

Brillion Public Library Long-Range Plan 2008-2013



Developed by the Brillion Library Long-Range Plan Committee:

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**BRILLION PUBLIC LIBRARY
LONG-RANGE PLAN FOR LIBRARY SERVICES
2008 - 2013**

Executive Summary

This five-year plan was approved by the Brillion Public library Board on September 11, 2007. It is to be reviewed annually by the Library Board for progress and changes. The plan is based on the 2002-2007 long-range plan, taking into consideration trends and changes in library utilization, demographics, technology, etc. This plan has also been written to be consistent with the library's mission statement:

Our Mission: The Brillion Public Library strives to improve the community life by providing free and equal access to information, ideas and knowledge through books, programs, and other resources.

A Citizen's Committee was set up by the Brillion Public Library Board to provide guidance in the development of this Long-Range Plan. The Committee consisted of the following members: Leann Buboltz, Wendy Diel, Nick Madison, Jessica Miller, Larry Nies, Lisa Taylor, Tony Reese, and Dean Wallace, with guidance and assistance from Library Director, Chris Moede. Mary Kohrell, UW Extension Calumet County facilitated the discussions. The Committee met bi-monthly and also communicated through e-mail.

The Committee conducted a stakeholder analysis of library patrons, and determined future stakeholder groups and their relative importance. This helped the committee assess the importance of future issues and services provided compared to the people who would need those services. Results of the stakeholder analysis are included at the end of this plan.

Building on previous library priorities, the issues were grouped into five categories which the Committee ranked into the following priority order. For each of these issues, the committee affirmed a purpose statement, vision statement, goal, and a series of methods or means for accomplishing the goal.

1. Services and Programs
2. Technology
3. Collections and Resources
4. Public Relations and Marketing
5. Administration, including Fiscal, Governance, Human Resources, Access, and Facility

**LONG-RANGE PLAN FOR THE LIBRARY SERVICES AT
THE BRILLION PUBLIC LIBRARY 2008-2013**

1. PROGRAMMING/SERVICES

PURPOSE STATEMENT: Gatherings, activities and functions that are provided beyond the resources of the library to invite people to use the library.

VISION STATEMENT: To make the library available to all citizens of the Brillion area by providing social opportunities and services to meet the public's needs.

GOAL OF PROGRAMMING AND SERVICES: To provide affordable library services and programs that meet the needs of patrons while making the best use of the library's staff's time and training.

PROPOSED ACTIONS:

- Explore other options for programming
 - Constantly monitor and survey programs and make changes where necessary.
 - Continue running current programs until interest and/or attendance declines.
- Consider offering Teen Programs
 - Promote at the schools
 - Consider purchase of board games (Scrabble)
 - Survey teens on interests
- Develop the library as a more formal “Social Center”
 - Consider the “Starbucks” concept
 - Develop activities for pre-teens
 - Develop activities for teens
 - Programs for stay-at-home moms and dads and their children
 - Entertainment concept – movie day, DVD’s, CD’s, music, special programs (Harry Potter evening program)
- Offer supervised after school programs or activities (movie day); craft or activity day, Lock-ins.
- Continue to offer off-site services
 - Programming, large print books for elderly/disabled
 - Consider offering technology for elderly/disabled
 - Retain deposit collections in three housing units
 - Vacation Collections
 - Teacher collections
 - Homebound service: selection and delivery, based on patron needs
- Offer Story Times
 - Monitor and solicit feedback
 - Work with Daycares and preschools
- Offer Summer Reading Programs
 - Continue to solicit additional funding
- Hold Family Programs
 - Consider having author programs
 - Use special invitations for community organizations
 - Consider more programs for the elderly
- Offer tax preparation services
 - Continue to make tax forms available
- Offer Munch-a-Movies
 - Summer movies
- Continue Adult Book Discussion Groups
 - Continue as long as interest is there
 - Consider having volunteers lead the group
- Offer Book Talks

- Library staff/volunteers go into schools or other public places to discuss/promote book
- Provide basic instructions on:
 - Equipment
 - How to access material
 - How to use online data bases
- - Hold cultural events/programming
- Provide access to literacy services in these areas:
 - Computer use
 - Job seeking
 - Reading/writing/ELL (English Learned Language)

2. TECHNOLOGY

PURPOSE STATEMENT: To provide the hardware, software, electronic and digital information sources and connectivity that are needed to run a library.

VISION STATEMENT: To move forward in the 21st century with an information backbone that will support the needs of an educated citizenry while continuing the traditional happenings of a public library.

GOAL OF TECHNOLOGY: The library will provide information to patrons in as timely a manner as possible and in the format most useful to the patron. Digital information sources, and the technology and connectivity necessary to access them, are vital in this information age, as is staff trained to use this technology in a way beneficial to the public.

PROPOSED ACTIONS:

- Access to a reliable network and machines that access the network
- Have the ability to digitalize everything (online books, textbooks, local resources, geneology, census records, microfiche archives, databases, etc.) and further, provide access to everything in a digital fashion (VHS to DVD's, powerpoint instead of overheads)
- Make sure hardware and software is up to date prior to adding other parts of the infrastructure (wireless internet, for example) – maintain a current inventory of equipment
- Offer equipment for use within the building, especially LCD projectors (and maybe screen if not otherwise available).
- Explore policies (insurance, lending, etc) for the possible loan of expensive equipment such as an LCD projector, laptop computer.
- Get wireless internet service in the library and let patrons bring in their own computers.
- Utilize website for interactive means such as blogs.

3. COLLECTIONS AND RESOURCES

PURPOSE STATEMENT: Provide access to physical and virtual materials that make up a library and are available for patrons to use or check out.

VISION STATEMENT: To have the best collection of up-to-date materials and resources that will circulate and respond to the needs of the public.

GOAL OF COLLECTIONS AND RESOURCES: The library will develop and maintain collections and resources in response to changing patron needs and preferences. Formats of materials will be monitored to respond to these needs, evolving and changing with technology, and will be within budgetary constraints.

PROPOSED ACTIONS:

- Acquire and offer books and resources that specifically cater to pre-schoolers
- Conduct a survey of library users and/or the community to assess what kind of materials and resources people want
- Provide marketing and promotion so that people know what resources are available at the library (for example, scrapbooking magazine at the library, people don't know about it)
- Invite groups of people who are interested in hot topics or special topics and run courses or do demonstrations, then make people aware of the library's existing resources (scrapbooking, quilting, digital photography, cake decorating, faux painting, flower arranging, cooking, etc.)
- Run programs based on current, topical issues, and then acquire resources based on interest in those programs (genealogy).
- Explore what resources are available and should be purchased in the Virtual world
- Build the library's collection of books for pre-schoolers.
- Build the library's collection of popular books.
- Decrease the library's acquisition of reference materials in physical form.
- Explore purchase of genealogy databases -- continue ancestry.com subscription; try obtaining access for Brillion library users to heritage quest.com

COLLECTION AND RESOURCES RECOMMENDATIONS

- Utilize
 - Interlibrary loan - consider patron-initiated requests
 - Shared system- utilize to meet needs
 - Continue collection development with system libraries
 - Use measurements being established by the library community to measure in-house and on-line usage
- Circulation of Materials- work toward uniformity in the shared system
 - Checkout periods and fines
 - Processing and cataloging of materials
 - In-house counts and usage
- Developing Collections (Selecting/Adding/Weeding)
 - Specialty collections: health, Parenting, Wisconsin, Consumer, Literacy, Repair, Travel, Careers, Large Print
 - Utilize shared systems to aid in developing this area
 - Remember that the library should have basic collections for immediate needs of users
- Look at Opportunities to
 - Reduce nonfiction that supports schools
 - Less printed reference resources
 - Change format to non-print
 - Look at alternatives such as e-books and the Internet
- Magazines and newspapers
 - Continue to make available a wide variety of topics
 - Survey patrons as to use and needs

- Look at online availability
- Subscribe to newspapers as long as they are current and read.
- Paperbacks
 - Continue to make available a wide variety
 - Preferred format with school age youth
- Audiovisual Materials (CDs, books on tape, videos, DVDs, microfilm)
 - Replace VHS videos with DVD's
 - Replace books on tape with either CDs or other digital formats
 - Monitor microfilm technologies
- Pamphlet File
 - Archive materials appropriately
- Internet Resources, Date Bases, and Computer Software
 - Direct access by patrons: status of fines, checked out materials
 - Web site- greater use as a source for information
- Telephone/E-mail Reference/Referral
 - Use email for patron notifications and reference
 - Use e-mail subscription lists

Equipment

- Evaluate which items to keep as opportunities are presented to eliminate if/when a replacement is needed. Take into account the need for training or operating instructions
- Give consideration for newer types: DVD or CD players.
- Fax
- Copy Machine
- Machine Rental: Video Projector, Slide Projector, Overhead Projector, Screen
- Microfilm Reader/Printer -look to updating to a digital machine
- Laminating

4. PUBLIC RELATIONS AND MARKETING

PURPOSE STATEMENT: To use a variety of processes, both external and internal, to promote the Library, its collections, services and programs.

VISION STATEMENT: To enhance the awareness of the library to all the public.

GOAL OF PUBLIC RELATIONS AND MARKETING: To maximize its presence to the public, the library will incorporate the following processes:

PROPOSED ACTIONS:

- Distribute print information (flyers) about library programs through the school packets to promote programs available to youth and/or their parents.

- Develop a bulletin board at area schools to promote library programs/services
- Have brochure holders in schools to distribute brochures that promote library programs
- Create new e-mail lists that are utilized to promote programs (Battle of the Books, geneology, etc)

- Promote Collections
 - Use bibliographies, bookmarks, brochures
 - Promote shared system
 - Develop and use new data with funding bodies
 - Reader's Advisory

CONTINUE USING THE FOLLOWING METHODS OF PROMOTION:

- Print
 - Newsletters: printed and on the Web site
 - Brochures
 - Posters and signs

- Media
 - Library sign
 - Web site
 - Press releases
 - News articles
 - Cable notices
 - In-house displays

- Public Events
 - Speeches
 - Library tours
 - Open house

- Personal Appearances by library staff
 - School and classroom visits

5. ADMINISTRATION, INCLUDING FINANCES, GOVERNANCE, HUMAN RESOURCES, ACCESS AND FACILITY

PURPOSE STATEMENT: to provide and maintain an accessible, safe and user friendly facility that is staffed by qualified and customer-focused staff.

VISION STATEMENT: To provide a 21st century library with a customer-focused staff that can be enjoyed and used by all citizens of the Brillion area in the most economical manner.

GOAL OF ADMINISTRATION: To operate a facility that is fiscally responsible with policies, plans and procedures that are in compliance with applicable laws.

PROPOSED ACTIONS:

- Building/facility upkeep
 - Work with the City of Brillion on an ongoing maintenance plan which will ensure a safe and Americans with Disabilities Act compliant facility.
 - Very cautiously explore the feasibility of drive-through pick up (perhaps in the 2014-19 plan?) What impact would a drive-thru have on parking and other related services/functions?

- Maintain communication with organizational users of the building (Boy/Cub Scouts) to make sure the facility meets their needs.
- Grounds upkeep
 - maintain a physically attractive setting which reflects pride in the community
- Access
 - Respond to patrons' changing needs for open library hours, balanced with fiscal realities
 - Conduct surveys as needed to provide assessment of needs.
- Fiscal – advocate for adequate library funding utilizing a variety of sources including:
 - City of Brillion
 - County – Calumet and Manitowoc
 - System funding (interlibrary)
 - Grant writing
 - Fund raising
 - Donations
- Explore and monitor opportunities for increased collaboration among libraries, such as shared staff.
- Human Resources and Staffing (Hiring/Training/Evaluating)
 - Hire and retain professional and qualified personnel
 - Continue working with the City of Brillion to develop and periodically review job descriptions.
 - Continue to provide opportunities and support for the library staff for continuing education and/or professional development
 - When possible, utilize Volunteers/Community Service/special Worker Programs to supplement paid library staff
 - Periodic review of personnel policies by the library and library director
- Procedures
 - Periodic review of procedures by the library director to ensure clear direction
- Governance
 - Keep the library board active and informed
 - Utilize the library board to provide expertise to library operations
 - Assure the library board represents a cross section of the community
- Planning
 - Annually review the Long Range Plan to ensure the development of annual operating objectives that support the Plan.

<u>Stakeholder</u>	How and Why Library is Utilized	Potential future # of users L-large M-medium S-small	Importance 1 – Extremely 2 – Reasonably 3 – Not Very 4 – Not at all
Students <ul style="list-style-type: none"> Upper Elementary & Middle School students Home schoolers High school students Parochial school students Adult students All school age youth Pre-school students 	technology access, computer services, materials for school access to education software and online research, materials and classic literature Research, books and multi-media resources Library programs, books and multi-media resources research classes- online and research, test proctoring, Books and multi-media resources; internet, library programs, Library programs, books and multi-media resources, programs	M S M S M M M L	2 3 2 3 2 2 2 1
Elderly/Disabled/Housing Authority	Off-site services, programming, large print, audiobooks	M	2
Organizations <ul style="list-style-type: none"> Churches Scouts (Boy and Cub) Local organizations 	Hold meetings at facility, broadcast, Sign, ILL of materials Hold meetings at facility, library resources Promote organization (sign), program ideas, resources for Girl Scouts and 4H	S M M	3 2 2
Special Interest Groups <ul style="list-style-type: none"> Geneologists Job seekers Visually impaired Consumers Do it yourselfers/ repairers 	Research, help, referral, meetings, ILL Research, help, technology access Books and multi-media resource collection Health information, consumer ratings, Multimedia materials and resources, information	M M M M M	2 2 2 2 2
Technology users <ul style="list-style-type: none"> Internet for users with no or slow home internet access Users of special equipment/technology (slide projector, microfiche, copier, etc., In Focus??) Computer access for people with no home computer 	Special programs, help, technology access Assistance/help using equipment, current equipment Special programs, help, technology access	L S M	1 3 1
Segments of the General Public <ul style="list-style-type: none"> Readers of popular literature/ Recreational readers Parents Truck drivers, walkers, listeners, commuters Racial/ethnic groups (Hispanic, Czech, etc) Businesses In-house users Online users/ at home users Entertainment seekers Taxpayers and community ?? 	New media collection of popular literature, magazines Resources for their children, parenting materials, programs Audiocassettes (books on tape) Special programs, non-English language resources Business resources, literacy resources and programs Newspaper and magazine subscriptions, books, financial investing resources, tax forms, Online reserves, pick up reserved materials, information DVD's, movie programs, videos, Education, information, literacy programs, Fax, copier	L M M S S M L L M	2 2 3 2 3 2 1 1 2

Brillion Public Library Stakeholder Analysis