Our Commitment
Enhance our citizens’ lives through convenient services when, where, and how they need them.

Our Goals
• Support the economic vitality of our community.
• Monitor and respond to societal changes with information to help people manage and improve their lives.
• Support and nourish the community’s spirit, imagination, and culture.
• Contribute to the growth and development of our community’s families and children.

Our Vision
You know us – and we know you
We are on your speed dial—just like your best friend. The library is part of your daily life. We’re friends on Facebook. You visit us in person and on the digital branch.

You trust us
You have important decisions to make. You come to us when you need reliable information—fast! You see the library as an essential part of your life.

You are proud of us
You share the library’s story with friends and neighbors and bring visitors here. Getting a library card is one of the first things you do when you move here. You support the library with tax dollars and donations because it’s good for our community.

You inspire us
We see you learning new technology, doing business, enjoying a good book, and connecting with friends. You think the library makes Topeka and Shawnee County a better place to live.

You can’t read enough (for us)
Your library card is always in your wallet. You are reading more, checking-out more, downloading more, and enjoying the stories and information you need. Reading is like breathing—you gotta do it!
the next DECADE

Our Mission
Your Place:
Stories you want. Information you need. Connections you seek.
the next DECADE

Our Commitment
Enhance our citizens’ lives through convenient services when, how, and where they need them.
the next DECADE

Our Goals

- Support the economic vitality of our community.
- Monitor and respond to societal changes with information to help people manage and improve their lives.
- Support and nourish the community’s spirit, imagination, and culture.
- Contribute to the growth and development of our community’s families and children.
# Topeka and Shawnee County Public Library
## Service Areas and Segment Targets to Investigate in 2009

<table>
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<tr>
<th>Mission Based Customer Needs</th>
<th>PLA Service Response</th>
<th>Heartland Visiting Strategy</th>
<th>Library Goals</th>
<th>Possible Types of Service Options</th>
<th>Interpretive Comments</th>
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<tr>
<td>Service you want. Information you need. Connections you seek.</td>
<td>Success in School, Create Young Readers</td>
<td>Education</td>
<td>Contributing to the growth and development of our community's family and children.</td>
<td>Homework support and college prep services; high degree of readers' advisory; repository of community volunteer information for kids; literacy tutoring</td>
<td>Most segments show school-age children. Those segments will benefit from homework help services as well as other types of services to broaden kids' horizons. The library could increase the visibility of homework help services (e.g., Homework Kansap on its website).</td>
</tr>
<tr>
<td>Information you need. Connections you seek.</td>
<td>Understand How to Find, Evaluate, and Use Information, Make Informed Decisions</td>
<td>Education, Quality of Life</td>
<td>Monitor and respond to societal changes with information to help people manage and improve their daily lives.</td>
<td>Access to programs and collections, especially related to nutrition, diet, money management, insurance, health care, domestic travel, home and garden maintenance</td>
<td>The types of services will differ based on the segment. For some of the upscale segments, the library should try one-on-one services and experiment with programs such as Living Library. To reach more people with different types of programs, the library should partner with other organizations and hold programs outside the library.</td>
</tr>
<tr>
<td>Information you need. Connections you seek.</td>
<td>Know your Community, Make Informed Decisions</td>
<td>Education, Quality of Life</td>
<td>Enhance our citizen's quality of life through convenient services where, how, and where they need them.</td>
<td>Central repository for community events</td>
<td>As people look for information relevant to their busy lives, the library can connect them to community resources for health care, money management, family activities, travel, home maintenance and more.</td>
</tr>
<tr>
<td>Stories you want. Information you need. Connections you seek.</td>
<td>Stimulate imagination, satisfy curiosity</td>
<td>Quality of Life</td>
<td>Support and nourish the community's spirit, imagination, and culture.</td>
<td>Classic movies on DVD, movielbook programs at the library; country music programs; magazines, especially automotive, motorcycle, boating, racing, fishing</td>
<td>Specific programs will differ based on the segment. Classic movies for Middle Junction, maybe games for Russell Traditions. Cost-conscious segments will respond well to the availability of free movies.</td>
</tr>
<tr>
<td>Connections you seek.</td>
<td>Connect to the Online World</td>
<td>Education, Quality of Life, Economic Development</td>
<td>Support and nourish the community's spirit, imagination, and culture.</td>
<td>Training on computers, internet and other technology devices</td>
<td>Specific programs will differ based on the segment. Some will value high-speed access because they don't have it at home; others may want to improve skills for career enhancement.</td>
</tr>
<tr>
<td>Information you need. Connections you seek.</td>
<td>Make Career Choices, Build Successful Enterprises</td>
<td>Education, Quality of Life, Economic Development</td>
<td>Support the economic vitality of our community.</td>
<td>Adult learner programs; second stage of life career change information;</td>
<td>Specific programs will differ based on the segment and the dominant age group in the segment. For some, the focus will be on career advancement; for others, the focus will be on next stage of life careers, including starting a business.</td>
</tr>
</tbody>
</table>
ELEMENTS OF 2009 WORK PLAN

Developing and maintaining:

- Collection neighborhoods
- Youth Services service zones
- Increase bandwidth
- Computer upgrades
- Speaker’s bureau
- Extend Talking Book hours
- Digital Branch
- Merchandising displays
ELEMEENTS OF 2009 WORK PLAN

Investigation:

- Identify process/system improvements
- Researching best practices in and out of the industry including site visits
- Determining capacities
- Setting benchmarks
- Scenario planning
- Testing ideas
ELEMENTS OF 2009 WORK PLAN

Reinvention:
systems, services, and roles of library staff
ELEMENTS OF 2009 WORK PLAN

Benchmark Targets:
use and users, measures of customer satisfaction, and develop effective measurement tools
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Topeka and Shawnee County Public Library

Vision Statement

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LIBRARY VISION BENCHMARKS
Are we there yet?

- More use
- More users
- Higher level of satisfaction
- Transformational experience
LIBRARY VISION BENCHMARKS
Are we there yet?

Questions yet to be answered

• How do we deploy services equitably? How do we go beyond the building?
• What is our capacity? What are the limits? How do we balance current and open market needs with capacity?
Board of Trustees

What questions do we need to answer?