

Memorandum



City of Dallas

DATE February 17, 2017

Honorable Members of the Arts, Culture & Libraries Committee:

TO Mayor Pro Tem Monica R. Alonzo (Chair), Mark Clayton (Vice Chair), Deputy Mayor Pro Tem Erik Wilson, Carolyn King Arnold, Jennifer S. Gates, Scott Griggs

SUBJECT Dallas Public Library's Strategic Direction

On Tuesday, February 21, 2017, the Arts, Culture and Libraries Committee will be briefed on the Dallas Public Library's Strategic Direction for FY17-FY19. The briefing materials are attached for your review.

Please contact me if you have questions or need additional information.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata

Assistant City Manager

cc: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Kimberly Bizor Tolbert, Chief of Staff

Mark McDaniel, Acting First Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Elsa Cantu, Assistant to the City Manager
Sana Syed, Public Information Officer



Dallas Public Library's Strategic Direction FY17-FY19

Briefing to the Arts, Culture and Libraries Committee

February 21, 2017

Strategic Direction FY17-FY19

Community forums

Community Assessments

Customer checkout data

Online surveys

City of Dallas mission/vision

Interviews with community leaders

Focus groups

Staff exploratory conversations

Library trends

Strategic Direction FY17-FY19

Mission:

**The Dallas Public Library
strengthens communities by
connecting people, inspiring
curiosity and advancing lives.**

Vision:

**Limitless possibilities start at
Dallas Public Library!**

Focus areas

- S.M.A.R.T. Kids
- Work Skills
- Vibrant Neighborhoods

Strategic Objective 1

Manage resources to ensure buildings are welcoming learning environments and library staff is equipped to promote S.M.A.R.T. Kids, Work Skills and Vibrant Neighborhoods

- Increase number of staff submitted ideas for improvement by ten percent annually
- Increase the total hours of professional development training completed by library staff by ten percent annually
- Decrease voluntary turnover rate to fourteen percent or less by FY19



Strategic Objective 2

Deliver and maintain materials and technology to ensure library staff can promote S.M.A.R.T. Kids, Work Skills and Vibrant Neighborhoods

- Increase by five percent annually the amount of material that circulates to better meet customer demand
- All staff will be able to troubleshoot basic technology inquiries by FY19
- Increase the total number of active library card holders by five percent by FY19
- Increase annual visitor count by ten percent by FY19



Photo: Dan Hurley

Strategic Objective 3

Develop programs that provide customers with opportunities to learn through the library and its partners to advance S.M.A.R.T. Kids, Work Skills and Vibrant Neighborhoods

Increase participation in workforce development library programs that improve employability and socioeconomic advancement by five percent by FY19

Expand library's presence at community events and off-site programs in order to improve library visibility throughout Dallas

Increase participation in arts, cultural and literary events offered at libraries to promote more equitable access by five percent by FY19

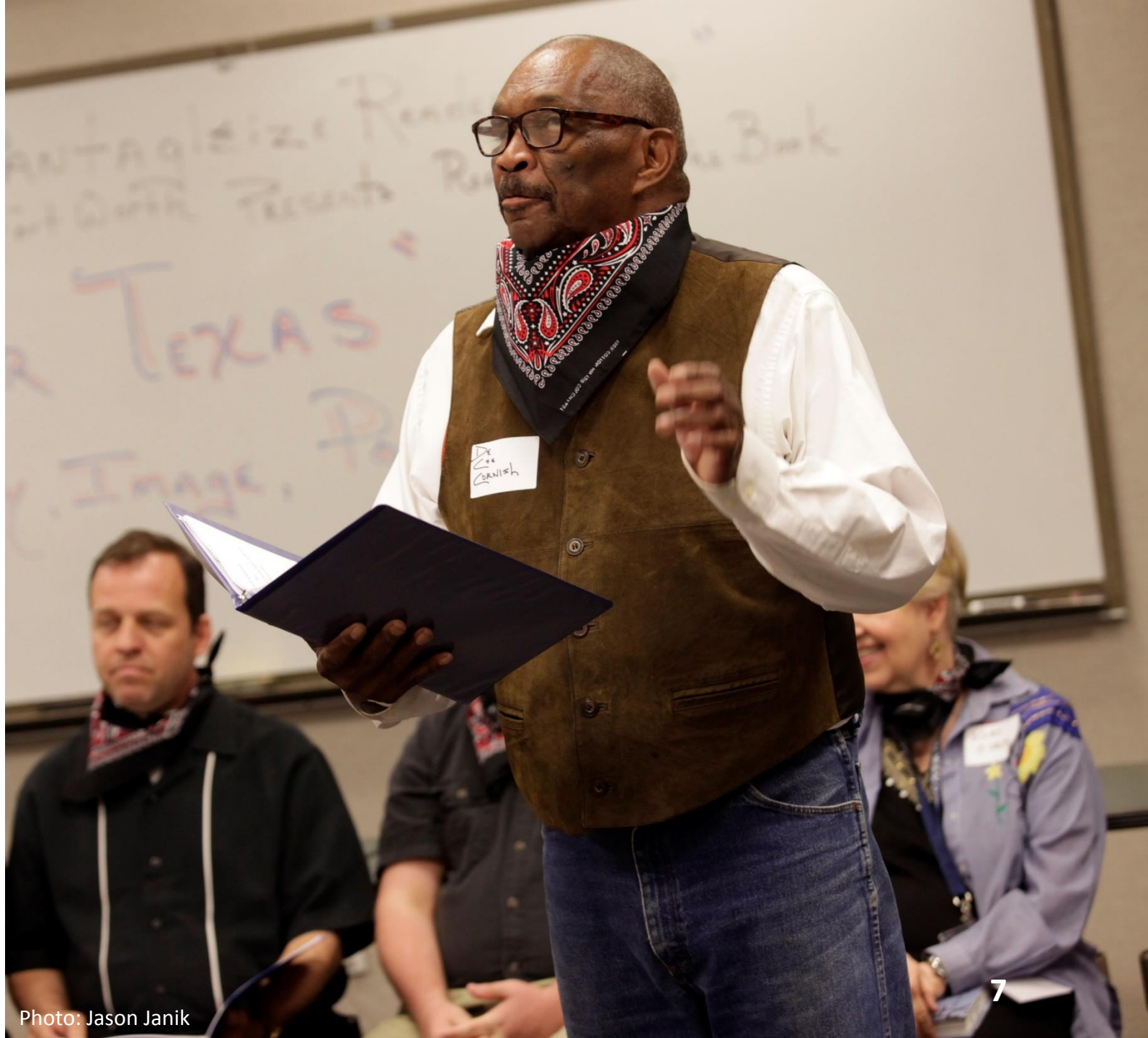


Photo: Jason Janik



Strategic Objective 4

Engage downtown community and attract city-wide audiences to the Central Library through arts, culture and literary experiences

- Enhance communication of upcoming Central Library programs to target audiences
- Improve visual appeal and layout of the Central Library interior and exterior
- Improve institutional knowledge transfer and cross-training to maintain levels of staff expertise

Meeting Performance Targets

- Monthly Internal Tracking and Quarterly Review
- Reporting Out Metrics
 - Budget Book
 - Library's Business Plan
 - Reports to ACL Committee
 - Reports to Municipal Library Board

Questions?

Appendix
Library Strategic Direction FY17-FY19
(see handout)