

2024 **STRATEGIC PLAN**

UPDATE REPORT



ANDERSON COUNTY
LIBRARY SYSTEM
SOUTH CAROLINA

In 2024 the Anderson County Library System took significant steps towards meeting the four goals of the 2022-2025 Strategic Plan: **Outreach and Advocacy**, **Patron Experience**, **Engaging the Team**, and **Innovation**. Staff were motivated to think creatively and succeeded in providing a multitude of programs and services that met or exceeded the objectives. This report is a high-level look at how activities applied to strategic goals. The items contained in this report are those staff are most proud of for the 2024 year.

STATISTICS



Library usage has increased for most of our reported statistics:

Circulation Percentage Increase: **18%**

Attendance Percentage Increase: **39%**

New Library Cards Percentage Increase: **21%**

Computer Usage Percentage Decrease: **-6%**

Wifi Usage Percentage Increase: **25%**

Total Programs, active and passive: **1905**

Total Outreach Events: **71**

Total Staff Training Sessions: **611 - 342% Increase**



GOAL #1 OUTREACH AND ADVOCACY

Goal Aims: Reach non-users and turn them into engaged library users. Instill a sense of library importance and value in our community. Increase and strengthen community partnerships.

Events:

Back to School Dropoff with City Councilman Tony Stewart | Westside

Anmed Hispanic Heritage Health and Wellness Fair | Main, Powdersville

Timken Health Fair, 300 people reached | Honea Path, Marketing

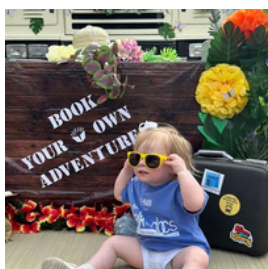
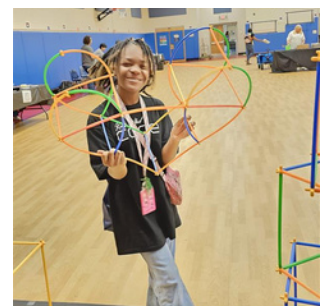
Soiree | All Departments

Pendleton Town Hall Inclusion Kits | for new residents Pendleton

All You Need is Love and a Library Card Campaign | Marketing

TCTC Board of Visitors Invite Clubhouse Steering Committee | Administration

School Literacy Nights | All





GOAL #2 PATRON EXPERIENCE

Goal Aims: We will strive to provide consistent and convenient services for all patrons. All patrons will feel welcomed, valued, and included at all library locations. Patrons can get the materials they want, in the formats they want, and discover new things.

Events:



1000 Books Before Kindergarten: 332 active readers, 55k books, and 10 complete | Youth Services

Provided FEMA to the public, helped 2893 people Main | ECC

Branding and Wayfinding Signage | Marketing

Increased Promotion and Use of Meeting Room | Westside



Storywalk at Belton | Belton

Honea Path Renovation | Honea Path

Main Carpet Upgrade | Main



New Website | Marketing, All Departments

New Book Club | Piedmont

Bilingual Storytime | Powdersville

Make and Take Crafts | Iva

Senior Spotlight and Moms Support Group Programs | Powdersville

Growing Weekly After School Program at Lander | Lander

New upgraded network, (better and faster patron internet experience) | IT

In Process of Upgrading to Windows 11 | IT

Increased number of Experience Passes | Children's Museum Passes have saved Anderson County over \$35k! | Administration



Made possible by the Friends of the Anderson County Library





GOAL #3 ENGAGE OUR TEAM

Goal Aims: Hire and maintain a diverse, engaged staff. Staff have the training, tools, and resources they need to provide knowledgeable, compassionate public service. Communication is clear and consistent for all staff.

Events:

Niche Academy Training, Homeless Videos | Adult Services/All

Customer Service Focused Training and Accountability | Circulation

2 well received Staff Development Days: Poverty Simulation, Suicide Awareness, Active Shooter Training First Aid/AED | HR

2 Staff Members went to PLA Conference | Pendleton/Powdersville

Quarterly Anniversary Staff Breakfast | HR

Monthly Staff Lunch and Learn | HR

Applicant Tracking System | HR





GOAL #4 INNOVATION

Goal Aims: Find innovative opportunities to provide unique services, programs, and materials.

Events:



Sonic Lunch partnership with Friends and GAMAC | Adult Services

Community Art Project at Soiree | ECC

Hosting VEX Robotic Competition | Teens

Teen Empowerment Camp in partnership: Upstate Fatherhood Coalition Richard Yeargin, Councilman Glenn Davis | Teens

Multi-Canvas Community Art Project | Pendleton

LEAP Station | Pendleton



Love Your Library Bookmark Contest | Marketing



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2025

Events:

Innovation: LEAP Station | Powdersville

Innovation: Book Vending Machine | Administration

Engage our Team: Activity Committee | HR

Engage our Team: Compensation System | HR

Patron Experience: Chapter Chasers, Adult Reading, 577 already signed up! | Adult Services

Patron Experience: New Book Mobile | All Departments

Patron Experience: Pop Up Storytime at the Park | Belton

Patron Experience: Friends Online Shop | Friends/Marketing

Patron Experience: New Iva Library | Administration/Iva

Patron Experience: Display Team | Marketing/All

Patron Experience: 2025 Community Read | Adult Services/All

Patron Experience: Summer Reading 2025 Kids/Teens | Youth/Teens

Outreach: Town of Williamston Freedom Festival | Lander

Outreach: Town of Williamston Business Expo | Lander

Outreach: Soiree 2025 | All Departments