



# Branch Services

## BALANCED SCORECARD 2007-2008

### Mission

Branch Services provides access to information and entertainment through welcoming, community-centered facilities

### Vision

We are the place people choose to visit because we provide positive experiences and valuable resources

### Values

- ❖ We value the diversity of people we serve
- ❖ We believe in equitable access
- ❖ We believe in the importance of a clean, bright, inviting and attractive place
- ❖ We believe in the mission of the Library
- ❖ We value service and helping people
- ❖ We value positive interaction with the public and the community
- ❖ We value respect for each other

### Strategies

- ❖ Remove access barriers
- ❖ Serve target populations
- ❖ Meet changing marketplace needs
- ❖ Develop and enable a workforce to achieve our mission



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Objectives	Measures	Targets	Initiatives	Completion	Lead
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### SWOT

Strengths	Weaknesses	Opportunities & Threats
❖ Friends	❖ Readers Advisory	❖ Responding to social networking literacy
❖ More open hours/access	❖ Lack of diversity of staff	❖ Marketing and display
❖ More staff available on floor	❖ Training customers	❖ Social Networking
❖ Offering new materials	❖ Staff training for information, customer focus, etc.	<ul style="list-style-type: none"> <li>♦ Exchange of ideas</li> <li>♦ Programming</li> </ul>
❖ Clean, welcoming, and attractive facilities and community spaces	❖ Marketing "new" services to customers	<ul style="list-style-type: none"> <li>❖ Expanded staff "phat" for projects</li> <li>♦ More staff available</li> </ul>
❖ Self-sufficiency of ECKO	❖ Ongoing, continuing, refresher training	❖ Expanded opportunities for professional Librarians
❖ Information skills in Reference staff	❖ Need more one-stop service (no need to refer patron elsewhere)	<ul style="list-style-type: none"> <li>♦ More advancement opportunities</li> </ul>
❖ Training of circulation staff	❖ Not enough computers or monitoring mechanism	<ul style="list-style-type: none"> <li>❖ Achieved baseline – Ready to utilize new resources</li> <li>❖ Investigating services to older adults</li> <li>❖ Volunteers</li> </ul>
❖ More Librarians in branches	❖ Outlets for WiFi plug-in	
❖ Reciprocal borrowing with Puyallup Public Library	❖ Space issues – not big enough	❖ Learning all the changes and new technologies
❖ Early notification		❖ Number of key staff moving towards retirement
		❖ Theft of materials
		❖ Scheduling for expanded hours
		❖ Popular websites not available in branch
		❖ Substitutes
		❖ Direction for Reference services
		❖ Fines – creates barriers
		❖ Increasing populations
		❖ University Place – What will happen, when, how, ever?



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<b>SERVE THE CUSTOMER</b>					
Develop a customer focus throughout the Library	Introduction to Balanced Scorecard – 2007	All branch staff trained by 2007	Branch staff receive Balanced Scorecard training	2007	
	Customer Focus Training - 2008	All branch staff trained by 2009	Branch staff receive Customer Focus training	2009	
	Customer input opportunities	Two (2) input opportunities – 2007 & 2008	Service to 55+	2007-2008	
	Rating of customer and potential customer focus on questions on survey	% improvement	Step 1: Develop customer focused responses in every branch	2007-2008	
	Rating of services to 55+ from survey and focus group	% improvement	55+ Initiative	2007-2008	
Deliver contemporary programs and services	% of total circulation	70%	Complete Express Checkout Project in Big Nine Branches	2007	
	Three (3) hired for Large Community Branches	1 in 2006 1 in 2007 1 in ?	Implement Community Branch Librarian Program (BS)	2006/2007/?	
	% of total circulation	20%	Express Checkout – mid-sized branches	2007-2008	



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	Customer service questions	% improved	Customer Focus Step One: All customers are greeted in a welcoming way	2007-2008	
	Number of classes per year	Fifteen (15) classes in 2008	Develop and implement a plan to provide classes to the public at the branches	2008	
Improve public awareness and knowledge	New cards issued	10,000	Library Card Drive	2007	
	New cards issued	?	Develop an ongoing (?) card drive in branches	2007-2008	
	Branch personnel's participation in ? strategic organizations	Number from strategic organization's project	Support plan to participate in strategic organizations and projects outside of the Library	2007-2008	

RUN THE BUSINESS					
Improve customer access to materials and services	Total number of visits including all access points	Baseline number of visits – 2005 Increase number of visits to ?? – 2007	Increase open hours	2007	
Improve the delivery, use and application of technology	Problem areas identified by Focus Group	Improved from eight to zero	Improve PowerPac	2007	
Reduction in turnaround current time	Turnaround time	Set baseline	Review and improve check-in turnaround time Determine turnaround time	2007	
	Turnaround time	Fifty percent (50%) reduction of baseline	Analyze turnaround process and reduce time	2008	
	?	?	Substitute Project (Hiring, evaluations, scheduling, etc.)	2008	



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<b>MANAGE FINANCIAL RESOURCES</b>					
<b>DEVELOP EMPLOYEES</b>					
Create a learning culture supporting knowledgeable employees with up-to-date skills	Percent of branch staff attending classes	100%	Prepare Training (Org) Social Networking/Next Classes	2006-2008 2007-2008	
	Percent of appraisals reviewed	100%	Review and revise Performance Appraisals to reflect customer focus	2008	
	Number of development opportunities	Six (6) opportunities	Create Librarians Development Program	2007-2008	
	Number of Branch Services staff participating	50%	Continuing education and project involvement for clerical staff	2007-2008	
	Number trained	100%	Content Management Training for Managing Librarians, Supervisors, Librarians, and applicable clerical staff	2007-2008	