

The Next Decade Workbook

- I. TSCPL Priority Service Responses**
- II. The Next Decade Workshop Summary**
- III. Public Library Association Service Responses**

Timeline/Schedule for Strategic Plan

Jul 30–Aug 8	Management Council reviews PLA Services Responses as guide for internal audit of what we are currently doing.
Aug 11–Sept 1	Staff Meetings. Using six Service Responses, staff will help discover objectives and actions for implementation
Sept 2–Sept 16	Compile results of staff meetings
Sept 17–Oct 2	Management Council reviews the results and sets goals, objectives and strategies
Oct 3–Nov 14	Draft strategic plan for November Board of Trustees meeting
Nov 20	Board of Trustees reviews plan draft
Dec 18	Board takes action for approval of plan
January 2009	Begin implementation of strategic plan

Staff Meetings

Date	Time	Location	Facilitator	Recorder
August 14	5:30-7:30 pm	Lower Level Conf. Rm	Brad	Stephanie
August 15	2:00-4:00 pm	Lower Level Conf. Rm	Donna	Stephen
August 18	9:00-11:00 am	Lower Level Conf. Rm	LeAnn	Michael
August 19	9:00 -11:00 am	Lower Level Conf. Rm	David	Ann
August 20	5:30-7:30 pm	Lower Level Conf. Rm	Ruth	Susan M.
August 21	2:00-4:00 pm	Lower Level Conf. Rm	Jim	Nancy W.
August 22	9:00-11:00 am	Lower Level Conf. Rm	Paul	Thad
August 25	9:00-11:00 am	Lower Level Conf. Rm	Gina	John
August 26	9:00-11:00 am	Lower Level Conf. Rm	Rob	Gina
August 27	5:30-7:30 pm	Lower Level Conf. Rm	Greg	Ivan
August 28	5:30-7:30 pm	Lower Level Conf. Rm	Sherry	Diana
August 29	2:00-4:00 pm	Lower Level Conf. Rm	Marie	Nancy O.

TSCPL, The Next Decade

Make Informed Decisions:
Health, Wealth, and Other
Life Choices

Stimulate Imagination:
Reading, Viewing, and
Listening for Pleasure

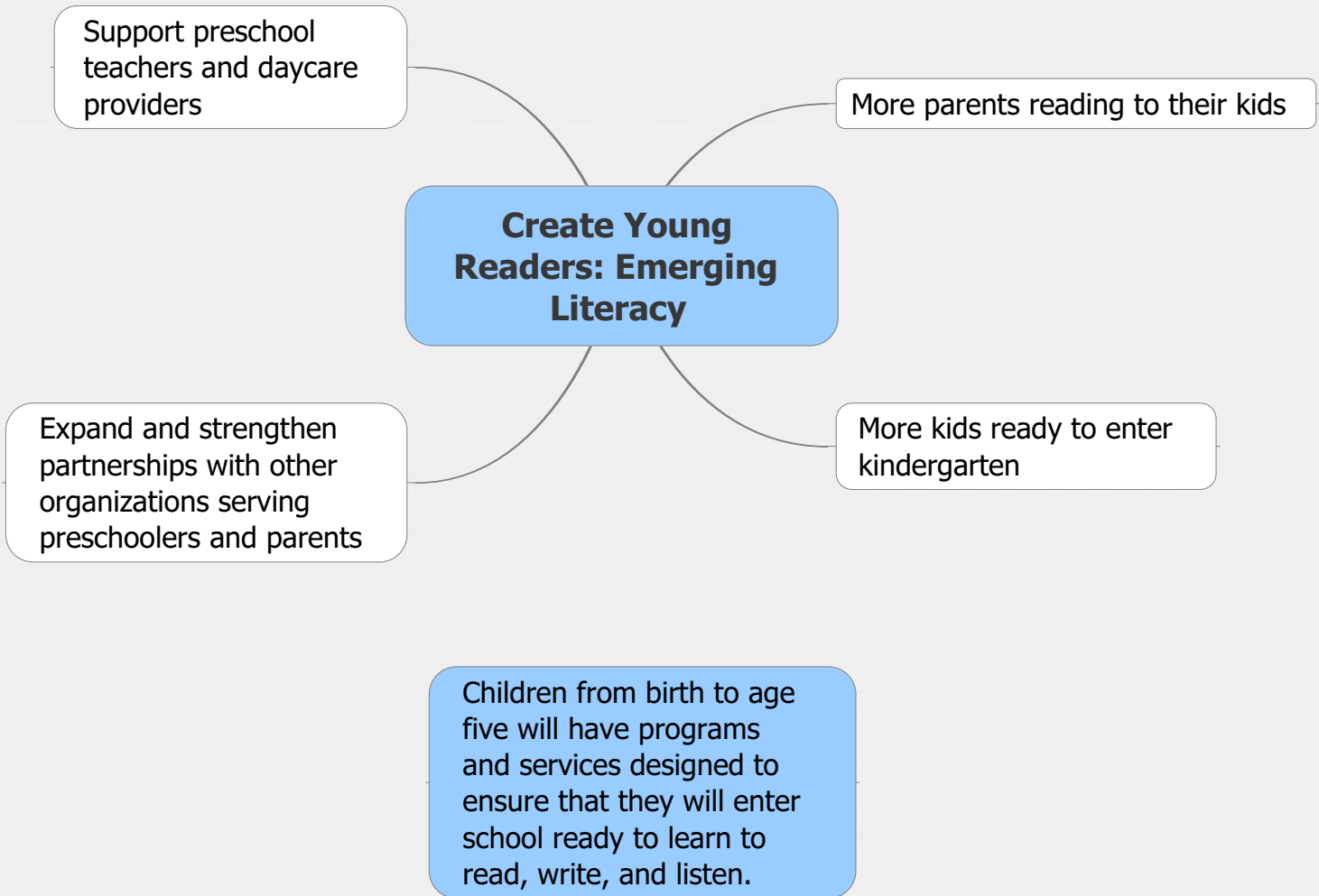
Visit a Comfortable Place:
Public and Virtual Spaces

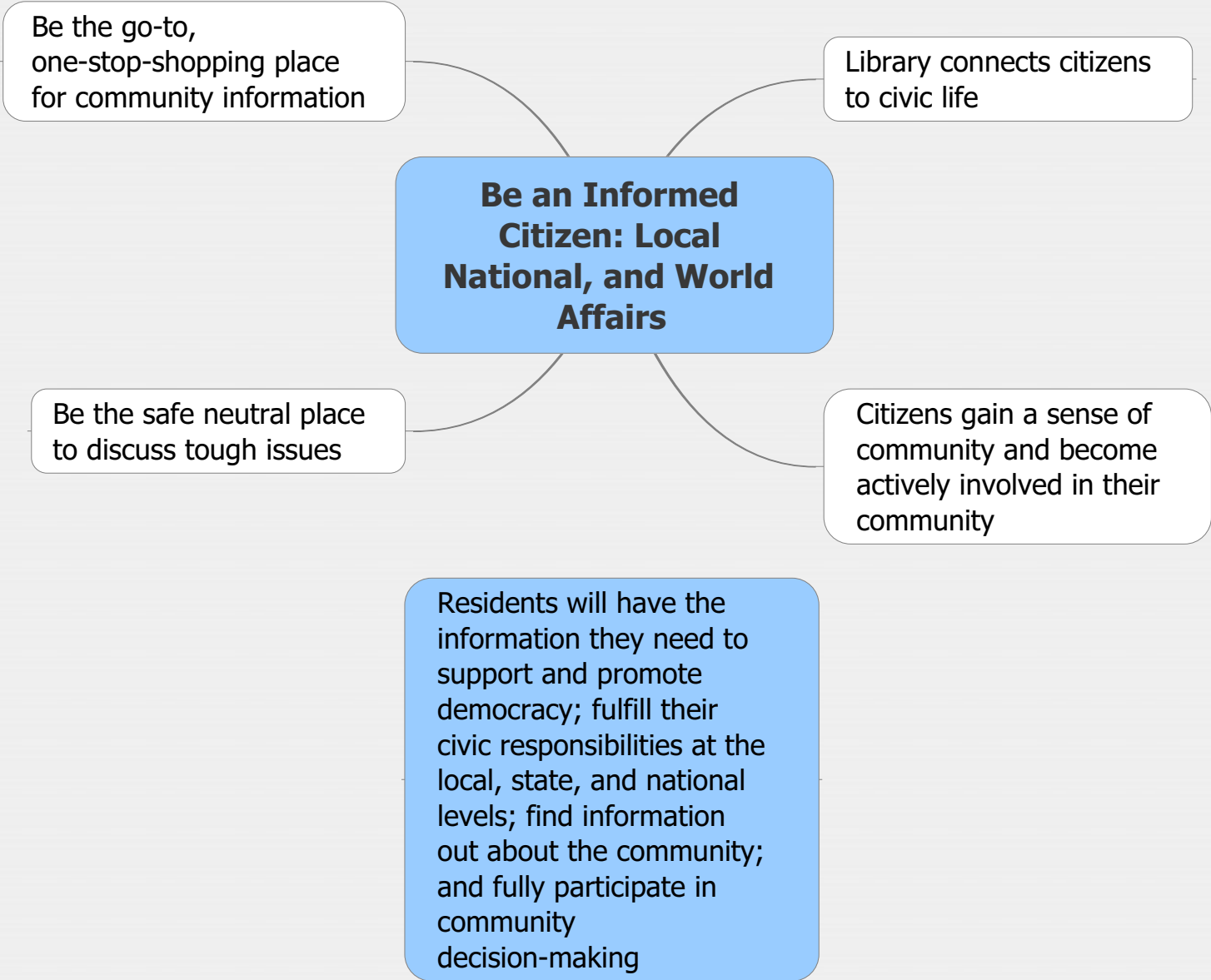
Create Young Readers:
Emergent Literacy

Be an Informed Citizen:
Local, National, and World
Affairs

Building Successful
Enterprises/Make Career
Choices: Business and
Non-Profit Support and
Job and Career
Development

Your Place.
Stories you want,
information you need,
connections you seek.





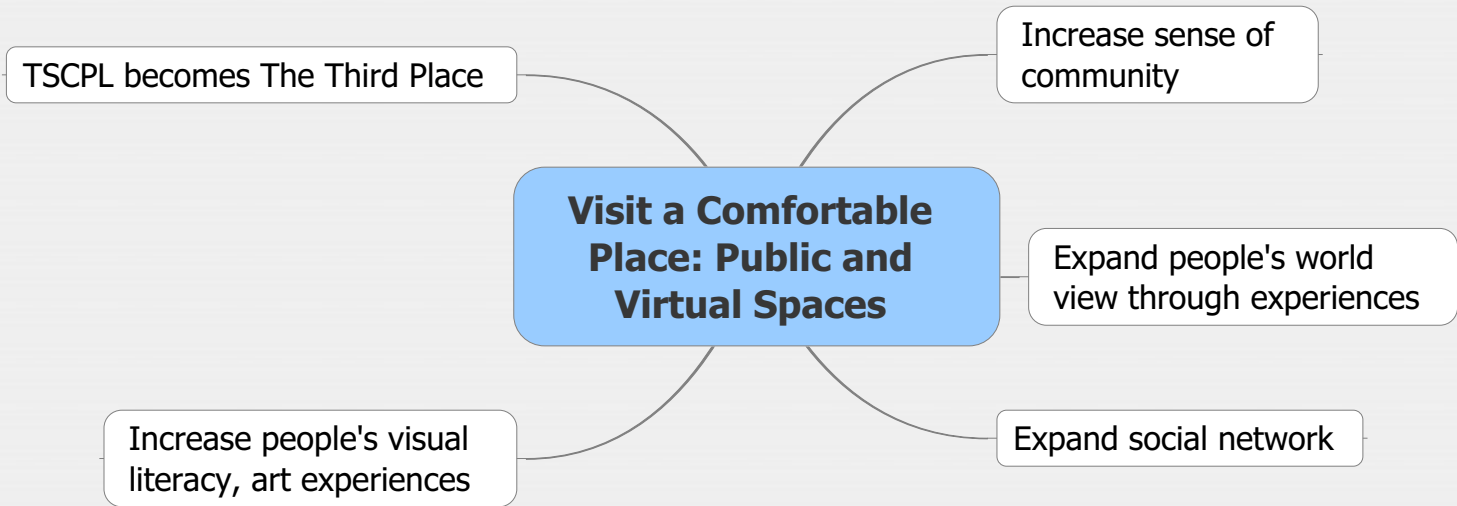
**Build Successful Enterprises/Make Career Choices:
Business and Non-Profit Support and Job and Career Development**

Library will contribute significantly to the economic vitality of Shawnee County

Build a career resource center, similar to the Business and Investment Center

Help people develop job skills

Business owners and non-profit organization directors and their managers will have the tools they need to develop and maintain strong, viable organizations. Adults and teens will have the skills and resources they need to identify career opportunities.



Increase people's visual literacy, art experiences

Residents will have safe and welcoming physical places to meet and interact with others or sit quietly and read and will have open and accessible virtual spaces that support social networking.

**Stimulate
Imagination:
Reading, Viewing
and Listening for
Pleasure**

Increase enjoyment of reading, viewing, and listening

Create online reading communities

Help make reading fun

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

**Make Informed
Decisions: Health,
Wealth, and Other
Life Choices**

Make informal decisions
about retirement,
investments, healthcare,
and related issues

Make informed decisions
about personal finances

Residents will have the
resources they need to
identify and analyze risks,
benefits, and alternatives
before making decisions
that affect their lives.



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August 2008 update ~the next decade~

refining the mission, vision and role of the Topeka and Shawnee County Public Library

The next decade community planning event in June 2008 explored five broad topics concerning the citizens of Topeka and Shawnee County, the library, and the future of our community. Below is a summary of the participants' responses.

Arts and culture

The library is Topeka's heart of the arts. Its programs, services and staff are appreciated. Participants want more library presence in the community: visible partnerships, expanded involvement, and programs that bring different groups of people together.

[what we asked]

Art and culture can be transformative experiences: how can the library best offer its materials and programs, and help people see the library as both a provider and partner to change people's lives?

[what we heard]

You appreciate the staff. Services are delivered, and made special, in the interaction between staff and customers. The library its services, programs, and exhibits were complimented.

you want to see more:

- hands-on activities and workshops that get people talking and sharing; interaction between generations; multicultural events
- mobile services in the community to schools, festivals and special events;
- asking the community about topics, services, materials that are most important to them;
- more community coordination and communication (a central community calendar, more visible promotion of what we are doing)

Community vision

The library needs to market and promote through more channels; learn more about our community (and its people); and empower others to be library advocates.

[what we asked]

Since half of our community has a library card, whom does the library reach and how do we reach those who don't use it? In what ways can the library be a catalyst/agent of change in the community?

[what we heard]

- improve marketing to minimize stories about (a) people hearing about a program after the fact, and (b) the "I didn't know you did that" responses.
- a common perception is the library is too far away for some people. People are busy and cannot find the time to come here (due to work, family, distance, etc.). How can we help there?
- there is a technology divide in the community that we must be mindful of in order to serve those with broadband access, those with dialup access, and those with no access, equally well.
- the library needs to remain conscious of the entire community economically, racially, ethnically and culturally; we need to know who they are, what they are interested in and what they want from us.

Economic development

The library is seen as a leader in the community, a positive agent of change. It should encourage employers, employees, and future employees (youth) to improve business and workforce skills.

[what we asked]

What can the library do to catalyze economic growth and development that allows people to create wealth for themselves and the community?

[what we heard]

The library is perceived as an unbiased and a neutral leader in the community, a “safe” place for community diversity to interact by virtue of one central location.

The library should work with small businesses and entrepreneurs to help them be successful (business plans, funding strategies, etc.) and increase employee skill levels; help people entering the workforce (such as teens) know about the jobs of the future and what is needed to attain them.

Teach and inform people about perceptions of a good quality of life (affordable housing, numerous activities, close relationship to higher education, etc.).

Hold issue forums to talk about difficult questions facing the community to provide a place for discussion, ideas and solutions.

What do people want?

More opportunities to access the library and its services in the community, rather than the community “coming to the library.”

[what we asked]

How would the ideal library function to serve you, your family, and the community?

[what we heard]

More accessibility in terms of expanded hours, perhaps holidays or when school districts are closed. More diversity among staff.

Ideas included:

—Quick-shop access for in-and-out visits

- Hand-delivering books at their cars.
- Utilize hubs/kiosks/branches/mobile libraries/outreach programs to go where people are.
- Find ways to help library users and supporters take it upon themselves to help promote the library.
- More marketing, maybe a library channel, to reach people who don't use the library.

Youth

TSCPL offers something meaningful to do, and ways to connect to others in a safe environment. Can we accept teens/youth as viable members of our community, seek ways to involve them, and ways to help them prepare for college and life?

[what we asked]

What challenges face youth in our community, and how might the library play a role in helping address them?

[what we heard]

Services for children and youth should remain a top priority. They are the future, and we need their input.

The library could fill education, career and technology needs of teens.

Mentoring between teens and the older generation can work both ways as each represents a resource for the other, and it builds skills such as communication, teaching, and presentation confidence.

Technology leads to the virtual world that youth seem to live in these days. While we may not understand it, it is the way many children learn and interact with parts of the world they might never actually see.

Quality of education and preparedness for the future (college, the workforce, managing and paying bills) is a concern.

NOTE: This update represents a summation of collected responses; it does not propose specific actions in response to the information. Your continued involvement will help set such goals and directions. The resulting plan will be presented to the Board of Trustees in November.