

**CHURCHILL COUNTY LIBRARY  
PUBLIC LIBRARY SERVICE IN CHURCHILL COUNTY  
5-YEAR PLAN  
2016-2020**

**MISSION STATEMENT**

The Churchill County Library will provide a quality level of library services, consider the diverse needs of our patrons, and respond to the rapidly changing requirements of our community.

**GOALS**

**Goal 1: The Churchill County Library will identify and maintain collaborations community wide.**

- Identify and create partnerships with community organizations
  - Collaborate with librarians in the community
1. Catalog Churchill County Museum Collection into Polaris database
  2. Collaborate with Churchill County High School and Western Nevada College to determine resource sharing to improve library services community wide

**Goal 2: The Churchill County Library will assess all aspects of the operating procedures.**

- Update Policies and Procedures Manual
  - Assess, weed, and develop collection based on community needs and best library practices
1. Continue to develop the collection in all formats
  2. Review and revise the Policies and Procedures Manual

**Goal 3: The Churchill County Library will assess services, identify potential new services, and implement as appropriate.**

- Consider additional services to children, teens, and adults
1. Develop teen survey to determine need
  2. Consider starting a Book Club
  3. Explore the possibility of Book Talks

**Goal 4: The Churchill County Library will develop and implement effective marketing and promotion of the Library.**

- Maintain a prominent and user-friendly website
  - Update and expand on traditional methods of marketing; newsletters, handouts, and displays
  - Investigate and develop marketing strategies utilizing social media
  - Promote the library through speaking to the community
1. Coordinate radio public service announcements
  2. Explore how best to utilize Facebook through advertising

**Goal 5: The Churchill County Library will provide educational opportunities to the community.**

- Expand and strengthen early literacy education to promote school readiness
  - Strengthen literacy to families to support student learning
  - Provide information literacy skills to the community
  - Expand digital literacy opportunities to all ages
1. Provide training for the public and staff on library supported databases, basic computing, downloading e-books and e-audio books
  2. Offer Paws 2 Read program
  3. Facilitate Information Technology Gateway Training
  4. Offer ESL classes

Approved by the Churchill County Library Board of Trustees June 23, 2016