



2021-2024

# STRATEGIC PLAN

Cleveland County Library System  
Cleveland County, NC



## **Mission:**

Engagement. Inclusion. Innovation.

## **Vision:**

The library is a trusted resource for lifelong learning opportunities.

## **Strategic Directions**

### **Engagement**

- Expand community partnerships
- Encourage community participation in shaping library programming and services
- Expand Outreach Services to children, teens, and adults

### **Inclusion**

- Respond to the evolving needs and emerging trends of the community
- Offer diverse cultural programming

### **Innovation**

- Offer programs related to advancing workforce development
- Provide programming focused on science, technology, and art
- Transform library spaces



# 2020 - 2021: A NEW BEGINNING

We started 2020 amidst the concern that many public facilities would be closed due to the Covid-19 pandemic. While the Cleveland County Library closed in late March 2020, and reopened in May, of 2020, and we had to reduce our operating hours due to reduced capacity, we continued to provide the same level of exceptional customer service we had in 2019, and the forty eight years of service prior to 2019.

The retirements of the Library Director, Carol Wilson, in September 2020, and the Assistant Director, JoAnne Owens, in November 2020, presented a change in leadership the library had not experienced in thirty-five years. With the appointment of Wright Adams as the new Library Director in October 2020, the library was positioned to enter 2021 with a new administrative team in place.

In the Winter of 2021, the library's new administrative team (LAT) composed of the Library Director, Technical Services Manager, Adult Services Manager, Youth Services Manager, Spangler Branch Manager, and the Outreach and Community Engagement Manager, began to implement a new service model, plan for new collaborative spaces, and innovative programs that would include the principles of Science, Technology, Engineering, Art, and Mathematics (STEAM).

During the Spring and Summer of 2021, the library used the generous gift offered by Dr. Eugene Young to rededicate the Main Library in honor of his mother Eugenia H. Young, (below left) on Monday, May 3, 2021. In the Summer of 2021, the library began its partnerships with the Shelby City Park offering STEAM programs for Summer camp participants. The library also offered STEAM programs and weekly story times at the Ruby C. Hunt YMCA in Boiling Springs. The library renewed its partnerships with the Earl Scruggs Center, the Foothills Farmers' Market, and North Carolina Cooperative Extension to offer a variety of history and food science programs. In June of 2021, the library distributed the first issue of its new magazine the "Spark" which will provide information on upcoming programs and community partnerships.

In the Fall and Winter of 2021, the library plans to open the city of Shelby's first Makerspace (below center). The Makerspace will offer citizens the opportunity to use a 3D printer and participate in workforce development and entrepreneurship programming. The library, in partnership with NC Cleveland County Cooperative Extension, will offer a seed library at the Main Library, the Spangler Branch, and the Boiling Springs Library at the Ruby C. Hunt YMCA.



## GOAL 1

Committing to serve Cleveland County through partnerships, outreach, and engaging with our diverse community.

## OBJECTIVES

1. Increase local and regional partnerships to offer enrichment programs
2. Assess community needs to better serve all Cleveland County residents
3. Expand community awareness of resources, services, and programs using various social media platforms and marketing strategies
4. Further engage adults and children through Outreach Services

## OUTCOMES

- Residents have access to safe spaces and trusted, competent facilitators that encourage courageous conversations.
- We support problem-solving at the local level, empowering residents with the knowledge and skills they need to advocate for themselves.
- We are a part of what attracts, grows and retains talent in Cleveland County, building partnerships with welcoming, vibrant community groups

## CHILDREN'S BOOKS

### DELIVERED

From 2019 to June 2021 Outreach Services provided 27979 books for day care centers and preschool programs.

# 27979



# 4403

From 2019 to June 2021 4403 books were delivered to our homebound customers.

## ADULT BOOKS DELIVERED





## GOAL 2

Offering innovative and educational programs for community members of all ages.

## OBJECTIVES

1. Provide enrichment programs for children, teens, and adults.
2. Foster entrepreneurship through makerspace, DIY, and business development programs.
3. Assist in community workforce development by working with local businesses to implement the Cleveland County Get Hired workshop series.
4. Offer STEM & STREAM programs for all ages.

## OUTCOMES

- Beginning and struggling readers and their caregivers gain valuable support, knowledge and inspiration from the resources and expertise of our team.
- We support teens, helping them build confidence and skills as they achieve their personal, professional and educational goals
- Provide support to entrepreneurs using resources in our new Makerspace.

## STORYTIMES OUTSIDE THE LIBRARY

# 318

From 2019 to June 2021 318 storytimes were held when delivering books to Children's Outreach Centers.



# INDIVIDUAL COMPUTER HELP IS NOW AVAILABLE

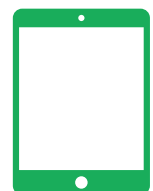


One of the top requested programs from the 2021 Community Survey was computer classes. We will continue to meet this demand in upcoming years.



## WEEKLY TECH ASSISTANCE

Library staff have offered individual tech help classes at least once a week since May 2021. This resource will expand to Outreach Services in September 2021.







**Food Preservation Basics - Spring 2021**



**Zoom Paint Party  
Summer, 2021**



**Personal Storytelling with NC Author  
Patrice Gopo Summer, 2021**



**Master Flutist, Galen Abdur Razzaq  
Afro-Cuban Jazz  
Winter, 2021**



**Tails and Tales  
Summer, 2021**

**498**

children, teens, and adults  
attended 15 programs virtually  
from July 2020 - June 2021.

**VIRTUAL PROGRAMS**



## GOAL 3

Expanding and diversifying our collection to meet the needs of our growing community.

### OBJECTIVES

1. Increase non-traditional circulating items to include tablets and hotspots and our electronic resource collection.
2. Represent various cultural perspectives through the development of all library collections.
3. Offer relevant state and local materials in the North Carolina Collection, a special collection of social, natural, and cultural resources for the state of North Carolina and Cleveland County.
4. Enhance our Youth Services collection (including Children's Outreach, Young Adult materials at the Main Library and the Spangler branch).

### OUTCOMES

- Regardless of a person's circumstance, neighborhood or background, the library is an accessible and supportive community anchor.
- We are part of an ecosystem of service providers and advocates for marginalized and underserved communities, eliminating barriers and strengthening support for those who need us most.

In 2019,  
150,134 items  
were circulated.

In 2020,  
you checked out  
131,089 items.

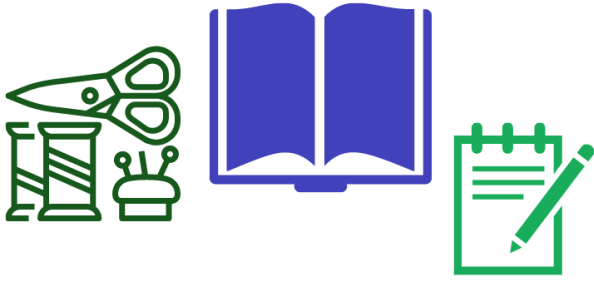
From January 2021  
to June 2021,  
you borrowed  
73,835 items.



*The Cleveland County Library System has a collection that includes 102,610 items! You can access 7.4 million items through NC Cardinal's shared catalog. That's a lot to explore!*



# IN-PERSON PROGRAMS



# 1,426

children, teens, and adults attended 86 in-person programs from July 2020-June 2021.



**Beekeeping**  
Summer, 2021



**So You Want to Start a Podcast?**  
Summer, 2021



**Soap Making 101**  
Summer, 2021

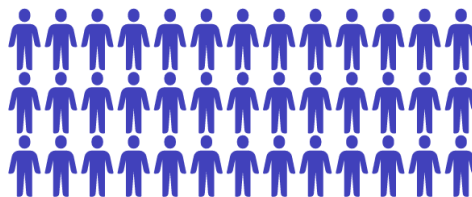


**Star Wars Trivia**  
Spring, 2021

# 61,324

people visited the Eugenia H. Young Memorial library and the Spangler Branch library in person from July 2020 - June 2021.

## LIBRARY VISITS



## GOAL 4

Training and encouraging library staff in order to provide exceptional customer service.

## OBJECTIVES

1. Develop staff core competencies in cloud computing and emerging technologies.
2. Create professional development opportunities for staff (in customer service and workforce development).
3. Increase staff productivity by examining staff workflows.
4. Determine appropriate staffing levels in comparison to library systems of equivalent size.

## OUTCOMES

- Our staff is increasingly diverse, ensuring a more innovative and inclusive culture and meaningful impact in the communities we serve.
- Through our partnerships and training, staff increase their understanding of, empathy for and service to marginalized and underrepresented communities.
- We share our entrepreneurial mindset and methodology with our partners, helping them innovate and expand their impact.

*"We are provided with many opportunities for professional development so we can stay current on emerging trends in public libraries."*

*-Sarah Edmonds,  
Adult Services Manager*



## GOAL 5

Empowering and inspiring our community with creative and collaborative spaces.

## OBJECTIVES

1. Create 21st century learning spaces for the community.
2. Provide a space for the development of aspiring entrepreneurs and community members to make creative and innovative projects.
3. Offer a cloud-based public computing system.
4. Enhance the customer experience by creating a centralized Access Services point.

## OUTCOMES

- We use data, observation and user feedback to continually improve the customer experience.
- Our customers and partners co-create and present programs and learning opportunities in our libraries.

According to the 2021 Community Survey, library customers want to see a Makerspace, study spaces, and an updated teen area.



## MEETING SPACES



# 2,320

people utilized library meeting rooms from July 2020 - June 2021 to study, meet, interview, and more.

# THANK YOU

## Cleveland County Board of Commissioners

*Doug Bridges (Chairman), Deb Hardin (Vice Chairman), Johnny Hutchins, Ronnie Whetstine, Kevin Gordon*

## Friends of the Library

*Liz Flowers (President), Betty Blanton, Jann Ford, Betsy Jones, Cindi Dashnaw, Andrea Fite, Emily Yelton, Kay Harvell, Rebecca Higgins, Tamera Cox, Richard Hooker, Roger Harris*

## Advisory Board

*Mark A. Hudson (Chairman), Doug Bridges, Elaine Conz, Rebecca Higgins, Robin Brackett, Miranda Hyland, Michelle Garey, Nicole Neales, Niya Pitts*

## Community Partners

*Earl Scruggs Center, Ruby C. Hunt YMCA, Foothills Farmers Market, NC Cooperative Extension*

## Strategic Planning Committee

*Wright Adams (Library Director), Bree DuMont, Sarah Edmonds, Kallen Terry, Sam Woolhiser*

## Library Staff

*Adult Services, Youth Services, Technical Services, Outreach Services, and the Spangler Branch*