

LIBRARY

STRATEGIC PLAN

NEW PORT RICHEY PUBLIC LIBRARY



NEW PORT RICHEY

PUBLIC LIBRARY

April 20, 2022

Andrea Figart
Library Director
New Port Richey Public Library
5939 Main Street
New Port Richey, FL 34652

Dear Andi:

Thank you for the opportunity to provide a proposal for a strategic plan for the New Port Richey Public Library (NPRPL). We recognize the important role the Library plays in your community and look forward to supporting continued success through a high-quality strategic plan.

LibraryIQ professionals combine experience working with more than 100 successful libraries across the United States with understanding of best practices and emerging trends to help libraries better serve patrons and communities. LibraryIQ looks forward to collaborating with a wide range of stakeholders and providing insight and guidance to map an exciting and attainable future for the New Port Richey Public Library.p

The enclosed proposal details how LibraryIQ will develop a strategic plan in collaboration with NPRPL. The project will ensure the Library meets current and future community needs while staying true to core values of free and open access to information and education. We will provide a complete solution to understand your library's performance and confidently make decisions.

Thank you for your interest and consideration.

Sincerely,

Debbie Joy

Deborah Joy
Director, Marketing
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NAME, ADDRESS AND HISTORY OF FIRM

LibraryIQ

2600 Tower Oaks Boulevard

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LibraryIQ is a division of Library Systems & Services (LS&S), LLC, one of the largest independent library networks in the U.S. LS&S partners with local governments to operate high quality, patron-focused public libraries in communities across the United States.

LibraryIQ develops and executes strategic plans for 24 regional public library systems. Consultants have current, real-world experience in library management, governance, funding models, and current trends in library services.

Key points of proposal:

- Process includes extensive input from a cross-section of stakeholders including community leaders, local residents, nonprofits, educators, business leaders and staff
- The strategic plan will be flexible so leaders can regularly review, evaluate and adjust strategic objectives and actions based on a changing operational environment
- **LibraryIQ consultants are experts currently providing strategic planning and implementation for small to mid-size public libraries**

STATEMENT OF INTEREST

LibraryIQ proposes strategic planning services for the New Port Richey Public Library. LibraryIQ understands the Library's newly renovated facility serves City residents as well as residents of Pasco County and neighboring counties.

QUALIFICATIONS OF PRINCIPALS AND KEY TEAM MEMBERS

Please see Appendix for project team and qualifications.

APPROACH TO PROVIDING STRATEGIC PLANNING SERVICES

LibraryIQ proposes a collaborative strategic planning process. NPRPL Trustees and Director will identify a Strategic Planning Committee to collaborate on the project and ensure that the strategic plan reflects broad community objectives. **LibraryIQ will facilitate bi-weekly or monthly meetings of the Strategic Planning Committee.**

Phase One: Gather Data

A virtual project kickoff meeting will share the data collection and analysis approach, confirm project scope, schedule and communication. LibraryIQ consultants will use proprietary technology to compare NPRPL with selected peer libraries across categories including spending analysis, staff per 1,000 population and cost, visits, library use and five-year trends.

LibraryIQ will review existing conditions and map to public library best practices. New Port Richey Public Library data and literature will be reviewed, including:

- Funding
- Capital project improvement plans
- Service delivery models
- Current Library facilities
- Technology
- Programs/Outreach
- Statistics, including use rate, visits, circulation, technology access, etc.

Existing City of New Port Richey community factors will be reviewed including:

- Population demographics
- Growth projections
- Economic/Educational/Cultural climate
- Civic engagement
- Historical context

Phase Two: Solicit Broad Community Input

LibraryIQ will formulate and execute an inclusive public engagement strategy designed to ensure broad community input.

Survey

An online survey will be prepared by LibraryIQ in collaboration with the Strategic Planning Committee in English. The online survey link will be emailed to patrons and other resident email addresses and will be promoted via NPRPL in-library signage and flyers, Library website, City website if possible, social/local media to yield the largest number of survey participants. Paper surveys will also be available.

Focus Groups

Sessions for key stakeholders will be employed to gather a broad cross-section of input.

LibraryIQ will facilitate the following sessions:

- Two public sessions with library users, nonusers, Friends, Foundation and volunteers
- One session with Library Trustees
- One session with staff
- One session with NPRPL partner organizations, education/homeschool leaders
- One session with prominent citizens, Chamber of Commerce, business leaders and City Manager, executive team and elected officials

Individual Interviews

LibraryIQ consultants will conduct up to five one-to-one, in depth interviews with key stakeholders. Interviews will be conducted in person as possible and by phone as necessary.

Suggested interviewees include:

- Library staff
- City Manager
- Elected officials
- Library Board of Trustees

- Library Foundation
- Friends of the Library members
- Community leaders
- Non Profit organizations

Note: This proposal assumes LibraryIQ consultants will visit New Port Richey to conduct focus groups and interviews and attend the community group meeting. If travel and in-person meetings are not possible, sessions will be conducted virtually and travel cost will be subtracted.

Patron Geographic Mapping and Segmentation - Optional for extra cost

LibraryIQ will perform anonymized patron analysis and segmentation. This data reveals library use patterns, supports data-driven decision-making and targets potential new library users.

Phase Three: Analyze Data, Benchmark with Best Practices and Draft Strategic Plan

LibraryIQ will analyze background data and community input to identify service gaps, needs and opportunities. LibraryIQ will collaborate on the development of strategic goals and objectives. LibraryIQ consultants will develop and share a draft strategic plan with the Strategic Planning Committee. During this iterative process, LibraryIQ consultants will incorporate feedback into a final plan.

Phase Four: Prepare and Deliver A Final Strategic Plan

LibraryIQ will deliver a written strategic plan summarizing existing conditions, community input, research and analysis and strategic goals and objectives. LibraryIQ will present the plan to the Library Board of Trustees and the Strategic Planning Committee.

RELATED EXPERIENCE

Strategic planning expertise is demonstrated by the plans and assessments developed during the past three years:

- Collegedale, TN – Strategic Plan
- Escondido, CA – Strategic Plans in 2018 and 2021
- Finney County, KS – Strategic Plan
- Matanuska-Susitna, AK – Strategic Plan
- Osceola Library System, FL – Strategic Plan
- Palmdale, CA – Strategic Plan
- Upland, CA – Strategic Plan
- Shasta Public Libraries, CA – Strategic Plan
- Yuba County, CA – Library Assessment and Strategic Plan
- Pinehurst, NC – Community Needs Assessment
- Upper Providence, PA – Community Needs Assessment
- Riverside County, CA – Library Marketing Plan
- Siouxland Libraries, SD – Strategic Plan
- Oberlin Public Library, OH – Technology Needs Assessment

CLIENT REFERENCES

ESCONDIDO PUBLIC LIBRARY
[Strategic Plans \(August 2018, 2022\)](#)
Joanna Axelrod

Deputy City Manager
Director of Communications & Services

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YUBA COUNTY, CALIFORNIA LIBRARY

Strategic Plan and Library Assessment
 (December 2019)

Kevin Mallen

*Director, Yuba County Community
 Development & Services Agency
 915 8th Street | Marysville, CA 95901*

LibraryIQ does not have any conflicts of interest nor potential conflicts as a result of representing the City. LibraryIQ does not have any complaints, malpractice actions, judgments or claims against the firm.

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OSCEOLA, FLORIDA LIBRARY SYSTEM

[Strategic Plan \(September 2020\)](#)

David Barnett

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 Manager*

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 407-742-8468

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PROJECT SCHEDULE

Phase One - Gather Data: May 1 - 30, 2022

Phase Two - Solicit Broad Community Input: June 1 - 30, 2022

Phase Three - Analyze Data, Draft Strategic Plan: July 1 - 31, 2022

Phase Four - Prepare and Deliver Final Strategic Plan: August 1 - 15, 2022

Please note these dates are subject to change pending project start date.

FEE PROPOSAL

Item	Cost
Data Gathering, Analysis, Community Input	\$8,750
Synthesize Data, Prepare Strategic Plan	\$7,600
Onsite visit (one consultant, two days) Cost will be subtracted if virtual option is necessary	\$1,500
Supplies	\$150
Total Project Cost	\$18,000
OPTIONAL Onsite presentation of final plan	\$1,000
OPTIONAL Patron Mapping, Segmentation	\$3,000

This pricing and offer for services is valid for 120 days and can be extended upon request. LibraryIQ will invoice 50% upon contract execution and 50% upon project completion. Billing terms are net 30 upon receipt.

The cost information above is proprietary and should be treated as such.

APPENDIX

PROJECT TEAM

Deborah Joy, MLS, Marketing Director

Project Lead (Primary Point of Contact)

Phone: 410-456-5881 | Email: debbie.joy@lsslibraries.com

Debbie is a library professional with experience in public library strategy, marketing and development. At LS&S, Debbie manages strategic planning and library assessment consulting for external clients as well as marketing for LS&S-operated libraries. She served as strategic planning project lead for the Siouxland Libraries in South Dakota, Osceola Library System in Florida, the Yuba County, Shasta County and Escondido Public Libraries in California and the Matanuska-Susitna Public Libraries near Palmer, Alaska. Debbie has also led public library community needs analysis projects in Upper Providence, Pennsylvania, Pinehurst, North Carolina and Oberlin, Ohio. At the Enoch Pratt Free Library in Baltimore, Debbie's work included funding of literacy programs for children, teens and adults. Debbie brings a collaborative, strategic, results-driven approach. Debbie's marketing and grants experience combines with a deep dedication to the mission of the public library. She earned a Master of Library Science from the University of Maryland and a Bachelor of Science in Journalism from the University of Kansas.

Patricia Crosby, MLIS, Director for Partner Engagement

Patricia's 20 year library career has included varying roles in public libraries. Working with LS&S/LibraryIQ, she has been a Library Director in Escondido and Camarillo, California. Patricia served as Assistant Director at the Pickens County Library System in South Carolina, as a librarian and manager in several positions at the Toledo Lucas County Public Library in Ohio, and as an independent archivist at the corporate level with Ford Motor Company in Dearborn, MI. Patricia earned her Masters of Library and Information Science as well as a Certificate in Archival Administration from Wayne State University in Detroit., MI. She also has a Master's Degree in History from the University of Toledo in Ohio.

Greg Vogt, Director of Information Technology

Greg has 25 years of information technology experience, including software testing, consulting, network administration and design, help desk supervision, database management, customer

service supervision, project management and Implementation. Greg serves as Director of Information Technology, providing expert analysis and coordination of IT services across member libraries to ensure a standard of excellence and innovation. Greg is experienced in grant research, writing, and implementation, strategic planning, statistics, reporting and E-rate. In his new capacity, Greg continues to monitor and oversee large-scale IT projects at Shasta Public Libraries, and is resident part-time in the Redding City Library.

Steve Coffman, MLS, Vice President for Library Support Services

Steve is an internationally-recognized expert on innovative approaches to library service. He introduced the Ask-Us-Now live virtual reference service and is responsible for a variety of innovations at LS&S including centralizing the Integrated Library System, acquisitions and technical services functions in 84 libraries. In February 2004 Steve's article Saving Ourselves: Plural Funding for Public Libraries: Can Libraries Break Their Dependence on Tax Monies by Following NPR's Example? was published in American Libraries magazine. Steve has extensive experience with strategic planning and service design including the Finney County, Kansas Library, the Jackson-Madison County, Tennessee Library and the Leander, Texas Library. Steve has significant experience in electronic access to library services. He earned a Master of Library Science from the University of California, Los Angeles and a bachelor's degree in the Humanities from San Francisco State University.