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# Ellsworth Public Library

## Long Range Plan

### 2017-2020

Adopted 09-19-2017 by the Ellsworth Public Library Board of Trustees

## **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**

Judy Perkins, President  
Karen Solyntjes, Secretary  
Curt Wandmacher, Treasurer  
Angela Bjork  
Sharon Hofmeister  
Dawn Schulte  
Renee Whipple

## **Library Staff**

Tiffany Meyer, Library Director  
Florence LaBeau, Children's Librarian/Programming Coordinator  
Laurie Braun, Assistant Librarian  
Jeanne Friedell, Assistant Librarian  
Darcy Behringer, Assistant Librarian  
Crystal Johnson, Library Clerk

## **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 assigned a committee to conduct a series of internal focus groups to identify the key objectives required to meet these needs. Based on the information gathered in our focus groups, the library board has developed this long range plan.

The plan focuses on these main topics: Awareness; Access; Funding; Programming; and Facility.

The plan will serve as a guide for the Library Board in budget and service development as well as when considering future decisions on library space.

## Goals and Objectives

### AWARENESS

#### **Goal 1: Build awareness of the wide range of materials and services available from the library.**

Objective 1: Develop a marketing plan in consultation with outside expertise.

Activity 1: Create a situation analysis.

Activity 2: Describe target audience.

Activity 3: List marketing goals.

Activity 4: Develop marketing communications strategies and tactics.

Activity 5: Set marketing budget.

Objective 2: Publicize library programs and services in accordance with the marketing plan.

Activity 1: Set up new contacts and/or accounts as needed.

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

Activity 3: Enlist assistance to distribute promotional printed materials throughout the community.

Objective 3: Continue to seek and develop partnerships to improve materials and services and promote them to specific populations.

Activity 1: Work with schools and homeschool families to promote collections and databases (outreach opportunities?).

Activity 2: Identify local groups with teen membership.

### ACCESS

#### **Goal 1: Increase accessibility to library materials and services**

Objective 1: Revise policy in regard to fines and public computer use.

Activity 1: Procure advocacy information from IFLS.

Activity 2: Collect policy samples from other libraries.

Activity 3: Appoint committee to update the Ellsworth Public Library Policy.

Objective 2: Develop a temporary address library card policy.

Activity 1: Procure advocacy information from IFLS.

Activity 2: Collect policy samples from other libraries.

Activity 3: Gather statistics regarding transient population in and around our community.

Activity 4: Consult with other agencies and community groups to determine types of transient populations in the area.

Activity 5: Appoint committee to update the Ellsworth Public Library Policy.

Objective 3: Revise policy in regard to replacement of lost or damaged library materials.

Activity 1: Procure advocacy information from IFLS.

Activity 2: Collect policy samples from other libraries to explore options.

Activity 3: Appoint committee to update the Ellsworth Public Library Policy.

Objective 4: Investigate impact of changing, reducing, or eliminating overdue fines.

Activity 1: Procure advocacy information from IFLS.

Activity 2: Collect information from libraries that have reduced or eliminated fines.

Activity 3: Consider alternate sources for loss of revenue.

Activity 4: Consider revision of overdue fine structure.

Objective 5: Develop an institutional card policy.

Objective 6: Evaluate current service hours versus community needs.

## **FUNDING**

### **Goal 1: Enhance funding for library service.**

Objective 1: Work with other Pierce County libraries to increase the county funding level.

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

Activity 2: Collaborate with other Pierce County directors and IFLS on county funding presentation materials.

Activity 3: Attend county board meetings to request increased county funding to county libraries

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

Objective 3: 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.

Activity 1: Work with the Friends of the Library to supplement the library budget for library programs, collections and other special projects.

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

## **PROGRAMMING**

### **Goal 1: Enhance library programming to meet the needs of the community.**

Objective 1: Increase the number and variety of educational, leisure and cultural programs for adults.

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

Activity 2: Establish new partnerships and maintain existing ones with community organizations and area libraries to co-sponsor programs.

Activity 3: Provide funding to advertise and market library programs.

Objective 2: Ensure sufficient support at programs for all ages.

Activity 1: Create a schedule of program support needs.

Activity 2: Study the possibility of volunteer assistance to provide sufficient program support.

Activity 3: Work in collaboration with community organizations to satisfy program support needs.

## **FACILITY**

### **Goal 1: Meet library space needs based on a 20% population growth.**

Objective 1: Implement a facility design process to develop a preliminary building concept design.

Activity 1: Continue to work with architectural firm to develop a preliminary concept drawing.

Activity 2: Seek community input on preliminary concept drawing.

Objective 2: Develop a funding plan for the pending library expansion project.

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

Activity 2: Investigate grant opportunities available for a library expansion.

Activity 3: Create a timeline with fundraising goals based on architect recommendations.

Objective 3: Seek support from community members and organizations for the library's expansion project.

Activity 1: Develop promotional materials for the capital campaign public phase plan.

Activity 2: Develop a list of community members and organizations through power mapping exercises.

Activity 3: Enlist library board, staff and Friends to speak about the expansion project at Chamber meetings, Senior Center events, churches, etc.