



CHARTER FOR CHANGE

What do we wish for our customers as it relates to Livable Communities by 2009?

The mission of the Prince George's County Memorial Library System is to make available and promote resources that will fill the lifelong learning needs of individuals and groups in Prince George's County in an esthetically pleasing and safe environment, in support of "Livable Communities."

How will we provide it by 2009?

FY 2008 - 2009

Strategy - Identify and address critical unmet customer needs and eliminate barriers that limit customer access to materials and services.

Task - Conduct one external scan targeted to speakers of other languages to determine expectations/desires for Library materials and services.

Responsible party - Director's Staff and Foreign Language Work Team

Date - Completion Date: June 30, 2009

Task - In partnership with other agencies and organizations (Department of Family Services, Department of Social Services, Prince George's Public Schools, Child Resource Center, local churches, Prince George's Hospital, and local businesses) educate parents and caregivers about the importance of reading aloud to young children.

Responsible party - Director, Associate Director for Public Services, Children's Age-level Specialists and Children's Outreach Specialist

Date - ongoing

Task - In support of emergent literacy principles, model good read-aloud habits to parents and care givers of young children in venues outside the Library.

Responsible party - Trained story time programmers

Date - ongoing

Task - Answer Library customers' information and reference questions accurately and in a timely manner.

Responsible party - Branch Managers and Information Desk staff

Date - ongoing

Task - Introduce print management software to public computer work stations in at least one (1) branch as a pilot project.

Responsible party - Director, Associate Director for Administrative Services and Chief of Information Technology

Date - Start Date: June 1, 2008 Completion Date: September 30, 2008.

Task - In partnership with the Prince George's Community College, improve Library services to students at the Metro Center and Laurel degree sites.

Responsible party - Director, Associate Directors for Public Services, Laurel and Hyattsville Branch Managers and Laurel and Hyattsville Adult Age-level Specialist
Date - Start Date: July 1, 2008 Completion Date: April 30, 2009

Task - Present programs and events that appeal to the non-traditional library user.

Responsible party - Chief of Public Relations and Programming, Branch Managers and Age-level staff and generalist librarians.

Date - Start Date and Completion Date: ongoing

Strategy - Develop and implement a systematic approach to training in order to enhance service at public service desks.

Task - Identify core competencies regarding technology and customer service.

Responsible party - Branch Managers, Office of Public Services and Technology Learning Work Team

Date - ongoing

Task - Implement training on customer service behaviors for circulation staff.

Responsibility - Staff Development Work Team and Office of Public Services

Dates - Start Date: March 2008 Completion Date: December 30, 2008

Task - Implement training on customer service behaviors for Information Desk staff.

Responsibility - Staff Development Work Team with assistance of Office of Public Services

Date- Start Date: March 1, 2008 Completion Date: December 30, 2008

Task - Build staff awareness and comfort with diversity through training.

Responsible party - Staff Development Work Team

Date - Start Date: September 30, 2008 Completion Date: May 31, 2009

Strategy - Increase awareness of Library resources and services that are relevant to the lives of Prince George's County citizens and residents.

Task - Increase the number of press releases that are submitted to local and professional media to promote services and resources.

Responsible party - Chief of Public Relations and Programming with assistance from Leadership Team and representatives from front-line staff.

Date – ongoing

Task - Promote AskUsNow, Tutor.com and other Library databases in branch computer classes, through the Prince George's Public Schools, and on branch message machines.

Responsible party - Public service staff in the branches

Date: ongoing

Task - Prominently display Library web site address on the outside of Library buildings.

Responsible party - Director and Associate Director for Administrative Services

Date: Start Date: July 1, 2008 Completion Date: June 30, 2009

Task - Prominently display Library web site address on the outside of vehicles.

Responsible party - Associate Director for Administrative Services

Date: Start Date: July 1, 2008 Completion Date: December 31, 2008

Task - Promote the Library's on-line mailing list to provide news to customers on services and resources.

Responsible party - Chief of Public Relations and Programming with assistance from staff programmers

Date - Start Date: September 1, 2008 Completion Date: May 31, 2009

Task - Use typical Library celebrations (e.g. National Library Week, Children's Book Week) to promote library card registrations.

Responsible party - Chief of Public Relations and Programming, Office of Public Services and front-line public service staff

Date - Start Date: July 1, 2008 Completion Date: June 30, 2009

Strategy - Provide facilities that are safe, physically accessible, easy to locate and attractive.

Task - In collaboration with community police, municipal officials and other consultants, sponsor training, forums and other activities or publications for staff and targeted customers on the issue of disruptive behavior, and explore through the budgetary process other measures to deal with extreme circumstances.

Responsible party -Director's Staff and Branch Managers

Date - Start Date: July 1, 2008 Completion Date: June 30, 2009

Task - In cooperation with the Department of Public Works and State Highway Administration, explore expanding directional signs to Library branches on streets and roads.

Responsible party - Director's Staff

Date - Start Date: July 1, 2008 Completion Date: June 30, 2009

Performance Measures

FY 2008 - 2009

- The scan results in responses from at least 100 speakers of other languages regarding expectations and/or desires for materials and services by June 30, 2009.
- At least two (2) new services or types of materials identified in customer scan of speakers of other languages are introduced by June 30, 2009.
- Contacts are made with at least twenty (20) community groups to educate parents and caregivers about the importance of reading aloud to young children by June 30, 2009.
- No fewer than twelve (12) story times are presented in venues outside the Library by June 30, 2009.
- Prince George's County's results on the Model for School Readiness increase by 5% by June 30, 2009.
- Reference and information questions are answered accurately within 24 hours 85% of the time.
- A pilot project to test print management software will be initiated and completed in at least one (1) branch by September 30, 2008 and a decision made about further implementation or further testing by October 31, 2008.
- No fewer than six (6) classes from the Laurel and Metro Center degree site visit the Laurel and Hyattsville Branches by April 30, 2009.
- No fewer than six programs for non-traditional users with attendance totals of at least sixty people are presented by June 30, 2009.
- A report on core competencies regarding technology is completed by February 28, 2009.
- A report on core competencies and behaviors regarding customer service is completed by October 31, 2008.

- No fewer than forty (40) Circulation Desk staff members are trained in customer service principles by December 30, 2008.
- A comprehensive customer service manual for the Circulation Desk is developed by June 30, 2009.
- No fewer than fifty (50) Information Desk staff members are trained in customer service principles by December 31, 2008.
- No fewer than fifty (50) staff members are trained on the subject of cultural diversity by May 31, 2009.
- Complaints and/or negative comments from customers, whether by phone, email, comment form or letter, received at the administrative level will not exceed 20% of the total received.
- No fewer than six (6) stories will be featured in the local and/or professional media about Library services and materials by December 31, 2008.
- AskUsNow and other Library databases are introduced in at least twenty (20) Library-sponsored computer classes by June 30, 2009.
- The number of registered users as a percent of population increases to 46% by December 31, 2008.
- AskUsNow , Tutor.com and other Library databases are introduced to at least 1,000 PGCPs students by June 30, 2009.
- Information about AskUsNow is incorporated into the after hour messages of at least sixteen (16) branches by September 30, 2008.
- No fewer than 500 additional customers sign up for the on-line mailing list by June 30, 2009.
- Training, forums or other activities on the issue of disruptive behavior are held in at least six (6) locations by June 30, 2009.
- Budgetary request for FY 2010 includes additional funds for security staff and digital monitoring.
- The Library's web site address is posted on the exterior of at least eight (8) branches by June 30, 2009.
- The Library's web site and other services will be prominently promoted on at least six (6) vehicles by December 31, 2008.
- No fewer than six (6) branches are identified via road signs by June 30, 2009.