

## Mission Statement

The mission of the Nashville Public Library is to provide information, programs, and reference assistance to individuals, families, and the larger community so they can enjoy the benefits of reading and life-long learning.

# NASHVILLE PUBLIC LIBRARY

## Table of Contents

<b>Strategic Goals</b>	<b>3</b>
<b>Reference Information Line of Business Programs</b>	
Ask Your Librarian	4
Virtual Information Services	4
<b>Library Materials Line of Business Programs</b>	
Local History and Special Collections	5
Hands-On Reference	5
Library Check-out	5
Engaging the Reader	6
<b>Equal Access Line of Business Program</b>	
Equal Access	7
<b>Education and Outreach Line of Business Programs</b>	
Public Events	8
Computer Literacy	8
It's Your Library	8
<b>Town Square Line of Business Program</b>	
Town Square	9
<b>Library Customer Technical Support Line of Business Program</b>	
Library Customer Service	10
<b>Administrative</b>	
Facilities Management	11
Administrative Services	11

# NASHVILLE PUBLIC LIBRARY

## Strategic Goals

1. **Information Explosion - By June 30, 2012 (based on status quo; compared to previous FY), citizens of Nashville will experience a significant improvement in the quality and relevance of the library's collections to meet their information needs, as evidenced by:**
  - percent increase in circulation
  - percent increase in electronic resource uses
  - percent increase in on-site use of library materials
  
2. **Digital Divide - By June 30, 2012 (based on status quo; compared to previous FY), citizens of Nashville will have greater access to free computers as well as expanded opportunities for learning broad-based computer applications and electronic resources, as evidenced by:**
  - percent increase in the number of on-site computer sessions
  - percent increase in the number of computer-related classes
  - percent increase in the of remote (virtual) visits
  
3. **Pre-School Literacy - By June 30, 2012 (based on status quo; compared to previous FY), NPL will design and implement developmentally appropriate programs and training to support individuals, families and community agencies in order to help increase the pre-school literacy rate and ensure that the children of Nashville enter kindergarten ready to learn, as evidenced by:**
  - number of developmentally appropriate programs
  - percent increase in attendance at developmentally appropriate programs
  
4. **Neighborhood Services & Programs - By June 30, 2012(based on status quo; compared to previous FY), Nashville's neighborhoods will experience Nashville Public Library as a primary resource for responsive services and programs targeted to meet their specific educational and cultural needs, as evidenced by:**
  - number of neighborhood programs in Spanish
  - number of neighborhood programs for teens
  - number of neighborhood programs for adults & seniors
  - percent of hours library meeting spaces are utilized
  
5. **Efficiency - By June 30, 2012 (based on status quo; compared to previous FY), more Nashvillians will experience timely access to free information and materials, as evidenced by:**
  - percent increase in circulation
  - percent increase in self-check terminal activity

## Reference Information Line of Business

The purpose of the Reference Information Line of Business is to provide reference assistance & online information products to our customers so they can obtain reliable information anytime, anywhere.

### Ask Your Librarian Program

The purpose of the Ask Your Librarian program is to provide information and search assistance products to information seekers of all ages so they can have their questions answered.

#### Result Measure

- Percentage of customers who ask reference questions that receive the answers they seek

#### Output Measure

- Number of information responses provided

#### Demand Measure

- Number of information responses anticipated to be requested

### Virtual Information Services Program

The purpose of the Virtual Information Services program is to provide reliable on-line products to our on-line customers so they can utilize the resources and information they want anytime from anywhere.

#### Result Measure

- Per capita customer utilization of online resources

#### Output Measure

- Number of database sessions provided

#### Demand Measure

- Number of database sessions anticipated

# NASHVILLE PUBLIC LIBRARY

## Library Materials Line of Business

The purpose of the Library Materials Line of Business is to provide circulating, research, and readers advisory products to individuals and the larger community so they can obtain the materials they want.

### Local History and Special Collections Program

The purpose of the Local History and Special Collections program is to provide historical and specialized research products to our Nashville Room & Metro Archives customers so they can fulfill their specific research needs.

#### Result Measure

- Percentage of Nashville Room & Metro Archives customers who have their specific research needs fulfilled

#### Output Measure

- Number of genealogy books, videos and microforms and Nashville/Davidson County Government records provided

#### Demand Measure

- Number of genealogy books, videos and microforms and Nashville/Davidson County Government records anticipated to be provided (based on in-house count)

### Hands-On Reference Program

The purpose of the Hands-On Reference program is to provide essential reference products to on-site library users so they can find the materials they want at the time of their visit.

#### Result Measure

- Percentage of on-site library users who find the materials they want at the time of their visit

#### Output Measure

- Number of reference materials provided

#### Demand Measure

- Number of reference materials requested (based on % of in-person monthly reference questions)

### Library Check-out Program

The purpose of the Library Check-out program is to provide circulating library material products to cardholders so they can receive materials requested in a reasonable timeframe.

#### Result Measure

- Per Capita check-out of library materials

#### Output Measure

- Number of circulating materials check-outs provided

#### Demand Measure

- Number of circulating materials check-outs anticipated

## Library Materials Line of Business

The purpose of the Library Materials Line of Business is to provide circulating, research, and readers advisory products to individuals and the larger community so they can obtain the materials they want.

### Engaging the Reader Program

The purpose of the Engaging the Reader program is to provide readers advisory and enrichment products to current and potential library users so they can enhance their reading experience.

### Result Measure

- Per Capita patron visits at all library locations

### Output Measure

- Number of readers advisory transactions provided

### Demand Measure

- Number of readers advisory transactions anticipated

## Equal Access Line of Business

The purpose of the Equal Access line of business is to provide materials, information & accessibility products to people involved with or experiencing vision, hearing or physical disabilities so they can receive access to library materials, services and programs.

### Equal Access Program

The purpose of the Equal Access program is to provide materials, information and accessibility products to people involved with or experiencing vision, hearing or physical disabilities so they can receive access to library materials, services and programs.

### Result Measure

- Percentage of people involved with or experiencing hearing disabilities who receive access to Deaf & Hard of Hearing materials, services and programs

### Output Measure

- Number of Deaf & Hard of Hearing materials provided

### Demand Measure

- Number of Deaf & Hard of Hearing materials anticipated

# NASHVILLE PUBLIC LIBRARY

## Education and Outreach Line of Business

The purpose of the Education & Outreach line of business is to provide educational opportunities, cultural events and public information products to the Nashville Community so they can enjoy life-long learning.

### Public Events Program

The purpose of the Public Events program is to provide tailored content products to the Nashville community so they can participate in public forums and life-long learning activities.

#### Result Measure

- Percentage of customer attendance at public forums and life-long learning activities as compared to the library's official population served

#### Output Measure

- Number of story time presentations at the library provided

#### Demand Measure

- Number of story time presentations at the library anticipated to be requested

### Computer Literacy Program

The purpose of the Computer Literacy program is to provide hands-on PC instruction products to people lacking essential computer skills so they can use the Internet and perform basic PC operations.

#### Result Measure

- Percentage of customers attending library instructional classes that acquire new computer literacy skills or improve any existing skills

#### Output Measure

- Number of computer instruction classes provided

#### Demand Measure

- Number of computer instruction classes anticipated to be requested

### It's Your Library Program

The purpose of the It's Your Library program is to provide informational & promotional products to individuals and organizations in Davidson County so they can be fully informed of all available library products and services.

#### Result Measure

- Percentage of individuals who visit the library as a result of promotional materials

#### Output Measure

- Number of outreach library presentations

#### Demand Measure

- Number of outreach library presentations anticipated to be requested

## Town Square Line of Business

The purpose of the Town Square line of business is to provide gathering space products to the public so they can have a civic meeting place.

### Town Square Program

The purpose of the Town Square program is to provide community gathering and technical assistance products to individuals and groups so they can have a public place to come together.

### Result Measure

- Percentage of available library meeting spaces hours utilized

### Output Measure

- Number of meeting sessions provided

### Demand Measure

- Number of meeting sessions anticipated to be requested

## Library Customer Technical Support Line of Business

The purpose of the Library Customer Technical Support line of business is to provide technical support products to library customers so they can enjoy reliable automated library service.

### Library Customer Technical Support

The purpose of the Library Customer Technical Support program is to provide technical support products to library customers so they can enjoy easily accessible automated library service.

#### Result Measure

- Percentage of library customers who enjoy easily accessible automated library service

#### Output Measure

- Number of library automation sessions provided

#### Demand Measure

- Number of library automation sessions anticipated

## Administrative Line of Business

The purpose of the Administrative Line of Business is to provide administrative services products to support library operations so it can deliver results for customers.

### Facilities Management Program

The purpose of the Facilities Management program is to provide operational support products to this Metro department so it can constantly function in a clean and operational work environment

#### Result Measure

- Percentage of customer satisfaction with quality of custodial services

#### Output Measure

- Square footage of building space cleaned

#### Demand Measure

- Square footage of building space utilized

### Administrative Services Program

The purpose of the Administrative Services program is to provide administrative services products to support library operations so it can deliver results for customers.

#### Result Measures

- Percentage of departmental key results
- Operating within budget allocations
- Number of IOD days in FY11 will not exceed 25

#### Output Measure

- Does not include designated products

#### Demand Measure

- Does not include designated products