Ellsworth
PUBLIC LIBRARY

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# Long Range Plan
# Ellsworth Public Library
# 2012-2015

Adopted June 26, 2012
Ellsworth Public Library Board

**Mission Statement**

The mission of the Ellsworth Public Library is to provide quality materials and services which fulfill the educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and businesslike.

**Library Board**

Sue Palmquist, President
Maggie Jungmann, Secretary
Sue Potter, Treasurer
Sharon Hofmeister
Judy Perkins
Dawn Schulte
Curt Wandmacher

**Library Staff**

Shelley Anderson, Library Director
Julie Belz, Children's Librarian/Programming Coordinator
Laurie Braun, Assistant Librarian
Carol Stockwell, Assistant Librarian
Margaret Volenec, Assistant Librarian

**INTRODUCTION**

The Ellsworth Public Library provides a valuable resource to residents of our community. In addressing ongoing library needs of the community, the Ellsworth Public Library Board requested John Thompson, Director of the Indianhead Federated Library System, to conduct a series of focus groups to involve members of our community in identifying the key objectives required to meet these needs. These focus groups were held in March of 2012. Based on the information gathered in our focus groups, the library board has developed this long range plan.

The plan focuses on 9 main topics: Governance; Staffing; Funding; Programming and Services; Library Materials; Public Relations; Outreach; Technology and Access; and Facility.

The plan will serve as a guide for the Library Board in budget and service development.

**Goals and Objectives**

**GOVERNANCE**

Public library trustees are public officers and as such are legally responsible for the governance of the library and the conducting of its operations.

**Goal 1: Ensure that library policies are consistent with state and federal laws.**

> Objective 1: Review library policies on a regular cycle, ensuring all policies are reviewed at least every 3 years.

>> Activity 1: Appoint a committee drawn from the library board of trustees to review and update policies.

>> Activity 2: Committee reports to full board with recommendations for updated policies.

>> Activity 3: Board approves updated policies.

**Goal 2: The library provides support for the continuing education of its trustees.**

> Objective 1: Inform library board members of library system continuing education opportunities.

> Objective 2:  Provide mileage reimbursement for trustee attendance at continuing education workshops.

**STAFFING**

The library will provide staff that is friendly, knowledgeable and responsive to patron needs.

**Goal 1: Evaluate staffing needs.**

> Objective 1:  Review staff versus service needs.

>> Activity 1: Study the possibility of additional staff during evening hours to provide efficient service to patrons.

>> Activity 2: Investigate the need for additional staff during evening hours to insure staff safety.

>> Activity 3: Develop volunteer position descriptions to reflect volunteer responsibilities and skills.

**Goal 2: Ensure staff members have been trained appropriately for their position.**

Objective 1: Review current staff training and cross training needs.

Activity 1: Participate in IFLS sponsored workshops and webinars.

Activity 2: Request MORE staff observe and suggest improvements in work processes.

Activity 3: Continue to provide opportunities for cross training on crucial tasks.

**Goal 3:  Retain employees.**

Objective 1: Review and update library position descriptions to reflect staff responsibilities and skills.

Objective 2: Maintain wages commensurate with position descriptions, the community, and peer libraries.


**FUNDING**

**Goal 1: Work with other Pierce County libraries to study the feasibility of increasing the county funding level.**

Objective 1:  Participate in county library planning efforts.

Activity 1: Hold meetings with other Pierce County library directors to establish a plan to request increased county funding.

Activity 2: Investigate the process required to achieve increased funding.

Activity 3: Attend county board meetings to request increased county funding to county libraries. (Request IFLS to also attend.)

Objective 2:  Study the impact of increasing county funding.

Activity 1: Enlist IFLS assistance in showing impact extra monies could have on library services.

Activity 2: Illustrate what the projected cost would be for individual taxpayer.

**Goal 2: Seek grant funds/donations for special projects and programs to supplement local funds.**

Objective 1: Initiate communication with local businesses, organizations, and service groups to increase their awareness of library needs and to enlist their monetary support of the library.

Objective 2: Form ongoing relationships with local businesses, organizations and service groups to insure continued support.

Objective 3: Seek grant funding to help finance increased library space, if library and village boards choose to move forward with a plan. (See Facility Goals)


**PROGRAMMING AND SERVICES**

*Adult*

**Goal 1: Provide regular and varied programming appealing to a diverse population of adults.**

Objective 1:  Offer educational, leisure and cultural programs for adults.

Activity 1:  Survey patrons to determine program topics of interest.

Activity 2:  Work in collaboration with community organizations and groups to provide programming relevant to community's needs and interests.

Activity 3:  Investigate the possibility of beginning a county-wide read and seek funding/means of acquiring multiple copies of a selected title.

Activity 4:  Establish book clubs for adults.

Objective 2: Increase adult program attendance.

Activity 1: Use statistics of attendance to determine popular topics for programming and publicity effectiveness.

Activity 2: Provide funding to advertise and market library programs.

**Goal 2: Provide ongoing technology training classes to teach patrons to use library resources such as MORE, the Internet, databases, e-books, and word processing programs.**

Objective 1:  Provide workshops targeting individuals in small businesses and services available to job seekers.

Activity 1: Invite job service representatives to library to introduce their services to patrons.

Activity 2: Contact chamber businesses to survey their needs.

Objective 2: Develop topic specific workshops such as genealogy, gardening, and reader's advisory to promote library databases.

    Activity 1: Request IFLS's assistance in preparation of workshops.

    Activity 2: Provide training to staff in use of databases to assist patrons.

    Activity 3: Promote database use via in-house flyers and library website.

*Young Adult*

**Goal 1: Increase young adult participation in library activities.**

Objective 1: Develop positive relationship with community teen groups.

    Activity 1: Visit middle/high school each September (for Library Card signup month) to promote library card registration.

    Activity 2: Develop partnership with middle and high school librarians.

    Activity 3: Identify local groups with teen membership.

    Activity 4: Contact groups to find out how the library could contribute to their organization.

    Activity 5: Invite community groups and classes to tour the facility.

Objective 2: Develop a Teen section on the Library's webpage.

Objective 3: Continue to hold and expand regular year around young adult programming.

    Activity 1: Solicit teen input about programming through a Teen Advisory Board, formal surveys, and informal discussions.

    Activity 2: Purchase equipment and materials in support of Teen programming.

**Goal 2: Increase young adult awareness of library's online resources.**

Objective 1: Develop program with school district media specialist teaching students how to use OPAC and online databases.

*Youth Services*

**Goal 1: Encourage children and their families and/or caregivers to visit the library.**

Objective 1: Study the feasibility of increased programming for babies and toddlers.

Objective 2: Continue to increase the participation in reading programs.

Activity 1:  Obtain increased community support including volunteers and donations to support the programs.

Activity 2:  Plan at least two evening/Saturday activities for the whole family to attend.

**Goal 2: Provide support for parents, teachers, home school educators, and students.**

Objective 1:  Create an inviting after-school learning environment.

Objective 2:  Offer materials and services in support of thematic units.

Activity 1:  Enhance fiction and nonfiction collections in support of popular themes.

Activity 2:  Identify popular theme units in the local school district and with home school educators.

Activity 3:  Promote services to educators using newsletters, letters, tours and other means.

**Goal 3:  Promote early literacy.**

Objective 1: Provide and promote resources and services to parents of young children.

Activity 1:  Study implementing a lap sit storytime for toddlers.

Activity 2:  Continue and enhance the pajama storytime.

Activity 3:  Create or adapt a brochure encouraging parents to read with their children.

Activity 4:  Provide promotional materials promoting libraries and literacy at local clinics and government offices for the parents of newborns.

Objective 2:  Enhance collections to support early literacy.

Activity 1:  Expand basic board book, picture book and concept book collection.

Activity 2:  Provide additional picture books in audiobook format.

Activity 3:  Purchase materials for parenting collection.

**LIBRARY MATERIALS**

A current collection of print materials is important for library patrons.

**Goal 1:  Increase the size and diversity of the library's print collection.**

>Objective 1:  Develop a funding plan for materials to increase the print collection to the basic/moderate level with the Wisconsin Public Library Standards.

>>Activity 1:  Conduct an ongoing evaluation of collection expenditures and size compared to our peers and Wisconsin Public Library Standards.

>>Activity 2:  Increase expenditures by 5% per year to reach the target goal.

>>Activity 3:  Seek grants for subject specific collection enhancement.

>Objective 2: Evaluate material selection practices.

>>Activity 1:  Compare expenditures by material type with usage of those materials types.

>>Activity 2:  Review and update collection development policy.

**Goal 2: Develop a local history and Wisconsin history collection.**

>Objective 1: Develop a relationship with the Pierce County Historical Association.

**PUBLIC RELATIONS**

Successful public relations are necessary to promote library services.  By publicizing the library's resources and events to a wider range of individuals, circulation, usage, and library visits will increase.

**Goal 1:  The library will utilize a variety of channels to promote its services and increase its visibility in the community.**

>Objective 1:  The library will maintain a website that is current, useful, and promotes the library's services.

>>Activity 1:  Utilize the website as a means to support the library's expansion project and attract fundraising monies.

>>Activity 2:  Assign staff member to review and update web site on a regular basis to ensure currency of information.

>>Activity 3:  Encourage website use through promotional materials.

Objective 2: Continue to publicize library events/services.

        Activity 1:  Use Facebook, website, newsletter, brochures, and press releases and explore alternative possibilities for publicity.

        Activity 2:  Continue to participate in community events and parades.

        Activity 3:  Distribute library brochures to the Village Hall, Chamber of Commerce, local churches, and established local locations.

        Activity 4:  Develop an email list for electronic newsletters and event notices.

        Activity 5:  Submit program reminders to the local newspaper and other media to ensure sufficient notice for events.

**Goal 2: Investigate ways for Library Director, library board, and staff to become more involved in the community to promote services and develop goodwill for the library.**

Objective 1: Contact local organizations to generate interest in the library and its programs.

Objective 2: Director and library board take part in community development activities.


**OUTREACH**

**Goal 1:  Study the need to provide services and materials to non-native speaking patrons and special needs populations.**

Objective 1: Survey the library's service area to determine need for non-native speaking and special needs materials and services.

        Activity 1: Contact school district for information on enrollment.

        Activity 2: Obtain area demographic information.

Objective 2: Re-evaluate delivery services to senior housing

        Activity 1: Survey delivery destinations for interest/need in monthly materials delivery.

**Goal 2: Explore ways to serve individuals that are currently underserved by the library.**

Objective 1: Study the feasibility of establishing a branch location.

Activity 1: Study library system statistics to establish usage of patrons in southern service area of library.

Activity 2: Survey southern area of service area to determine if there is an interest in a more convenient location for library access.

Activity 3: Determine possible locations of branch location.

Objective 2: Work in partnership with social services to encourage use of the library for their clients.

## TECHNOLOGY

**Goal 1: The library strives to provide up-to-date computers, equipment, access, and training for library staff and patrons in a cost effective manner.  In addition, the library seeks to provide fast bandwidth access to electronic resources.**

Objective 1:  Provide additional access to electronic resources including Internet, MORE, shared databases, as well as other resources available electronically.

Activity 1:  Create a computer lab that can be used for patron and staff training as well as provide electronic access when not used for training.

Activity 2:  Continue to purchase "share" of e-content.

Objective 2:  Develop staff training for Microsoft Office and Windows.

Objective 3:  Monitor new technologies that may provide enhanced service to the community. (Director and Staff)

Activity 1:   Read library technology related materials including articles, committee minutes and web sites.

Activity 2:  Attend MORE training and technology related training and workshops, as needed.

Activity 3:  Subscribe to one or more technology blogs.

## ACCESS AND FACILITY

The Library Board has identified this area as the major focus for this long-range plan. This area includes short and long-term goals that provide the foundation for future growth of library service in the community.

**Goal 1:  Enhance appearance of library and materials using cost effective methods to increase circulation.**

Objective 1:  Develop eye-catching displays highlighting library materials.

Objective 2:  Weed collection to remove older, worn items and replace as needed and to ease crowding on shelves.

**Goal 2: Construct new or expand present library to meet library space needs based on a 20% population growth.**

Objective 1: Evaluate the current and future space needs of the library.

Activity 1: Request the assistance of IFLS staff to develop a space needs assessment.

Objective 2:  Select and hire an architectural firm (July 2012).

Activity 1:  Tour newly constructed or remodeled libraries for design ideas.

Activity 2:  Prepare site selection report and begin preliminary design work.

Activity 3:  Monitor and adjust space needs based on population, usage, technology or other changes on a yearly basis.

Activity 4:  Develop a generic library building program statement (May/June 2012) that will be refined based upon building option selected.

Objective 3:  Seek Village approval to implement a library expansion project.

Objective 4:  Develop a funding plan for the library expansion project.

Activity 1: Work with the Friends of the Library to fund a portion of the library expansion project.

Activity 2: Investigate grant opportunities available for a library expansion, new building or existing local space, specifically a Community Development Block Grant.

Objective 5: Seek support from community members and organizations for the library's expansion project.