advocates for library support.

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Element 7 – Awareness and Advocacy

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Increase the knowledge of the general public, library users, trustees, community leaders and legislators about the role libraries and the library system play in the life of the community.</p>	<p>Community members are up to date with library activities.</p> <p>Libraries are more readily included in community planning activities.</p> <p>The community increasingly relies on the library's web site for information and local resources.</p> <p>Support for libraries and the system increases among community leaders and legislators.</p>	<p>Librarians serve on community committees.</p> <p>Number of press releases.</p> <p>Number of media contacts.</p> <p>Observation based on contact with leaders and legislators.</p> <p>Local funding decisions.</p> <p>Website usage.</p>	<p>Workshops and Toolkits for library staff on working with the media. (2007-11)</p> <p>Use of all forms of media to increase the visibility of the library. (2007-11)</p> <p>Preparation and distribution of electronic newsletter. (2008-11)</p> <p>Encourage membership in community organizations. (2007-11)</p> <p>Encourage community agencies to link to the OCPL web site from their web sites. (2009-11)</p> <p>Sponsor themed displays at local shows (e.g., business trade shows, home shows) (2007-11)</p> <p>Maintain relationships with media. (2007-11)</p> <p>Pursue grant(s) to fund system-wide marketing initiative. (2007-11)</p> <p>Create system-wide public relations group. (2009)</p> <p>Create reports of system activities. (2009-11)</p> <p>Promote all libraries in annual report. (2009-11)</p> <p>Educate the media about the system's role. (2009-11)</p> <p>Add press kit to Web site. (2010)</p>

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Element 7 – Awareness and Advocacy (continued)

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Onondaga County residents understand the value of their public library materials and services.	Expanded visibility of all libraries in the system. Successful library budget votes. Increased appreciation of libraries.	Circulation statistics. Program attendance. Donations to library. Anecdotal.	Pursue grant opportunities to fund marketing campaigns. Library promotions continue/expand via print, media, Web site. Create “elevator speech” for staff/trustees/etc.

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Element 8 – Communications Among Member Libraries

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
Promote effective communications among system library staff through electronic means.	Rapid information exchange among libraries via e-mail groups and an Intranet.	Feedback from system staff on efficacy of e-communications.	Development of system e-mail groups for information sharing among staff. (2007-09) Development of an Intranet. (2009-11)
Enhance information flow among system policy-makers.	Informed decision-making by library boards.	Feedback from Advisory Council.	Continue regular meetings of the Advisory Council, striving for 100% participation. (2007-11) Disseminate legislative alerts and other pertinent information to library trustees in a timely fashion. (2009-11)
Ensure open and regular communications within the system.	Uniform knowledge of information and policy in system libraries through meetings that include a cross-section of staff levels.	Comparison of participation levels in the various forums from year to year.	Continued regular meetings of member libraries and system staff. (2007-11) Continued regular meetings of special interest groups (e.g., clerks, collection development, etc.) (2007-11) Continued rotation of OCPL Board and other system meetings among locations. (2007-11)

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Element 9 – Cooperation with Other Library Systems

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>Coordinate political agendas with other CNY library agencies.</p>	<p>Improved funding for public library systems and construction.</p>	<p>More public monies.</p>	<p>Participation in PULISDO, NYALS.</p> <p>Continue CNY system meetings.</p> <p>Participate in CLRC Legislative Committee.</p> <p>Encourage attendance at CLRC legislative breakfast.</p>
<p>Share programming and continuing education opportunities.</p>	<p>More cost effective programs offered across systems.</p> <p>Collaboration on development of best practice strategies across systems.</p> <p>Improved awareness of public library system services.</p>	<p>Increased staff participation in educational opportunities.</p> <p>Shared best practice strategies.</p>	<p>Coordinate training opportunities with contiguous systems.</p> <p>Extend programming collaboration beyond local system.</p> <p>Participate in CLRC.</p>

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Element 10 – Construction

GOAL	INTENDED RESULTS	EVALUATION	ACTIVITIES
<p>OCPL will administer the State aid program for public library construction as authorized and funded pursuant to Education law, Section 273-a as amended, and the Commissioner's Regulations 90.12.</p>	<p>Completed library building projects are supported that result (in order of preference) in:</p> <ul style="list-style-type: none"> • Improved access to and use of building services by all library users, including persons with physical disabilities; • More efficient utilization of the library building, resulting in such economies as increased energy conservation and increased staff efficiency; • Improvement of the building to address physical safety issues; • More effective library service to the library’s service area, as evidenced by new library programs and user accommodations resulting from the increased and improved building space and capacity. 	<p>The maximum funding available to the System will be approved and awarded to those libraries meeting the established criteria as determined by the State and preference criteria as established by the OCPL Board of Trustees.</p>	<p>OCPL notifies member directors of the availability of funds in a timely manner.</p> <p>OCPL provides assistance in completing applications as needed.</p> <p>OCPL reviews applications for completeness.</p> <p>OCPL administrative staff reviews applications and makes recommendations to the OCPL Board based on grant guidelines.</p> <p>Upon approval, application documents are forwarded by OCPL to DLD.</p>