

STRATEGIC PLAN 2020-2025



L.E. SMOOT MEMORIAL LIBRARY KING GEORGE, VIRGINIA

"L.E. Smoot Memorial Library, your partner and resource to **Learn**★**Explore**★**Serve**."

September 2020

MESSAGE FROM THE TRUSTEES

When Lewis Egerton Smoot Memorial Library opened in 1970, the population of King George County was approximately 8,000. According to Weldon Cooper Center, King George County is one of the fastest growing counties in Virginia, increasing by more than 40 percent since 2000. The Library of Virginia requires local libraries to provide branch services when the county population exceeds 25,000. According to the U. S. Census Bureau, King George's population as of 2019 is 26,836.

The scope and diversity of services that the Library should provide are directly related to the size of the population. Hence, the number of materials in our collection, public computers, and seating space needed to grow. As the population and the age demographics change, the amount and diversity of programs, along with work, meeting, and program spaces also needed to increase. There were a number of community services that were not available in the county that could be provided by the Library. Examples include the library working to fill the internet connectivity void in the county, as well as providing suitable meeting space for community use.

Because of this need, an addition of 17,000 square feet was added to the library's existing 11,000 square feet, reopening to the public in the fall of 2013. The addition not only preserved the original Memorial Room, but added much needed administrative and storage space. The addition now features the library's materials collection, a café, three quiet study rooms, a computer lab, a teen room, a Discovery Room, and a Virginiana Room. The Virginiana room houses a historical reference collection. Additionally, the original building was renovated to accommodate five more meeting spaces.

The Board of Trustees worked with the Board of Supervisors and the County to execute this Capital Improvement Project to build the significant addition to the library. This strategic plan focuses on using our greatly expanded space and capabilities. In addition, we will continue fundraising activities to expand our library in resources and services provided to the citizens of King George County.

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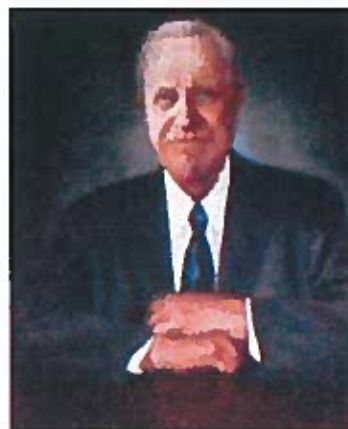
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ABOUT SMOOT LIBRARY

Our History



Mrs. Ann Hopewell Smoot



Mr. Lewis Egerton Smoot

Ann Hopewell Smoot built the L.E. Smoot Memorial Library in 1969 in memory of her husband, Lewis Egerton Smoot who died at the age of 82 in October of 1962. Mr. Smoot was president and chairman of the board of Smoot Sand & Gravel.

The design of the library building is after the Mentor Public Library in Mentor, Ohio. They have since expanded their building with a multistory addition that was added to the front of the building. Our building was dedicated on February 22, 1970 and opened its doors to the public on March 2, 1970. On that day 110 county residents registered for library cards, and 155 books were checked out.

The Memorial Room of our library is paneled in burlled maple, topped by plaster cornices colored to match. A 22 foot Imperial Kirman rug covers the parquet floor. The original draperies of Scalamandre brocade that hung in the three windows are reported to have cost \$300 per yard. Brass chandeliers hang above a 16 foot table of solid cherry with cherry side chairs. A 1957 portrait of Mr. Smoot was hung in the Memorial Room at the time of the dedication. The portrait of Mrs. Smoot that hangs in the Memorial Room is from 1960. The two larger paintings are views of Caledon, Mrs. Smoot's home, now Caledon State Park.

Mrs. Smoot ran and privately financed the library from March 1970 until November 1973. On October 18, 1973 an Ordinance to Create the Board of Trustees was adopted by the Board of Supervisors, and on November 1, 1973 Mrs. Smoot donated the land, the library building and its contents to King George County. At that time Mrs. Smoot donated \$700,000 to establish an endowment fund to help maintain the Library as a free public library. The income from this fund is expended for library purposes, and the principal amount remains intact and is held for investment.

Our Mission

The mission of the L.E. Smoot Library is to enhance the quality of life for the entire King George County community by providing services, programs, and a balanced collection, all of which fulfill educational, informational, cultural, and recreational needs and interests in an atmosphere that is welcoming, safe, and respectful.

Our Vision

We envision a future in which the library will serve as a resource center for education, information, culture, and recreation; it will be an integral part of the county's economic development plans. The library will evolve in order to meet the community's continually changing demographics and needs and will ensure that all of the community's interests are represented in the library's collection and services. The library will strive to ensure that the entire King George County community, including those who are not able to access the main facility, can make use of the library's resources. We will create opportunities for individuals to enrich their lives through lifelong learning by creating and promoting barrier-free access to ideas and information through a vast array of formats, technologies, and programs.

OUR STRATEGIC GOALS

The L.E. Smoot Memorial Library Strategic Plan has five goals. They are intended to help us transform our current facilities, equipment, and technology to meet the evolving needs of all segments of the King George County community and to develop and implement the changes required to do so in the future.

LEARN

- Community members and groups are able to obtain the materials and services required for them to pursue their individual and organizational information and learning needs.

EXPLORE

- The community is well informed about the range of services and programs available at the library and views the library as a cultural and community center.

SERVE

- The library recruits, develops, and retains the most competent staff available.
- The library provides and maintains facilities, equipment, and technology to address the information, learning, and meeting needs of the community.
- The library identifies and pursues alternative sources of financial support in order to supplement the funding provided by the state and county and to enhance the library's ability to meet the information and learning needs of the community.

Members of the community are able to obtain the materials and services required for them to pursue their individual information and learning needs.

Background

Libraries have become more than just a repository for books or even audiobooks and DVDs. They exist to meet the information needs of the community ... whatever form those needs take. Lifelong learning is a necessity in our community. As the county's population demographics change over time, the needs of the community will change. The library has met this challenge and will continually anticipate these needs and meet them.

Objectives

a. Develop options for an extension service that is fully operable, and is fulfilling the library needs of the King George outlying and underserved areas, as the first step in creating and staffing an Outreach Services Department.

Strategy 1: Continually develop and evaluate options.

b. Increase the diversity of programs offered by the library.

Strategy 1: Define audiences for programs taking into account the diversity of the local community.

Strategy 2: Work with community groups to identify opportunities for them to present programs and develop a program schedule annually.

The community is well informed about the range of services and programs available at the library and views the library as a cultural and community center.

Background

The library wants to meet the information needs of all segments of the community. To do this, we need to present appropriate programs and services and we need to inform members of the community of our offerings. When we are successful in doing this, the community will turn to the library and view it as a cultural center.

Objectives

a. Develop a communication/marketing plan to inform the community of the services and programs provided by the library.

Strategy 1: Develop a quarterly plan for community outreach to groups and events and assign specific board members or staff to represent the library at them by 1 January, 1 April, 1 July and 1 October.

Strategy 2: Develop and execute a plan for gathering information concerning community needs from both patrons and non-patrons by 1 May annually.

b. Communicate library services to the community, including both current and potential library patrons, through the integrated use of a variety of means and media.

Strategy 1: Continually evaluate resources for communicating with patrons and non-patrons and develop a plan to use them in an integrated way.

The library recruits, develops, and retains the most competent staff available.

Background

As we look at the services that the community will expect in the future and the ever changing state of technology, we acknowledge that we will have to maintain a staff of the appropriate size and expertise. This will be an ongoing challenge and will require us to continually develop our current staff and recruit to fill emerging requirements.

Objectives:

a. Develop and adopt a 3-year staffing plan that corresponds to the library plan to provide services and programs to all segments of the community.

Strategy 1: Develop and adopt the future organizational construct for the library by 1 January annually.

Strategy 2: Document a sequenced hiring plan for the next three years that is aligned with the future organizational construct by 1 April annually.

Strategy 3: Present the projected level of effort requirements to the Board of Supervisors by 1 April annually.

b. Develop a plan for continuous learning opportunities for staff, trustees, and volunteers.

Strategy 1: Develop a statement of career development needs for each employee (e.g., a career development plan, CDP) by 30 June annually.

Strategy 2: Ensure that trustees are trained in legal aspects of fundraising and relationship with non-profit groups by 30 days post- appointment.

The library provides and maintains facilities, equipment, and technology to address the information, learning, and meeting needs of the community.

Background

The information needed by the community to meet its learning needs comes in many forms and is accessed in a variety of ways. The library provides the technology needed to present this information to all segments of the community. This includes directly providing access to those members of the community who do not have the technology available to them elsewhere. There is an associated requirement for space within the library if the desired program and services are to be provided. Planning must be done if these requirements are to be met.

Objectives

- a. Develop a plan for enhanced education outreach to the community, including use of the computer lab and the meeting rooms.

Strategy 1: Continue to encourage use of the computer lab by community and academic organizations to increase the computer literacy of the citizens of King George County.

The library identifies and pursues alternative sources of financial support in order to supplement the funding provided by the state and county and to enhance the library's ability to meet the information and learning needs of the community.

Background

We will continue to work with the Board of Supervisors and the Planning Commission to assess the use of annual budgets and Capital Improvement Projects to support library operations, activities, and technology upgrades. We understand the need to obtain additional funding from outside sources, both local and national, to supplement the range of services and activities required to meet community needs. Having worked with local groups to help define community needs, we will continue to work with local organizations, including the Friends of Smoot Library, and national foundations to obtain supplemental funding.

Objectives

a. Develop a plan for interacting with local groups in order to increase awareness of community needs and for fundraising and financial support.

Strategy 1: Identify local community groups and develop strategy for cultivating relationships with each of them annually.

b. Explore local and national opportunities for obtaining financial support for the library.

Strategy 1: Develop a list of applicable grants and foundations and submit first application by 1 January annually.

NEXT STEPS ...

We continue to meet with the Board of Supervisors and the Planning Commission to discuss our view of the future and to solicit their support as we move forward. While we have our own ideas about the programs and services that the library should provide, we will work with the community to assess the needs. We will do this in a number of ways.

As the population of the county continues to grow, we will be required to provide services in locations away from the main library. We will explore all options and work with the Board of Supervisors and the county to make it a reality.

Each of the standing committees has assumed responsibility for one or more of our strategic goals. The Board of Trustees is committed to review progress on a quarterly basis and to review and revise strategies annually. We will report to the Board of Supervisors on a regular basis and continue to solicit their support of our plan.