

## OUR PLANNING PROCESS

Strategic planning is an ongoing process at Eastern Shore Public Library. Community and library trends are continuously monitored.

The Eastern Shore Public Library System is required by the Library of Virginia to submit a Strategic Plan every five years, as defined in the Trustee Manual, as a requirement for receiving State Aid:

“A five-year plan, adopted by the governing body of the library service in the area (areas) served. In order to receive continuing grants, this plan must be updated annually.”

This 2022-2027 Plan has a new, important element: the ESVA Heritage Center. The new plan also includes operations within the new ESVA Regional Library and Heritage Center facility. While the plan encompasses the whole system of four libraries in Cape Charles, Chincoteague, Nassawadox, and Parksley, it does focus on the new Heritage Center and new headquarters facility.

The planning process included the following:

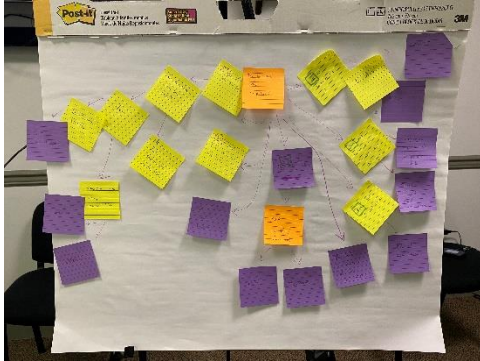
**Community input** was gathered by staff and volunteer through attendance and participation in community partner meetings and committees. Library staff participate in community groups to listen and observe to better understand community needs and trends. Healthy Communities and Community Partners are organizations with which staff actively participate with. Networking with businesses takes place at Chamber events. The Museum Network helps staff stay connected with humanities organizations. Frequent tabling at outreach and community events, including parades, enables discussions with non-library visitors. County Supervisor meetings are attended. Trustee Board members, Foundation Directors, and Friends members are active in the community as well, acting as both ambassadors and active listeners.



**Industry best practices and trends are followed.** Even though the library system is very isolated, library staff attend national and state conferences. Lead staff attended the American Library Association Conference in June 2019 in person as well as virtual ALA and Virginia Library Association Conferences since. Professional memberships are maintained in the American Library Association, Public Library Association, Virginia Library Association, and other organizations. Literature from these organizations is read, shared, and discussed among staff and relayed to

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the library board. Library of Virginia regional and statewide meetings are attended. Staff are required to take continuing education courses. The pandemic has worked to help staff attend many meetings and training sessions with virtual attendance being offered more often.



**The Trustee planning retreat** was facilitated by Nan Carmack, Director of the Library of Virginia Development and Networking Division on May 13, 2021 at the ESVA Chamber of Commerce. The mission, vision, and values were discussed. In addition to the Trustees, Library Staff and some Foundation members attended. The meeting was open to the public as required by open meeting law.

**Public Comment** was solicited for the new Mission and Vision statements that were presented at public Trustee meetings for comment and approval; again, meetings were open to the public and planning documents were posted on the library’s website per open meeting law requirements.

A **Strategic Planning Committee** was formed by the Board Chair, Joyce Holland. The Committee was composed of Holland and Trustee Jay Davenport, Foundation Director Kasey Grier, and Library System Director Cara Burton. The Committee met monthly from June 2021 until the plan was finalized.



A **Library Staff Retreat** that focused on Public Services was held on September 20, 2021 at Historic Onancock School. Staff developed public service goals.

**Staff Department** meetings were held for Technical Services and the Heritage Center to develop goals for their workplans. Library Administrative Team (A-Team) meetings are held weekly.