



Manawatu District **LIBRARIES**

STRATEGIC FRAMEWORK

2017-2022



MANAWATU DISTRICT LIBRARY: STRATEGIC GOALS 2017 - 2022

THE BEST LITTLE LIBRARY IN NEW ZEALAND

TRY, TEST, EVALUATE



GOAL 1

LEADING THE WAY
RELEVANT TO EVERYONE

Result: Delivering good value for the community.

Result: Providing a modern, accessible and comfortable community hub.

Action: Improve access to library resources and services across the District; work with others - locally, regionally and nationally.

Action: Plan and implement improvements to the library space.



GOAL 2

ACT AS A CATALYST FOR LEARNING,
DISCOVERY AND CREATION

Result: Providing an excellent range of physical and digital resources.

Result: Having a staff of learners, confident in their ability to help customers.

Action: Update CDP policy, and review and refine processes. Try out new resources.

Action: Involve everyone in a culture of continuous learning.



GOAL 3

REVOLUTIONALISE OUR
DIGITAL ENVIRONMENT

Result: Having online content that is relevant and easy to use.

Result: Implementing new technologies that improve processes and provide more experiences.

Action: Develop the website and increase access to online content.

Action: Provide new experiences - invest, test, upgrade, evaluate.



GOAL 4

WORK WITH OTHERS TO ADD
VALUE TO OUR COMMUNITY

Result: Utilising strategic partnerships to strengthen library experiences.

Result: Coordinated archive and heritage resources so that they are easy to access.

Action: Identify opportunities (particularly focusing on youth, and potentially in STEAM related areas), formalise, implement.

Action: Lead discussions and implement solutions that improve access to local history.

THE BEST LITTLE LIBRARY IN NEW ZEALAND

Work is well underway to modernise the library and much has already changed since the 2014 Future Directions Review. Four new strategic goals will help guide the development of library services over the next five years.

Achieving the vision of being 'the best little library in New Zealand' will mean that all of Manawatu District's residents will easily be able to use the library's resources and participate in library activities, regardless of where they live. This planning is important to make sure that resources are used appropriately to provide the best library services and experiences possible.



GOAL 1: LEADING THE WAY - RELEVANT TO EVERYONE

This strategic goal links to Manawatu District Council's Outcome:

The Manawatu District will attract and retain residents.

We want to continuously improve things so that we have more readers, more loans, more people visiting the library, more downloads, and more people participating in the library's programmes – we're determined to encourage everyone to use our library. Although our library users currently rate our performance highly, we want to do even better. We want to establish a far-reaching reputation for being the place to go to for recreation, resources, activities, information, learning and technology. We want to hear people talking positively about the library, recommending it as "the best place to go".

To successfully achieve this, we will also need to make significant progress in modernising and redeveloping the Library's physical space as we recognise that the current facility is unable to accommodate increased use and the variety of activities we want to offer.

Desired result

Delivering good value for the community

Actions

Improve access to library resources and services across the District by:

- Improving the way books are provided to rural areas and to those with limited mobility
- Expanding the availability of online/digital resources
- Working with others to get the best result – locally, regionally and nationally
- Taking library programmes outside of the library walls
- Expanding the range of programmes and delivering these at times that suit more people
- Increasing programming for youth

Plan and budget to upgrade equipment and resources in order to prevent lag and unnecessary catch up expenses.

Establish and participate in a regional library-working group, and also participate in national consortia and initiatives.

Desired result

Providing a modern, accessible and comfortable community hub

Actions

Continue to improve the use of the library by reallocating spaces for new initiatives.

Plan for a significant improvement of the library space either within the existing building or at a new site.



GOAL 2: ACT AS A CATALYST FOR LEARNING, DISCOVERY AND CREATION

This strategic goal links to Manawatu District Council's Outcome: *Manawatu District develops a broad economic base from its solid foundation in the primary sector.*

We'll provide programmes and resources that enable discovery through informal and formal learning, and that also facilitate lifelong learning through connections, resources and expertise. We want to provide residents with the choice of whether to access 'physical' resources (books and magazines) or digitally downloadable options (such as e-books, e-audio, data-base resources, etc.) and we'll carefully grow and balance both as part of our collections.

We also want to provide everyone with the opportunity to participate in science, technology, engineering, arts and maths (STEAM) opportunities, as we know we have an important role to playing in exposing new opportunities for active hands-on learning. We've decided to increase our focus in this area because of our strong agricultural base and the close proximity of our district to Palmerston North and all that it offers. We'll be working with others to provide a full programme of STEAM related activities to our community. We want our children to grow up with the skills they'll need to fully participate in the future economy, and we think adults will also appreciate opportunities to 'keep up with the play' in these areas. We're also aware that many adult New Zealanders lack the functional literacy skills (everyday reading, writing and numeracy) that enable them to fully participate in daily life and be able to contribute to economic activity. We'll be doing everything that we can to help people be confident readers and to enjoy reading.



Desired result

Providing an excellent range of physical and digital resources

Actions

Update the Collection Development Policy (CDP), which will describe the library's plan for acquiring (books and magazines) and digital resources, and will help guide associated processes.

Try out new resources – try, test and evaluate.

Invest in and promote in-library and online learning opportunities.

Desired result

Having a staff of learners, confident in their ability to help customers

Actions

Involve everyone in a culture of continuous learning.

Create and implement a staff development programme.



GOAL 3: REVOLUTIONISE OUR DIGITAL ENVIRONMENT

This strategic goal links to Manawatu District Council's Outcome:

Manawatu and its people are connected via quality infrastructure and technology.

We've recently introduced a number of new key technologies into the library and these improvements have helped us redesign our processes and have made the library easier for our customers to use: RFID systems; a new library management system, free access to the Internet via computers and Wifi. We've also been gradually introducing other technology experiences into the library, as we want to let people have hands on experience with new components as they come onto the market.

One of the key challenges for libraries is that they remain responsive to rapidly changing technologies. We have to be set-up or ready to respond to both the 'known and expected' and also the 'unknown and unexpected'. Therefore, as we head into the future we must make sure we continue to keep things up-to-date and to avoid falling behind.

Our desire is to create a digital environment that encourages people to experiment, discover and learn. One of our key priorities is to help everyone develop the skills to be able to confidently participate in the rapidly changing digital world. We want to delight and engage our customers with incredible content, and rich and engaging digital public spaces.



Desired result

Having online content that is relevant and easy to use.

Actions

Provide new technology experiences in the library for people to try out – try, test, evaluate.

Develop the website and work with others to increase and improve digital resources and online content.

Promote the library's digital resources to rural customers and to those with limited mobility.

Desired result

Implementing new technologies that improve processes and provide more experiences.

Actions

Be well positioned to adopt new technology – try, test, evaluate.



GOAL 4: WORK WITH OTHERS TO ADD VALUE TO OUR COMMUNITY

This strategic goal links to Manawatu District Council's Outcome:
Manawatu District Council is an agile and efficient organisation.

In addition to transforming our approach to service delivery and the use of the physical space in the library, we want to explore ways of working more collaboratively with others in the community.

We realise that we will not be able to achieve the vision of being 'the best little library in New Zealand' by continuing to work alone. Our team will be actively looking for opportunities to grow library services by developing collaborative relationships within our community, and also continuing to work with regional and national library colleagues.

Desired result

Utilising strategic partnerships to strengthen library experiences.

Actions

- Establish a working relationship with other libraries from throughout the wider region.
- Continue to participate in national consortia.
- Explore the potential and practicalities of establishing regional reciprocal borrowing.
- Identify, formalise and implement strategic partnerships in the community and wider region.

Desired result

Coordinated archive and heritage resources so that they are easy to access.

Actions

- Lead discussions and implement solutions that improve access to local history.
- Benefit from the best practice of other local libraries.

