

OCPL Director's Report

March, 2022

- 1. Programs and Services:** We are slowly resuming normal programming. Children's programming has been the "star" for a while now, but we will be resuming adult programs like our book clubs and gardening programs, movie nights, and more for all ages. The Betty B. Watkins Seed Library resumed on February 2, 2022. We will also be having Pop-Up Seed Libraries at branches other than the Westminster Branch. See Westminster manager's report for more information.
- 2. Usage Statistics and Narratives:** Usage statistics for January and February and individual branch/department narratives are attached.
- 3. Finance and Budget:** OCPL budget figures for FY22 year-to-date are attached.
- 4. Personnel and Training:** Sadly, we are losing a couple of stellar staff members. Brenda Lee will be retiring as our Bookmobile and Outreach Services Manager. She has been with the library since 1998, and has served on the Bookmobile since 2008. Helaina Lefler, a part time employee at the Walhalla Main Branch, has left for full time employment after six and a half years. They will be difficult to replace. The library will have a "regular" in-service in April, with the morning dedicated to all staff training in one place, and the afternoon being dedicated to projects and staff meetings at the individual branches.
- 5. Building and Grounds:** Striping of the Seneca Library parking lot will also be occurring on April 15, the day of in-service training. The flooring of the women's restroom in Westminster had to be partially replaced due to water damage.
- 6. Technology:** Mi-Fi hotspots will no longer be supported by the State Library after May 22, 2022. We will be working with the County to investigate whether and how many units we can continue to provide with unlimited data, which might be cost-prohibitive. The County Information Technology department replaced the Wi-Fi access points at all branches in February, and replacement of switching technology in all of our branches should occur in April.
- 7. Friends of the Library:** Used book sales have continued each Thursday from 11:00 to 3:30 p.m. The Friends had excellent sales figures in January and February.
- 8. Oconee County:** County has passed an ordinance that will allow County employees to receive COVID-19 service time bonus pay. Employees should receive letters by March 15 that will outline how many hours and the amount they will receive. The County Roads and Bridges Director and Library Director will be meeting with SCDOT to further assess converting Westview Street at the Walhalla Library to one-way with additional angled parking for library staff.
- 9. State Library:** We received an American Rescue Plan Act grant from the State Library for \$27,642.46 for new computer switches in our branches, and new Wi-Fi hardware. We will still be able to complete the projects within the guidelines of the grant even with delays due to supply chain issues. The anticipated date for the equipment to arrive is April, 2022.

10. Community Involvement: The Director continues to be active with the Healthy Oconee Coalition. The library held a vaccination clinic on January 12 and on February 28. The library was awarded the grant for "Improving Access to Healthcare in Oconee County," our social worker grant we applied for with the Center for Rural and Primary Healthcare. The Oconee County Services Association has also resumed having in-person meetings, and Darcy Arnall and the Director attended the first one in February. The Director will also be serving as president of the SC Association of Public Library Administrators for another year. See also the Youth Services Librarian's report for outreach (including the Bookmobile) visits to SDOC literacy nights at various elementary schools. The Bookmobile was also present at Walhalla Para Todos in February.

11. Other: We are exploring an update to the library's website to make it cleaner and a little more up-to-date. Hopefully we will have a workable template soon, but it has been delayed with our vendor by illness and other projects.

OCPL Bimonthly Report
Library Usage Statistics
Director: Blair Hinson

	Jan 2021	Jan 2022	Change	Feb 2021	Feb 2022	Change
Visits to Library	9,092	9,808	7.9%	9,131	10,531	15.3%
Material Circulation - Adult	12,165	12,951	6.5%	11,800	11,913	1.0%
Material Circulation - Youth	1,666	754	-54.7%	818	656	-19.8%
Material Circulation - Juvenile	5,903	7,143	21.0%	5,755	6,891	19.7%
Total Material Circulation	19,734	20,848	5.6%	18,373	19,460	5.9%
Internet Users	802	741	-7.6%	830	739	-11.0%
Internet Hours of Use	316	342	8.2%	320	331	3.4%
New Cards Issued	132	138	4.5%	98	158	61.2%
Programs - Adult	16	5	-68.8%	24	7	-70.8%
Programs Attendance - Adult	131	39	-70.2%	203	130	-36.0%
Programs - Youth 12-18	0	3		1	2	
Programs Att - Youth 12-18	0	32		60	21	-65.0%
Programs -Juvenile 6-11	5	7	40.0%	3	12	300.0%
Programs Att -Juv 6-11	145	72	-50.3%	116	215	85.3%
Programs - Children 0-5	6	14	133.3%	15	19	26.7%
Programs - Att - Children 0-5	141	186	31.9%	198	268	35.4%
Outreach Activities	11	7	-36.4%	13	13	0.0%
Outreach Act. Attendance	118	68	-42.4%	161	253	57.1%
Public Training Sessions	3	0	-100.0%	3	0	-100.0%
Public Training Participants	3	0	-100.0%	3	0	-100.0%
Public Training Hours	0	0		0	0	
Staff Training Sessions	2	1	-50.0%	1	1	
Staff Training Participants	1	1		1	1	
Staff Training Hours	2	1	-50.0%	2	15	900.0%
Number of New Volunteers	0	1		0	2	
Number of Vol Hours	47	23	-50.5%	44	10	-77.0%
Meeting Room Use	5	30	500.0%	7	33	371.4%
Meeting Room Attendance	37	227	513.5%	57	246	331.6%
Number of Web Site Hits	13,711	11,553	-15.7%	11,916	10,271	-13.8%
Wi-Fi Users		401		181	108	-40.3%
Wi-Fi Sessions		1,351		968	658	-32.0%
E Book Downloads	2,662	3,523	32.3%	2,362	2,921	23.7%
Flipster Uses	138	153	10.9%	154	153	-0.6%
Kanopy views	1,742	1,052	-39.6%	1,322	1,194	-9.7%
Ancestry.com Hits	75	181	141.3%	87	414	375.9%
Interlibrary Loans	26	739	2742.3%	12	40	233.3%
New Material Added	0	819		0	1,409	

903

944

OCPL Budget 2021-2022 3-11-22

Account Number	Description	Budgeted	Spent	Percent	Balance
Local Budget					
010-206-30024-00000	Equip. Maintenance	2,500	1,255	50%	1,245
010-206-30025-00000	Professional -Staffmark	110,000	95,188	87%	14,812
010-206-30041-00000	Telecommunications	1,000	608	61%	392
010-206-30056-00000	Data Processing	28,605	27,370	96%	1,235
010-206-30059-00000	Copier Click Charges - Xerox	10,000	4,231	42%	5,769
010-206-30080-00000	Dues	750	750	100%	0
010-206-30084-00000	School, Training, Sem.	3,300	1,014	31%	2,286
010-206-30090-00000	Honorarium	900	900	100%	0
010-206-33022-00207	Bldg Maint - Walhalla	7,000	7,854	112%	-854
010-206-33022-00208	Bldg Maint - Seneca	3,600	2,118	59%	1,482
010-206-33022-00209	Bldg Maint - Westminster	2,500	1,637	65%	863
010-206-33022-00210	Bldg. Maint - Salem	2,020	2,444	121%	-424
010-206-34043-00207	Electricity - Walhalla	27,000	12,126	45%	14,874
010-206-34043-00208	Electricity - Seneca	17,000	7,828	46%	9,172
010-206-34043-00209	Electricity - Westminster	15,500	6,473	42%	9,027
010-206-34043-00210	Electricity - Salem	5,000	5,000	100%	0
010-206-34044-00207	Water - Walhalla	1,400	1,229	88%	171
010-206-34044-00208	Water - Seneca	1,000	913	91%	87
010-206-34044-00209	Water - Westminster	1,000	531	53%	469
010-206-40031-00000	Sm Capital Equip (Loc)	2,800	2,242	80%	558
010-206-40032-00000	Operational	6,000	4,703	78%	1,297
010-206-40032-00000-A	Youth Services	2,000	1,201	60%	799
010-206-40033-00000	Postage	800	21	3%	779
010-206-40034-00000	Food	500	211	42%	289
010-206-40101-00000	Books (Local)	88,000	64,527	73%	23,473
010-206-40102-00000	Periodicals (Local)	22,200	20,435	92%	1,765
010-206-40103-00000	AV (Local)	11,300	6,553	58%	4,747
010-206-80206-00000	Automobile Maint - Library	1,500	2,155	144%	-655
010-206-81206-00000	Gasoline - Library	2,500	2,323	93%	177
010-206-82206-00000	Diesel - Library	1,500	1,358	91%	142
TOTAL LOCAL FUNDS		379,175	285,200	75%	93,975
Misc. Funds					
013-206-60010-00000	*Gifts, Donation (Loc)	44,407		0%	44,407
013-080-00805-11001	Nettles Trust	98,940	30,612	31%	68,328
TOTAL MISC. FUNDS					112,735
State Aid Budget					
240-206-30056-00255	Data Processing (State)	\$10,381.06	10,381.06	100%	0.00
240-206-30080-00255	Dues (State)	\$500.00	119.89	6507%	380.11
240-206-30084-00255	Schools, Training (State)				
240-206-40031-00255	Sm Capital (State)	\$6,765.33	6,506.68	96%	258.65
240-206-40032-00255	Operational (State)	\$14,618.94	8,284.66	57%	6,334.28
240-206-40045-00255	IT Equipment	\$10,800.00	9,826.50	91%	973.50
240-206-40111-00255	Books (State)	\$78,584.92	50,584.76	64%	28,000.16
240-206-40112-00255	Periodicals (State)	\$28,864.00	23,452.57	81%	5,411.43
240-206-40113-00255	AV (State)	\$16,600.00	10,055.02	61%	6,544.98
Total State Aid Funds		\$167,114.25	119,211.14	71%	47,903.11

Branch Services Narrative

Jan – Feb 2022

Sue Andrus

Community Engagement

I scheduled and rescheduled an appointment to meet with our local DSS staff several times in January. Staffing issues at both places prevented any progress in collaboration. However, that month the library was contacted by the South Carolina Center for Rural and Primary Health Care and encouraged to apply for a grant that would fund a full-time social worker position at the library. We applied for and received a Libraries and Health Cooperative Agreement grant which will begin in mid-March.

Staffing Issues

Work continues on creating and filling positions that will be most beneficial for the library system. The Media & Electronic Services Librarian position remains unfilled. This position will oversee all aspects of electronic media (such as CloudLibrary and DISCUS databases) as well as in-house media (such as OCPL's social media accounts and self-produced videos). The position was posted in August but we received few qualified applicants and have chosen to not conduct interviews. The position will either be reposted as-is, or modified to focus more on public services before posting again.

Library Intern

Local resident Tucker Brown contacted me in mid-January to ask if he could complete the Practicum for his LS 489 class at the University of Southern Mississippi with us. Practicum is similar to a student teaching program and is designed to give students wide experience in the type of library system they plan to seek.

Tucker began on February 10 and will be with us every Wednesday and Thursday through the end of April. His presence has been a great asset at Walhalla, freeing up Cataloger Bethany Culp and Acquisitions Coordinator Leah Kelley from some circ desk hours, working on special projects like inventory, and helping Courier Joe Lenderman on high-volume days.

Library Family

The Walhalla library said goodbye to long-time Circ Assistant I Helaina Lefler, who accepted a full time job in the Prisma Health System in February.

Walhalla celebrated Cataloger Bethany Culp and her impending baby with a shower/pot luck lunch on February 8th.

We were shocked and saddened when Bookmobile Manager Brenda Lee's husband passed away unexpectedly on February 21. We sent cards and flowers, and several staff attended visitation and the service.

Salem programs

Salem has started to have Family Story Time again. We have had regular attendance at these programs. Salem has also started to have in person craft programs for elementary aged kids. Salem continues to hand out kids and adult craft kits. Salem also offers digital programs like the Salem Recipe Club and our Zoom book club on a regular basis. Lately we have had more attendees at our Zoom Book Club.

Salem Facilities Upgrade Project

Salem has now received the following for our upgrade/renovation project: new carpeting, new computer tables and chairs, and new DVD Spinner. The newest edition to our upgrade/renovation project are our new stool for the circulation desk and a new breakroom cabinet which holds our microwave and mini-refrigerator. Our new break-room cabinet was ordered from the Friends of the Library funds. We have also replaced the min-fridge with a new black one to match the new cabinet. The last big improvement will be to replace the countertop with a new countertop for the circulation desk.

Covid-19 Pandemic procedures:

With the Covid-19 data beginning to fall again, we will not be wearing masks as often. We still might put on our masks when other come in the library with masks on, or when helping patrons at the public computers. The Salem branch will continue to monitor the Covid-19 virus and do what is necessary in the way of cleaning the computers and work areas to stay safe from the virus. We also have started to offer more in person programs.

Salem Collection Development

All through the pandemic Salem was still working at ordering quality new items for our branch. During July and August, we worked hard to spend our money on the best items we could get for our patrons. We continue to order well reviewed items for the Salem branch. By having a good collection development strategy, we can keep the demand up for circulation at the Salem Library. We continue to weed our collection on and as needed basis.

Volunteers

Salem has two library volunteers. Kathy Barringer is our new library volunteer. Sally Bouwman has continued to help with our special projects, including getting new carpeting. She came in and helped moved books for three days while we were installing the carpeting. We do appreciate the work that all of our volunteers do.

Seneca Library Branch Narrative, January/February 2022

Emily Whitmire Sluder, Branch Manager

Facilities:

The Lakes and Hills volunteers planted daffodils out front that look great. We are as always grateful for their help in beautifying the grounds.

We are determining the most effective way to proceed with the parking lot repair and will update everyone on the situation.

We are in the very early stages of planning to paint the walls, as the last time we painted was 2011. We asked Maintenance to help us out then, so we will work with them on a schedule for it in the coming weeks/months. We will have to do it in either spring or fall.

The light post in the middle of the parking lot was replaced as part of routine maintenance by Seneca Light and Water.

Operations:

I have started to come up with ideas for adult and family programming in the coming months. We hope to host SC Legal Services and SC Works, and bring back (everybody's favorite) Bingo.

We continue to weed books systematically in line with industry best practices. The shelves are straight and the staff is working hard to keep them maintained.

Same as last report: We are very disappointed with the decision by the county to remove USB port access from the public computers. There are a number of things you can't do (such as scan something to a USB and email it), and we have had to direct people to the Central-Clemson Library, which has been disheartening.

Users no longer have access to Microsoft Word and other Office products due to removal of the software in preparation for everyone to migrate to Office 365. We have encouraged people to create a Google account and use Google Docs, but it is very difficult for people to do this without assistance. The staff has not yet transitioned to Office 365.

Groups using the meeting room include an HOA board, America's Boating Club, Baby Read, and others. The study rooms remain popular.

Staffing: Nicole has transferred from the Westminster branch to take a part time position here. We are currently fully staffed.

We are looking forward to In Service on April 15th and the opportunity to do some work on the building. We are still considering which areas to work on. I would like to at least shampoo the carpets.

Statistics	Jan 2022	Feb 2022
Visits to library	3,298	3,459
New Cards Issued	70	64
ILL	25	26

Narrative

Library Projects:

Christie Johnson, Assistant Branch Manager, has been shadowing Brenda Lee, Bookmobile Manager, for the past few months. This has proven to be very successful. Also during this time, I have taken on several of Christie's duties.

Program:

February—Seed Start Kit

Meeting Room:

January—Hispanic Committee Book Club; Library Board Drop-In; Vaccine Clinic

February—Baby Read-2 times; Hispanic Committee Meeting; R. Malec; S. Melendez; Vaccine Clinic

Study Room Usage:

January—11

February— 13

Facilities:

February 7, 2022: A request was sent into Facilities to adjust the cap/trim on the roof of the library. **Status: Resolved**

Statistics:

Category	January 2022	February 2022
Visits to library	3,119	3,147
New Cards Issued	44	49
ILL	9	12

Genealogy/Local History Inquiries:

I have decided to record genealogy and local history requests. This way we can better determine how much the Rogers' Room is used throughout the year. These statistics are based on the number of questions received during the course of the month.

January—3

February—8

Westminster Report for September and October 2021

Community, Staff, and Programming

- The Westminster Library gave out 48 Color-Your-Own Valentine Bookmark in February.
- Part-time circulation assistant Nicole will be transferring to the Seneca Library permanently in February. She has already been working there to fill in during multiple staff changes since June 2021. We hired a replacement who unfortunately only worked two days before quitting. Fortunately, we had interviewed another great candidate and she was still interested in the position. We hope for her to start in March.
- Back by popular demand, all locations of the OCPL had Grab & Go Seed Starting kits available on February 14. Over 100 kits were taken within a few days. These kits were made by the Westminster staff and distributed to the other branches for pickup.
- Tax season has also started. Through partnership with the IRS, the library has standard federal forms available free of charge for people to pick up at the library.
- Tiffany has done a wonderful job of creating displays in the limited display space the library has.

Building Management

- Privacy guards were added to the stall doors in the women's restroom.
- Facilities Maintenance hired a new person to clean the Westminster Library. She has been coming in daily to take out the trash, clean the restrooms, vacuum, and has even taken the initiative to pick up trash around the library which usually hasn't been done before from someone in this position.
- Facilities had to latch one of the metal attic access doors. It was opening and slamming shut as the front doors opened and closed.

Resource Allocation

- On February 1, the Betty B. Watkins Seed Library re-launched for the first time for the spring planting season. The relaunch continues to use gift funds given to the Westminster branch in memory of long-time patron Betty B. Watkins. We also received a generous donation of seeds from the Hudson Valley Seed Company. Library staff create small seed packs that contain at least 10 seeds which should yield at least 2 to 5 plants or more. Based on the popularity of last year's later planting season launch, we knew it would be popular, but it has exceeded any expectations in popularity and use. After only 20 days of availability, 476 packs of seeds have been taken from the permanent Westminster Library location; 300 seed packs were distributed in Grab & Go Seed Starting Kits at all OCPL locations; and 126 were picked up at the Pop-up Seed Library held at the Seneca Library. Our community partner, the Oconee History Museum, has been given 717 seed packs to distribute at their permanent location and to take to local community events such as Para Todos in Walhalla. The Salem and Walhalla Libraries will host pop-up libraries in March to offer more opportunities. In one month we exceeded all of last year's summer and fall numbers!

Month	Packs
June '21	200
July	35
August	304
September	98
October	66
November	46
December	6
January '22	NA
February*	902

Table 1: Packs of seeds taken from the BBW Seed Library

*includes 300 packs for kits

Youth Services Department
January – February 2022
Darcy Arnall, Youth Services Librarian

Collection Development & Maintenance

YS collection development is on budget thus far for the year. Many of the major book awards in children's and young adult literature are announced in January, so Leah ordered all of the necessary 2022 winners from the ALA Youth Media Awards and the South Carolina Book Award around that time. In January, Darcy and DJ continued their collection maintenance project by evaluating Salem's YS collection. We will be using the information that we compiled from this project to inform purchasing and weeding decisions going forward.

Programs

Minus a few weather cancellations, storytime continued consistently in January and February at Walhalla, Westminster, and Seneca. We had 301 attendees at in-person storytimes in the last two months, which is still an excellent total. We had six sessions of LEGO Club in this period, which were attended by a total of 72 people. In January, we started offering extra sessions of our Explorers Club at the Seneca Library, and those programs were very well attended. At January's session, we learned about optical illusions and made thaumatropes, and in February, we played with magnetic slime and built magnet mazes. Explorers Club was attended by a total of 53 people in January and February.

In February, we started a new program series that we are calling Midweek Makers. Several years ago, a previous YS Librarian purchased a MakerCart, which unfortunately saw little use. Shortly before the pandemic, Darcy and Blair discussed stocking the MakerCart and making it available to patrons regularly as a type of passive program. We wanted the cart to be used, and this seemed like a simple solution. Around the start of 2022, we finally felt like we could implement this idea, and we started Midweek Makers. For two hours every Wednesday afternoon, we have been putting the MakerCart in the lobby for self-directed use. The kids and parents who participate can make whatever they want, and we only ask that they clean up after themselves and use a reasonable quantity of our supplies. The MakerCart was available four times in February, and it was used by 51 people. We plan to continue the Midweek Makers program for the next several months.

In these months, we experimented with some new teen program ideas and were frankly shocked at the response. In January, we offered a knitting class where we taught the attendees basic knitting techniques, and they completed one small project. We were concerned that this program wouldn't get much interest, but we ended up filling the class with 11 kids and most of them returned for all four sessions. The kids who completed the series all finished their projects, and they seemed to enjoy the learning process. We had the assistance of a patron volunteer, Jean Andrus, at these classes because giving one-on-one help to 11 kids is difficult for just two people. We were thrilled with the success of this program! In February, we hosted another tween and teen program called Candy Olympics as a nod to the Winter Olympics and Valentine's Day. We played an assortment of simple candy-based games, and the attendees got to keep their "winnings". This program was simple and minimally educational, but it was also successful. We had 11 total attendees. These latest tween and

teen programs proved to us that it is possible to bring teens into the library, even in the school year, and we are going to keep looking for more ideas that are appealing to our community.

In total, we had 752 attendees at all of our programs in January and February. Some pictures from the programs described above are attached at the end of this report.

Summer Reading 2022

Summer Reading preparation is starting to get serious, and we are making good progress. With a lot of help from Bethany, we have designed our reading logs, registration forms, and certificates for 2022, and we have a rough draft of our calendar formatting and informational website. Darcy and DJ have been brainstorming programming ideas, and we have a large number of events tentatively scheduled. We are not planning to officially lock in our events calendar until the end of March. Darcy has been working on a script for her SRP promotional video for a few months, and in February she finalized the script and filmed the video. She hopes to finish editing the video by the end of March. On January 28th, Darcy attended the South Carolina State Library Summer Reading Workshop via Zoom. In February, we received information from the State Library on the 2022 LSTA grant, and Darcy has started working on that project. Similar to last year, she is applying for funding to cover the cost of our guest performers at the Walhalla Performing Arts Center. The grant application is due in March. On February 17th, Darcy and Sue met with some representatives from The Cliffs community who were interested in donating funds to our children's services. Darcy pitched some of our summer projects to them as opportunities to be involved financially. They were particularly interested in supporting the book bags that we donate to the school district's Read to Succeed Camp.

Collaboration

Darcy attended the First Steps meetings in January and February and the Oconee County Service Association meeting with Blair in February. On January 26th, Darcy was interviewed by two Clemson nursing students on the programs and services that we offer to children in our community.

Community Outreach

Most of our preschool outreach visits were canceled in January due to either COVID or bad weather. However, we got back to normal in February, and we saw a total of 137 people at those visits. In February, we started receiving invitations from local schools to visit and/or participate in events. On February 11th, DJ volunteered with the Book Fair at Blue Ridge Elementary, and on February 17th, Blair and Darcy took the Bookmobile to Family Night at Ravenel Elementary's Book Fair. These were our first in-person school visits since before the pandemic, and we were very excited to get back to these programs. On February 24th, Darcy visited Blue Ridge Elementary for a parent night with their after-school program where she gave a brief "commercial" for the library services and issued 14 new library cards. To prep for this event, Darcy also compiled an Outreach Kit, which we plan to keep using for future events. Ordinarily, The Bookmobile is ideal for outreach because it is stocked with everything that we need for promoting the library, issuing new cards, etc. But, when we cannot bring the Bookmobile to an event, it is easy to forget important supplies. The Outreach Kit, and its accompanying checklist, will hopefully prevent any future oversights and make our outreach preparation as efficient as possible. To finish out the month, Blair and DJ took the Bookmobile to the Walhalla Para Todos event at the soccer field.

Program Pictures



1: January Explorers Club, thaumatropes



4: February Explorers Club, magnet mazes



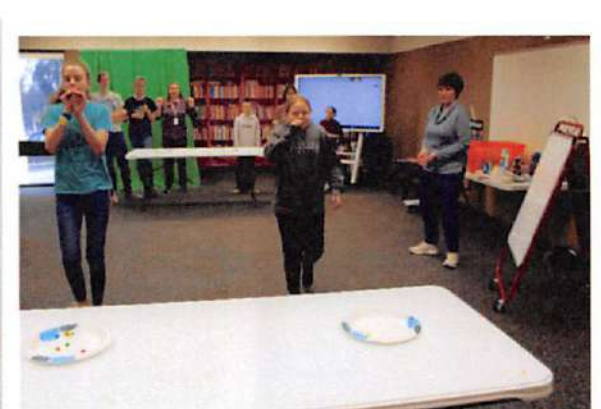
2: Tweens and Teens Learn to Knit



5: February Explorers Club, magnetic slime



3: Tweens and Teens Learn to Knit



6: Candy Olympics



Oconee County Public Library

2018-2020 STRATEGIC PLAN

As accepted by the
Library Board of Trustees on
Monday, September 24, 2018.



Acknowledgements

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Oconee County Administration and Staff

South Carolina State Library

Special thanks to all community members who participated in the focus group meetings, and to Robert Moir, Facilitator4Hire, for facilitating the community focus group meetings.

Process

The planning process was initiated in January, 2018, by the Library Board of Trustees. The library had not had a comprehensive strategic plan that involved the community and multiple stakeholders in many years. This plan involved input from the Library Board of Trustees, the leadership and staff of the Oconee County Public Library, and community members in two different focus group sessions held at the Walhalla Main Library. In addition, many conversations were held with other stakeholders, from Oconee County Administration and staff, to County Council members, to other library directors and staff members in South Carolina, as well as the South Carolina State Library, which also provided a planning grant using Library Services and Technology Act funds.

Library leadership began formulating a “plan to plan,” and the first community planning meeting was held at the Walhalla Main Library on February 22, 2018. (See Appendix A for a list of those who attended.) Attendees were asked about their general impressions of the county, and asked to identify needs in the county. Then they were asked to determine, in their minds, which of those needs could be best met by the library.

From that meeting, library leadership and staff began determining the best responses to meet those needs. At the spring staff training day on March 30, 2018, the staff spent the day linking the needs that the community had identified to a list of service responses that the library could implement to meet those needs (taken from *Strategic Planning for Results*, by Sandra Nelson for the Public Library Association, a division of the American Library Association, 2008).

Those responses were then presented to the public at a second community planning meeting held on April 26, 2018. (See Appendix B for a list of the attendees.) The task given to attendees of this second meeting was to review the service responses the library staff identified as those which would best meet community needs. They reviewed, refined, and critiqued those responses. After that meeting, in May, 2018, a SWOT (strengths, weaknesses, opportunities, and threats) survey was given to the Oconee County Public Library staff to determine how the responses could be implemented, or how well the library could find resources and expertise in-house and in the community to meet those needs.

Library staff presented a draft of the plan to the Library Board of Trustees at their July 23, 2018, meeting and received additional input. The final plan, a one-page core document, was approved by the Board on September 24, 2018. It is included with this background, and will be the focal point for an ongoing effort to improve the library’s service to the community, while the library will continue to identify and refine possible programs and services, and identify ways to measure the success and outcomes of the plan.



Ocone County Public Library

2018-2020 STRATEGIC PLAN

PRIORITY ONE: HELP RESIDENTS UNDERSTAND HOW TO FIND, USE, AND EVALUATE INFORMATION.

- Encourage new people to use the library and lapsed users to reengage with the library.
- Improve internal communication so our message to our users is consistent and accurate.
- Work to improve our brand across the board, from better staff training and emphasis on service, to new spaces and branding that communicates what the library is all about.
- Seek out opportunities to expand use of information by unserved or underserved populations.

PRIORITY TWO: HELP RESIDENTS MAKE INFORMED DECISIONS.

- Develop a series of programs using community partners to deliver information that residents can use at all stages of their lives to empower them to learn and grow.
- Expand the library's reach by seeking out new partnerships with a variety of community agencies and entities, and by strengthening and nurturing existing partnerships.

PRIORITY THREE: HELP RESIDENTS BETTER KNOW THEIR COMMUNITY.

- Provide a needed space for gathering information about a wide range of community services and features, and sharing that in a variety of media and platforms.
- Participate in a variety of community events and celebrations.
- Engage with community leaders on a regular and consistent basis so that the library has timely information about community needs and can respond quickly and appropriately.

PRIORITY FOUR: HELP RESIDENTS SATISFY CURIOSITY THROUGH LIFELONG LEARNING.

- Work with local literacy groups, schools, and other agencies to promote reading for fun.
- Build a lending library of non-traditional items for checkout.
- Continue to develop high-quality programs about a number of historical, cultural, and education topics of interest to residents.

Mission: The Oconee County Public Library provides resources and welcoming places where people of all ages can understand how to find, use, and evaluate information, make informed decisions, know their community, and satisfy curiosity.

Priority One: Help Residents Know How to Find, Use, and Evaluate Information

Where we are now	Where we want to go	Projected timeline/staff involved
<p>OCPL has a staff of dedicated, caring individuals that are talented and are competent.</p>	<ul style="list-style-type: none"> • Establish more regular training on technology, and on each staff member’s job function • Hold training at regular intervals, instead of just at the beginning of a staff member’s employment and at semi-annual staff retreats • Establish a manual for each position in the OCPL system 	<p>Spring, 2019 Branch managers will assist in creating training on technology, communications, time management, and staff relationships. Branch Services Librarian will coordinate and organize the training on a system-wide basis. Staff members will also start writing a manual of their position.</p>
<p>Some staff members feel left out of the loop, and communication across the system is sometimes difficult. Staff members at different branches don’t always feel like they know what is happening.</p>	<ul style="list-style-type: none"> • Establish Slack or another communications tool for more instant communications (besides just email) • Hold bi-weekly staff meetings at each branch • Establish some sort of system-wide newsletter • Establish mentoring program 	<p>Spring/summer, 2019 Slack or another tool will be set up for managers to communicate on their own “Channel,” branch managers will set a time and place for staff meetings at their branches, the Director or their designee will come up with a newsletter for the library system. Branch Services Librarian and Director will set up regular branch visits to assist and support branch managers. Director and managers/librarians will set up a system of cross training for all staff.</p>
<p>The library has a basic Spanish language collection and limited outreach to a growing population of Hispanic users.</p>	<ul style="list-style-type: none"> • Increased number of Spanish language materials in all formats, including e-books and e-audio books • Have programs led by Hispanic volunteers • Have classes in Spanish as well as ESL classes at the library • Find volunteers to serve as reading mentors or coaches • Library will also explore 	<p>Ongoing for collection development; By summer, 2019 for programming and for classes Volunteer Administrator will recruit and train volunteers to assist Branch managers and those who order materials will increase the number and quality of Spanish language materials; Youth Services Librarian will coordinate with School District of Oconee County</p>

	<p>other languages in which to expand services</p> <ul style="list-style-type: none"> Expand services to include citizenship classes, maybe book clubs and other programs 	for literacy and reading coaches
The library has website, social media, and calendar to promote programs and events; and has basic signage at libraries to assist patrons with using certain services.	<ul style="list-style-type: none"> Create LibGuides and short videos for patrons to show them how to use the library, access library services, and use the public access catalog and library databases Improved signage in the libraries so that branches look uniform 	<p>Fall, 2019</p> <p>Technical Services Librarian, Branch Services Librarian, and branch managers will create content to be used with OCPL website (LibGuides) Director and other staff will establish guidelines for brand, signage, style guide for social media, print media, etc.</p>

Priority 2: Help Residents Make Informed Decisions

Where we are now	Where we want to go	Projected timeline/staff involved
The library offers basic classes on computing, other handheld devices.	<ul style="list-style-type: none"> Partner with SCWorks to offer basic computing classes, resume building workshops, Interview 101 classes Offer classes on Chrome and cloud computing 	<p>Spring/summer 2019</p> <p>Branch managers will schedule classes; branch managers or their designees will be trained on Chrome and on Chromebooks.</p>
The library offers occasional classes and programs with cultural or historical themes.	<ul style="list-style-type: none"> Partnerships with local businesses and Extension service for Adulting 101 classes Partnerships with local businesses for classes on investing, retirement, and job changing Resume having VITA volunteers for yearly tax prep assistance 	Ongoing; Director, Branch Services Librarian, Youth Services Librarian, and branch managers will reach out to community partners for classes
The library occasionally does outreach to local organizations; staff participates in some community events	<ul style="list-style-type: none"> Have staff that feel comfortable making presentations about what the library can offer on a specific topic about life skills, life events, etc., make such presentations to United Way, hospital, 	Ongoing—starting spring, 2019 All full time staff

	<ul style="list-style-type: none"> senior centers, etc. Library has parenting programs about literacy, coping skills, etc. 	
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Priority 3: Help Residents Better Know Their Community

Where we are now	Where we want to go	Projected timeline/staff involved
Library has some community information in the form of pamphlets, bulletin boards for flyers, and a community page on the web	<ul style="list-style-type: none"> Library connects with community organizations and creates informational guides, FAQs from patrons, and cross promotes other cultural and heritage organizations Library has presence at community events, like Oktoberfest, Apple Festival, Jazz on the Alley Find ways to get partnerships and even sponsorships from local businesses for events and promotions Provide open house for County employees, County Council, and others to allow them to see the impact the library can have 	<p>Ongoing, starting fall, 2018 Managers and leadership; Need training on Website and LibGuide creation Need flexible scheduling to allow for staff to be at off-site events without exceeding allotted hours</p>

Priority 4: Help Residents Satisfy Curiosity Through Lifelong Learning

Where we are now	Where we want to go	Projected timeline/staff involved
Library holds a variety of programs and classes on computing; has book clubs and occasional speakers on historical and cultural topics	<ul style="list-style-type: none"> Library connects with other partners like the Extension Service or OLLI (Osher Lifelong Learning Institute) to provide programs and classes on variety of topics Library has "non-traditional" items to borrow, such as cake pans, fishing equipment, or other items Library develops 	<p>Ongoing, starting fall, 2018 Volunteer Administrator; all staff</p>

	<p>relationships with those who represent underserved populations, and offers programs, services, and events geared to those communities</p> <ul style="list-style-type: none"> • Partner with local Humane Society and other animal advocates to make reading to animals a regular event, instead of just a Summer Reading program 	
<p>Library partners with School District of Oconee County for literacy nights; Library has representative on First Steps board</p>	<ul style="list-style-type: none"> • Library develops more for homeschool groups, like bundles and learning kits that can be borrowed • Library develops system of classification that assists parents in finding age/reading level appropriate resources in the library • Library seeks grants and other resources to assist with literacy • Library seeks to become go-to resource for parents, along with schools, for literacy and reading 	<p>Ongoing, starting fall, 2018 Youth Services Librarian; YS assistant All staff assist with reclassification of materials, grant seeking and writing, and staffing book clubs, teen events, and outreach to underserved populations</p>

Core Values

Accessibility: OCPL will strive to promote and provide open access to all our facilities, information, resources, and services.

Partnerships and Community Engagement: We pursue strategic partnerships alliances, and collaborations that support outreach to our community.


Reading, Literacy, and Lifelong Learning: We encourage and support the development of literacy at every age level and support reading for information and enjoyment. We support learning as a lifelong activity and see our role as helping to create an educated community.

Stewardship: We are trusted, responsible managers of the funds provided by our community.



Appendix A

Attendees of community planning meeting on February 22, 2018

1. Liz Kuemmerer, Wild Hearts Equine Therapy Center
 2. Lisa Martin, OCPL Board Member
 3. Jean Mercer, Friends of the Library President
 4. Dan Polk, Salem Branch Manager
 5. Tara Weekes, Clemson University Libraries
 6. Danny Day, Public Defender
 7. Alisa Suddeth, OCPL Board Chair
 8. Evie Hughes, Walhalla Chamber
 9. Si Bischof, SC Works
 10. Sharon DeRidder, Oconee County Grants Manager
 11. Leah Price, Westminster Branch Manager
 12. Maria Jacobson, OCPL Board Member
 13. Leslie Hagerty, Oconee Heritage Center
 14. Judy Roth, Friends of the Library
 15. Caren von Hippel, Baby Read
 16. Helen Rosemund Saunders, Blue Ridge Community Center, Retreat Rosenwald School
 17. Tony Adams, Fair-Oak Youth Center
 18. Charity Walker, SC DHEC
 19. Leah Walker
 20. Malcolm Walker
 21. Lendwood Walker
 22. Scuddy Walker, self-employed
 23. Quientell Walker, Walhalla Branch Manager
 24. Francoise Fussell
 25. Larry Fussell
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26. Allison Griffin Addison, OCPL Board Member
27. Emily Whitnire, Seneca Branch Manager
28. Bill Caster, OCPL Board Member
29. Sue Andrus, Branch Services Librarian
30. Robena Barton, Technical Services Librarian
31. Blair Hinson, Library Director

Appendix B

Attendees of second community planning meeting on April 26, 2018

1. Sharon DeRidder, Oconee County Grants Manager
2. Alisa Suddeth, OCPL Board Chair
3. Leah Price, Westminster Branch Manager
4. Leslie White, Oconee Heritage Center
5. Maria Jacobson, OCPL Board Member
6. Jaelyn Flores
7. Quientell Walker, Walhalla Branch Manager
8. Donna Wales, Childrens and Youth Services Librarian
9. Nivia Miranda, James M Brown Elementary
10. Allison Griffin Addison, OCPL Board Member
11. Olivia Timms, Blue Ridge Elementary
12. Bill Caster, OCPL Board Member
13. Sue Andrus, Branch Services Librarian
14. Dan Polk, Salem Branch Manager
15. Sarai Melendez, Greenville Hospital System
16. Blair Hinson, Library Director