

2012- 2014 STRATEGIC PLAN



FROM THE DIRECTOR

Anythinkers are the heart of our organization. Supporting our staff is a top priority, from growing a culture of optimism to encouraging creativity at every touch point. As Anythink evolves over the next years, we face the next chapter of our adventure. Anythink is growing into a place of learning, experimentation and discovery. The idea of a library is morphing from a place of books to a place where the community connects with information and creates content.

This means we are building the Anythink version of a 21st century organization:

“Success in today’s society requires information literacy, a spirit of self-reliance, and a strong ability to collaborate, communicate effectively, and solve problems. Combining strengths in traditional learning with robust investment in modern communication infrastructures, libraries and museums are well-equipped to build the skills Americans need in the 21st century.” (IMLS 2008)

- Pam Sandlian Smith, Anythink Director

MISSION

We open doors for curious minds.

OUR VALUES

We are guided by these shared values in everything we do:

- Compassion for our customers and for each other
- Passion for our product
- Eagerness to learn
- Optimistic attitude - we believe that anything is possible

STRATEGIC INITIATIVES

- I. **Anythink is a Learning Organization**
- II. **Anythink is an Experience Library**
- III. **We Understand and Collaborate with Our Community**
- IV. **Creativity and Innovation are Supported By Technology**
- V. **Shift Perceptions of Anythink & Libraries**

I. ANYTHINK IS A LEARNING ORGANIZATION

As a place of ideas, supporting curiosity and discovery is paramount – for staff and customers.

Value: Eagerness to Learn

GOAL 1: Establish Anythink as a center for ideas and innovation.

GOAL 2: Anythink provides training for essential staff skills. Staff demonstrates ongoing learning and curiosity to stay ahead of the curve.

GOAL 3: Continue to grow a culture that supports problems solving, creativity and innovation.

GOAL 4: Anythink and its staff understands and exhibits 21st century skills

Measures

- Tech I Competencies are tied to staff evaluations
- Rewards program implemented that recognizes creative ideas among staff
- Time is given to staff to explore creative ideas and endeavors

II. ANYTHINK IS AN EXPERIENCE LIBRARY

People bump into information. Surprise and delight ensue. That's what Anythink is all about.

Value: Passion for our product.

GOAL 1: Hospitality becomes the cornerstone of the Anythink experience.

GOAL 2: Through the arts and sciences, customers gain a better understanding of themselves and their community.

GOAL 3: Anythink engages the community in creating, producing and sharing products and ideas.

GOAL 4: Experience Zones support 21st century skills, critical thinking, collaboration and creativity.

GOAL 5: Authors, artists and specialists contribute to the Anythink experience.

GOAL 6: Support healthy communities by expanding Nature Explore outdoor classrooms and our community gardens.

Measures

- Usage statistics and community feedback regarding programs and experience zones is gathered and majority of feedback is rated as positive
- Build Nature Explore outdoor classrooms

III. WE UNDERSTAND & COLLABORATE WITH OUR COMMUNITY

We are partners in our constituents' lives. We support and learn from each other.

Value: Compassion for our customers and for each other.

GOAL 1: Create and implement an information gathering strategy to identify community assets.

GOAL 2: Community members connect and share their expertise through library-sponsored programs, initiatives and mentoring.

GOAL 3: Anythinkers advocate for the library out in the community.

GOAL 4: Partnerships with community organizations expand library outcomes.

GOAL 5: Collections, programs and services integrate and reflect the community. We strive to give our customers what they want, when and where they want it in an easy and intuitive way.

GOAL 6: Anythink Foundation grows as a critical partner with the library and community.

Measures

- Partner inventory is created that contains a list of community and Foundation partners district-wide.
- Increased number of sidekicks and sidekick retention remains high.
- Formalize process of recruiting partners and community experts to better gauge community participation.

IV. CREATIVITY AND INNOVATION ARE SUPPORTED BY TECHNOLOGY

We believe everyone is creative. We provide the tools for people to explore their creativity, connect with others and ideas.

Value: Passion for our product.

GOAL 1: Anythink becomes a destination for people to explore technology and ideas.

GOAL 2: Expand technology training for identified staff to support content creation.

GOAL 3: Create digital learning labs that serve people of all ages.

GOAL 4: Transition Anythink's collection to digital as driven by community demand.

GOAL 5: Continue to develop the district's online services and community.

Measures

- Increased participation of community with online presence, including website, catalog and social networking sites.
- Launch digital learning lab at Anythink Wright Farms.
- Increase e-content collection.

V. SHIFT PERCEPTIONS OF ANYTHINK & LIBRARIES

Anythink is a new style of library that supports creativity and ideas. We want the world to understand what a library can be and how important they are in Adams County and beyond.

Value: Optimistic attitude – we believe that anything is possible.

GOAL 1: Community gains better understanding about Anythink as a new style of library and its impact on the county's quality of life.

GOAL 2: Continue to push boundaries and inspire the library industry and the communities we serve.

GOAL 3: Develop and implement Anythink awareness campaign and advocacy program.

GOAL 4: Library Board of Trustees help shift perception of libraries.

Measures

- Partners regularly seek out Anythink for ongoing partnerships.
- Increase in Anythink Foundation memberships.
- Increased requests for visits or information from other libraries.
- Positive brand association through surveys and focus groups.