

EASTERN SHORE PUBLIC LIBRARY STRATEGIC PLAN, 2022 —2027

SECTION 8: ESVA HERITAGE CENTER

Goal 1: Serve as a leading resource for Accomack and Northampton counties in local history and genealogical research, education and records preservation, and community archiving education and support.

Objective #1A: Hire/employ sufficient numbers of well-trained, professional staff.

Strategies/Actions	Core Function(s)	Who/Where <i>Responsible party or location?</i>	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
Hire a full time archivist.	Staff Public support			
Hire additional staff according to Heritage Center staffing plan.	Staff Public support			

Objective #1B: Encourage the use of digital lab resources to preserve and share family history.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Develop training videos for the use of Digital Lab equipment so that patrons can digitize their family collections, develop their own podcasts, etc.	Technology			

Objective #1C: Educate the public in the use of archival materials as well as organizational and preservation techniques to enable them to care for their home collections.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Create instructional videos	Technology			
Hold in-person instructional events, trainings, at the Heritage Center	Public programs and services			

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Incorporate instruction/demonstration of at-home archiving into local history outreach events and programs	Public programs and services			
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Objective #1D: Promote and facilitate oral history projects.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Continue to partner with Davis Center and D.O.V.E. on the Legacy Oral History Series	Materials Public engagement			
Latimer Oral History Contest	Materials Public engagement			

Objective #1E. Keep Eastern Shore Reading Room collections relevant and up to date.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Work with Collection Development Librarian to identify and purchase materials by local authors and items relevant to the collections development policy.	Materials			

Objective #1F. Encourage public education about local history topics.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Include a local history highlight/section in monthly newsletter, and potentially transition to a Heritage	Life-long learning			

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Center specific newsletter	Public perception Public engagement			
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Goal 2.	Encourage community engagement with Heritage Center collections through outreach and programming.
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Objective 2A: Use social media to engage with, educate about, and promote the collections.

Strategies/Actions	Core Function(s)	Who/Where <i>Responsible party or location?</i>	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
Create how-to videos, virtual programs, and highlights for Youtube and/or other social media	Technology Public perception Lifelong learning			
Develop regular posting schedule for social media channels.	Technology Public perception			

Objective 2B. Create and use exhibits and displays for local events and outreach opportunities as well as to engage patrons in the Heritage Center.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
	Public Engagement			

Objective 2C: Provide support to local organizations and government entities promoting ESVA history and heritage tourism.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
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Educate local organizations and government entities about the benefits of heritage tourism and how the Heritage Center can assist with promoting it.	Public perception Public engagement			
Make materials (images, etc) from our collections available for educational/marketing initiatives.	Public perception Public engagement Materials			
Work with other local history organizations such as ESVA Historical Society on appropriate joint projects, “sharing” collections, collections access, etc.	Public perception Public engagement			

Objective 2D: Develop/maintain partnerships with organizations such as Eastern Shore Museum Network and local schools, etc.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Attend scheduled formal meetings with organizations, such as ESVA Museum Network	Public engagement			
Encourage schools to utilize local history materials for instruction in conducting research, source material, etc.	Public engagement Materials Lifelong learning			

Objective 2E: Identify outreach strategies/marketing avenues to reach a more diverse population and facilitate inclusivity.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability

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Objective 2F: Plan and conduct programs both in person and virtually on local history resources/topics.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Topics may include how to use Ancestry/FamilySearch, introduction to local history resources, conducting oral history interviews, how to preserve family records at home, spotlights on historical events or persons, local authors, etc.	Programs and services Materials Lifelong learning			

Goal 3:	Enhance customer service and training of staff to provide information about and facilitate access to and use of local history resources.
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Objective 3A: Train staff and volunteers to direct patrons to best resources.				
Strategies/Actions	Core Function(s)	Who/Where <i>Responsible party or location?</i>	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
Instruct staff members and volunteers on conducting reference interviews.	Staff Public engagement			
Educate staff and volunteers on privacy as well as sensitivity to potentially painful aspects of the past.	Staff Public engagement			
Educate/train staff and volunteers at all branches about resources offered, including those available at all libraries such as Ancestry Library and Family Search	Staff Materials			

Objective 3B: Make reading room inviting and accessible.

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Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Clearly post hours, room use guidelines, directions, contact info, services offered, etc. both in the Heritage Center and online so that patrons know what to expect and feel welcome and comfortable.	Facilities			
Use displays to attract/encourage interest.	Facilities			
Make sure the space is neat and clean via staff supervision throughout the day and ensuring sufficient funding for professional cleaning of the reading room on a routine basis.	Facilities Public support			

Objective 3C: Fund and encourage continuing education opportunities for staff at conferences and trainings on topics related to their position.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Attend yearly VGS, AAHGS, etc. conferences/conventions	Staff			

Objective 3D: Develop appropriate policies for usage of facilities and collections.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Develop Room Use Policy for Eastern Shore Room				

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Develop Item Loan Agreement for incoming and outgoing items.				
Develop Collection Management Policy				

Goal 4: Improve patron accessibility to collections and resources.

Objective 4A: Transition to using Past Perfect software for all archival items.				
Strategies/Actions	Core Function(s)	Who/Where <i>Responsible party or location?</i>	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
Conversion to cloud based system allowing multiple users and provide secure routine backup of information.	Materials Technology			
Migrate the existing archival records in ShoreCat into Past Perfect.	Materials Technology			

Objective 4B: Digitize resources and make them accessible through the Heritage Center website.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Complete digitization of Latimer Collection	Materials Technology			
Identify other resources/collections to digitize and seek funding, with priority on high-risk materials.	Materials Technology			

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Identify projects suitable for volunteer assistance.	Materials Technology Public engagement			
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Objective 4C: Continue current projects to improve accessibility to collections and resources.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Create finding aids for major collections beginning with those already processed.	Materials			
Maintain subject classification for appropriate items added to the Reading Room collections going forward.	Facilities Materials			
Routinely inventory items in Reading Room shelves and asses for missing items, condition, and replacement if necessary.	Materials			

Objective 4D: Create instructional videos and info guides to allow patrons to more easily access resources and answer frequently answered questions.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Topics to include instructions for the ScanPro microfilm reader, how to get the most out of our FamilySearch Affiliate Library access, how to research a property's history, historic ESVA maps and how to access them.	Technology Materials Public programs and services			

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Make these resources available onsite as well as on the Heritage Center website	Technology Public programs and services			
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Objective 4F: Continue promotion/utilization of Miles Files by the public and provide staff support for webpage and some genealogical research.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Staff will facilitate regular updates of MilesFiles to the new Heritage Center website	Materials			
Staff will provide four (4) hours of time per week to Miles Files including work on Master Genealogist and Second Site Software, to ensure a smooth transition and continuity of the database when the time comes for ESPL to take ownership.	Materials			

Objective 4G: Identify and evaluate strengths and weaknesses in customer service, access to collections, facility, etc.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
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Goal 5: Maintain and improve the preservation and protection of collections.

Objective 5A: Maintain/continue to preserve collections.

Strategies/Actions	Core Function(s)	Who/Where <i>Responsible party or location?</i>	When? <i>When should action be completed?</i>	Accountability <i>How will you know the action succeeded or is complete?</i>
Develop policies for cataloging, processing, and preservation of collections to be clearly posted and enforced for staff.	Materials			
Educate staff, patrons, and volunteers as to why preservation and usage policies are important.	Materials			
Monitor environment that collections are kept in to maintain optimal conditions for preservation.	Materials Facilities			
Develop a routine schedule for cleaning of archival collections	Materials Facilities			

Objective 5B: Create committee(s) to oversee and make recommendations on donations, deaccessioning and to review and set collection development guidelines.

Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability

Objective 5C: Identify items/collections as candidates for preservation.

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Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
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Objective 5D: Develop guidelines and procedures for safety of collections.				
Strategies/Actions	Core Function(s)	Who/Where	When?	Accountability
Develop Emergency and Disaster Guidelines/Continuity of Operations Planning	Facilities Materials			
Develop Integrated Pest Management guidelines	Facilities Materials			