

## 2017 Strategic Planning Committee Members

Karen Brown  
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## St. Johns Public Library

35 S. 3rd West  
PO BOX 766  
St. Johns, AZ 85936

Phone: 928-337-4405  
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### Library Hours

Monday, Wednesday, Friday  
10:00 a.m. - 5:00 p.m.  
Tuesday & Thursday  
10 :00 a.m. - 7:00 p.m.  
Saturday  
10 :00 a.m. - 2:00 p.m.

### Library Staff

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A branch of the Apache  
County Library District

## St. Johns Public Library Strategic Plan 2017-2020

The St. Johns Public Library  
offers easy access to community  
information, while providing  
programs and resources to  
help encourage early childhood  
literacy and school readiness.



Connecting you to  
Information, Programming  
and Resources.

## Goals And Objectives

### Know Your Community: Community Resources and Services

**St. Johns families, residents and visitors will have access to information about community businesses, organizations, and agencies, including contact information and description of services.**

1. The library staff will work with local businesses, agencies, and organizations to obtain up-to-date community information.
2. The library staff will create a community resource packet by December 2018.
3. Beginning January 2019, the library will make printed packets available to the community at various sites throughout the community including the library. Electronic copies will be accessible on the library's web and Facebook pages.
  - a. A minimum of 100 print copies will be distributed in 2019, and 150 print copies in 2020.
  - b. The Facebook and library web sites combined will receive a minimum of 50 visits in 2019, and 100 visits in 2020.
4. The library staff will revise and update the packet annually.
5. Surveys will be included in all formats of the packet.
  - a. 45 surveys will be returned in 2019, with 75% of users finding the packet useful.
  - b. 40 surveys will be returned in 2020, with 75% of users finding the packet useful.
- 6.

**Families and residents of St. Johns will have a central source of information about community activities.**

1. The library staff will work with community based agencies and organizations to obtain information for creating a monthly calendar of activities and programs.
2. Calendars will be available at the library, as well as electronically on our website and Facebook pages.
  - a. Calendar distribution will begin June of 2018. The Library will distribute a minimum of 100 calendars per month in 2018, 125 calendars per month in 2019, and 150 calendars per month in 2020.
  - b. The Facebook page and web site combined will receive at least 50 visits in 2018, 75 visits in 2019, and 100 visits in 2020.

### Create Young Readers: Early Literacy

**Children from birth to age five, and their parents or caregivers will have access to library programs, materials, and services that encourage childhood literacy and school readiness.**

1. The library will present two Brain-box workshops for parents in 2018, three workshops in 2019, and four workshops in 2020.
  - a. Each workshop will have at least 10 participants in 2018, 12 participants in 2019 and 14 participants in 2020.
  - b. Surveys will show a 50% or greater satisfaction rate.

1. The library will begin to incorporate Fun With Math and Science programming into story times by August 2018.
  - a. Children and caregivers will explore math and science concepts in reading to enhance school readiness skills.
  - b. Four programs will be presented in 2018, 6 programs in 2019, and 12 programs in 2020.
  - c. Parents and caregivers will receive take home information on concepts explored during each program.
  - d. Surveys will show a 50% satisfaction rate.
  - e. Four programs will be offered in the community park summer of 2019 and 2020.
2. The library will create and distribute early literacy information calendars to library patrons, Head Start, Baby Sprouts, and WIC. Calendars will be available on our Facebook, Instagram and library web pages.
  - a. A minimum of 100 calendars will be distributed monthly in 2018, 125 calendars in 2019, and 150 calendars in 2020.
  - b. The Facebook, Instagram and library web sites combined will receive at least 50 visits in 2018, 75 visits in 2019, and 100 visits in 2020.

