OWWL Library System

Strategic Plan 2022-2024

Mission, Vision, and Core Values

Mission: Support library services across Ontario, Wyoming, Wayne, and Livingston Counties.

Vision: Everyone enjoys the freedom to read, learn, and grow through equitable access to library services.

Core Values: Access, Community, and Intellectual Freedom

Strategic Area One: Create a Single OWWL Identity

Purpose: To strengthen the connection to our members and show a unified message to the communities we serve, the System will embark on a renaming project resulting in retiring the name 'Pioneer Library System' and moving forward with 'OWWL Library System.'

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓*File charter amendment to begin the renaming process to OWWL Library System.*	✓*Develop a style guide to define OWWL Library System communications.*	Fine-tune System branding and integration with existing services. Update Brand Usage Policy.

Strategic Area Two: Enhance Technology Systems

Purpose: In today's digital ecosystem, up-to-date systems, security, affordability, and expertise are the key elements in providing libraries with the support they need.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓*Redesign OWWL website and launch "@owwl.org" email addresses.*	✓*Email planning and migration.*	
Library LTSP Linux upgrades.	✓*Identify potential security issues across our System. [Ongoing]*	Develop a security report of identified issues for Member Library review.
✓*Upgrade "Prefab" member library website template.*	✓*Active Directory for staff computers.*	Implement critical security policies and procedures.

Strategic Area Three: Library Services Development

Purpose: Support leadership, inclusion, and education across our System.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓*Develop a one-day symposium for small libraries held at the System in the summer of 2022.*	✓*Design a long-range planning cohort to support plan development for member libraries.*	Develop professional standards for library leadership and a plan to implement system-wide.
	✓*Hire individual facilitators to present on Diversity, Equity, and Inclusion topics.*	Implement DEI practices and educate member library staff on developing inclusive policies and procedures.
	✓*Develop Trustee Workshops that satisfy Trustee Education requirements.*	

Strategic Area Four: Provide Seamless Access to Library Resources

Purpose: Provide residents of our region equitable access to library resources.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓*Fund the development of a custom Android and iPhone Evergreen app for patrons.*	✓*Migrate the online OWWL.org catalog to Aspen Discovery Layer.*	Explore opportunities for enhancing ILS reporting for Member Libraries.
	✓*Provide ongoing training to Member Library front-line staff.*	

Strategic Area Five: Outreach to Communities

Purpose: Create strong community partnerships through coordinated outreach.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓*Launch Books by Mail pilot project for homebound individuals.*	✓*Expand the Books by Mail program through collections, materials, workflow, and procedures.*	Evaluate Books by Mail and determine the next phase of the project.
✓*Implement Early Literacy Projects (One Book, OWWL Kids; Backpack Program; Community Book Drops; Traveling StoryWalks; and Family Literacy Team).*	✓*Develop a project plan for the new Targeted Outreach Population, At-Risk Youth (Birth through 21 Years).*	Continue to expand services to migrant families and children who are learning English as a second language.
✓*Implement Assistive Technologies grant program.*		Develop a project plan for future ADA-related goals.

Strategic Area Six: Patron Privacy and Data Security

Purpose: Uphold patron privacy laws and protect patron data by ensuring data security in all information systems.

Year One Goals (2022)	Year Two Goals (2023)	Year Three Goals (2024)
✓*Further Development of the Systems Access and Confidentiality of Library Records Policy*	✓*Engage a review committee to evaluate the Systems Access Policy.*	Review policy and procedure changes to data security as it relates to individual logins, PIN/Password requirements, and reporting tools.
	✓*Implement procedures for Member Libraries to agree to and accept the Systems Access Policy.*	Ongoing education to Member Libraries and Boards of Trustees on patron privacy and the appropriate use and protection of data.
	✓*Implement Encrypted SIP2 access to data.*	