2024 **ORGANIZATIONAL GOALS**

Annual Goals align with the Library's 2022 – 2025 Strategic Plan

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strategic plan focus area **WELCOMING SPACES**

goal **Create welcoming spaces where everyone belongs**
goal **Operate with transparency and accountability**

initiative
Spaces

To further these goals in 2024, the Library will

→ Strengthen Staff Engagement & Culture
to align with Guiding Principles and Provide Excellent Service to our Community

- **Develop a flexible staffing model for the future**
- **Establish an internal communications plan that includes celebrating wins/joys**
- **Implement new scheduling software and more consistent scheduling practices**
- **Engage all staff in results of Denison Culture Survey**
- **Deploy learning management system and plan**
- **Revise and refine EDI program**

> **KPI —** Increase clarity and alignment by 10+ points over 2023 scores in each of these subcategories:
>
> 01. Core Values (Consistency)   03. Agreement (Consistency)
>
> 02. Empowerment (Involvement)   04. Creating Change (Adaptability)
>
> **MEASURE —** Denison Culture Survey end-of-year results

→ Plan & Design an Innovative New Southeast Community Center/Library
to create more opportunities for learning, inspiration, and engagement

- **Work in partnership with the City to clarify roles and responsibilities, and to formalize agreements**
- **Gather community input to inform design, programs, and optimize access**
- **Implement effective project management and coordination with the City (e.g., communication, decision making, budgets, etc.)**
- **Develop overall financing plan (public and private)**
- **Implement effective internal and external communication plan about the project**

> **KPI —** Complete the following key project milestones:
>
> 01. Funding model & plan completed   03. Begin drafting an operational IGA
>
> 02. Project charter completed & approved   04. Architect selected
>
> **MEASURE:** % Complete / % Incomplete reported regularly to the Board to track progress.

Operate with Transparency & Accountability
to demonstrate our value to the community and our core values

- **Update Library policies and create a timeline for ongoing, regular updates**
- **Improve data dashboard and measurements, and communication with the community**
- **Make financial information easier for community to find and understand**
- **Develop programming measurement and reporting tools to align with strategic plan priorities**

KPI — Implement new data dashboard that is accessible for staff, stakeholders, and the public

MEASURE — Dashboard created by August 1

Improve the Customer Experience in our Physical & Digital Spaces
to provide better access to our services, spaces, collections, and programs

- **Launch new website and new event management/room reservation platform**
- **Update signage and wayfinding for accessibility and consistency between locations and across physical and virtual spaces**
- **Create standards for customer service expectations, training, and accountability**
- **Improve accessibility in our physical and digital spaces as feasible and conduct staff training**
- **Connect with identified Outreach target audiences through intentional programming and services**
- **Create focused communication plan to highlight virtual and in-person experiences**

KPI — Improvements in key areas of customer satisfaction and staff service using established baseline (numeric target to be set after baseline established)

MEASURE — Frequent and consistent customer survey via OrangeBoy sent to randomized users

goal **Connect with people where they are**
goal **Promote learning opportunities for personal growth**

initiative
Digital experience

To further these goals in 2024, the Library will

Create a Comprehensive Technology Plan
that reflects the needs of internal and external users

• **Forecast future technology needs for a new location and existing locations**

• **Review and/or update technology-related Intergovernmental Agreements and Memoranda of Understanding with partners**

• **Explore and plan for opportunities for an innovation space within the Southeast Community Center / Library project**

KPI — Complete and adopt a 3-5 year roadmap that is flexible to meet changing community needs; build awareness of the plan and make accessible to staff and the public

MEASURE — % Complete / % Incomplete reported regularly to the Board to track progress.

goal **Align with shared community priorities to achieve positive impact**
goal **Celebrate our community culture and heritage**

initiative
Partnerships

To further these goals in 2024, the Library will

Evaluate Current Community Partnerships
to ensure alignment with strategic goals and community needs

• **Evaluate current partnerships and identify gaps**

• **Partner with community groups and experts on programs and services that celebrate our community culture and heritage**

• **Update and document partnership agreements**

KPI — Analyze the value proposition, fit, and alignment of each partnership as it relates to our strategic plan and community needs; identify gaps and/or opportunities for new or expanded collaboration

MEASURE — % Complete / % Incomplete reported regularly to the Board to track progress