

2011-14 PLAN

adopted by Library Board of Trustees, Sept. 14, 2010

LIBRARY MISSION STATEMENT

Learn, know, gather and grow -- your center of community life.

LIBRARY VISION STATEMENT

Through the Appleton Public Library, the people of the greater Appleton area will have access to:

- a center of community life for all people, easily accessible and convenient;
- the information necessary to succeed at school, at work, and in their personal lives;
- the materials and programs that stimulate thinking, enhance knowledge, and improve leisure;
- the resources to discover the joy of reading and develop a love of learning;
- the electronic resources to develop needed technological, information-seeking, and evaluation skills;
- a dedicated staff developing useful resources and providing assistance in their use;
- a library that is an integral part of public education and lifelong learning

KEY RESULT AREAS / LIBRARY ROLES & GOALS

Education (Lifelong Learning)

1. Foster in children and young adults a lifelong love of reading and learning.
2. Foster lifelong learning by providing resources and assistance for individuals seeking and evaluating information.

Popular materials (Current Topics & Titles)

3. Provide access to current, popular materials and programs.

Information

4. Provide dependable and reliable information

Building community

5. Serve as a community gathering place.
6. Provide local information, local history, and cultural diversity resources.

Operational issues

7. Provide an adequate number of well-trained staff and volunteers.
8. Make appropriate use of volunteers in providing services and to engage community members
9. Implement library services which address community issues and concerns and educate the community about those services.
10. Ensure adequate financial resources to meet community library service needs.
11. Use appropriate technology to provide service, assist staff, and increase efficiency.
12. Develop an "electronic branch" to interactively deliver library services and materials.
13. Ensure clean, safe, well-maintained and easily accessible facility.

ROLES, GOALS & STRATEGIES

Lifelong Learning

We foster a love of reading and learning through library resources, programs, and services.

Goal 1 Foster a lifelong love of reading and learning.

Strategies:

1. Develop services in conjunction with area schools and other educational organizations.
2. Collect materials for students and educators that supplement and complement educational collection.
3. Develop collection and programs that encourage reading and learning for children, young adults, and families.
4. Develop physical spaces that welcome and encourage children and young adults to be lifelong library users.

Goal 2 Foster lifelong learning by providing resources and assistance for individuals seeking and evaluating information.

Strategies:

1. Provide and promote accessible and user-friendly electronic resources and websites for learning & personal development.
2. Provide services and collect materials for independent learners.
3. Provide services and collect materials for the business community
4. Provide services and materials responsive to individuals with special needs.
5. Promote reading for pleasure for all ages.
6. Provide programs and individual assistance to develop skills in evaluating information sources.
7. Provide educational outreach services and programs to educators and other organizations.
8. Provide employment and job-seeking resources.
9. Provide access to computers, Internet and computer productivity tools.
10. Collaborate with other organizations to present programs for broad range of interests

Current Topics & Titles

We provide current information and high demand materials in a variety of formats.

Goal 3 Provide access to current, popular materials and programs.

Strategies:

1. Develop collection plans to meet public demand, balanced with other community needs for library materials.
2. Provide quality readers' advisory services to help users find materials to meet their interests
3. Collaborate with other organizations to present programs for broad range of interests
4. Provide quality displays and exhibits.
5. Continue implementing increased efficiencies in re-shelving materials to provide more timely access for patrons.

Information

We answer questions, assist with research, help with the evaluation of information through a variety of channels, and expose the public to a broad range of alternative sources.

Goal 4 Provide dependable and reliable information.

Strategies:

1. Provide quality reference service and explore new methods of delivering reference service.
2. Provide quality advice in selecting materials.
3. Provide formal and informal instruction in using and evaluating information resources.
4. Evaluate, weed out, and develop selected areas of the collection for currency, relevance and condition each year.

Building Community

We are a gathering place to share interests and enjoy learning. We celebrate culture and knowledge and honor differences. We provide information about our community and preserve local history.

Goal 5 Serve as a community gathering place.

Strategies:

1. Ensure effective, efficient and convenient meeting and study rooms for local groups and organizations.
2. Create a user-friendly facility, with effective wayfinding tools and helpful people providing information about events and services.
3. Provide a safe and welcoming library environment for the entire community.
4. Develop physical spaces that welcome and encourage lifelong learners of all ages.
5. Work with downtown neighbors to promote clean, safe and friendly neighborhood environment.

Goal 6 Provide local information, local history, and cultural diversity resources.

Strategies:

1. Provide programs and services relating to local history.
2. Provide programs and services relating to cultural diversity.
3. Work cooperatively with other local organizations to strengthen the community through outreach and staff involvement.
4. Develop and provide local information resources, databases, indices, and documents.
5. Develop collection and ongoing displays which promote the value of diverse population groups and address their needs and interests.

Operational Issues

We maintain resources necessary to meet the community's library service needs and accomplish our mission and roles, including:

Goal 7 Provide well-trained staff and volunteers sufficient to meet community needs and sustain quality service.

Strategies:

1. Annually review goals and objectives with the Library Board and staff to reflect service demands and available resources.
2. Hire high-quality staff and provide them with adequate compensation commensurate with other library.
3. Provide excellent customer service.
4. Provide all full-time and part-time staff with training opportunities which promote skills development and fulfillment of the library's mission.
5. Annually establish required training curriculum for all staff.
6. Provide ongoing technology training for skills development and productivity.
7. Affirm and respect the value of each staff member, promote teamwork and communication
8. Provide effective management and supervision.
9. Use cross-training and well-defined task forces to promote collaboration and share information between sections,.
10. Coordinate recruitment, hiring, policies and other personnel practices with the City of Appleton Human Resources Department.
11. Develop improved documentation and communication tools, including the Intranet, to share information within and between sections.

Goal 8 Make appropriate use of volunteers in providing services, and engage community members in the work of the library.

Strategies:

1. Annually review tasks and jobs that could be performed by volunteers; maintain volunteer job descriptions;
2. Explore using volunteers for additional adult programming and greeter functions.
3. Use Friends' funding to provide volunteer coordination, working in conjunction with City Human Resources for intake and problems
4. Ask Friends to assist volunteers with parking costs as needed.
5. Work with Friends to recognize volunteer workers and efforts.
6. Collaborate with other community agencies to develop and use volunteers.

Goal 9 Implement library services which address community issues and concerns and educate the community about those services.

Strategies:

1. Annually review library service needs and set objectives based on statistics, surveys, emerging issues and user feedback.
2. Work with the Friends to inform the community of long-term library needs and plans.
3. Make community aware of library programs and services.
4. Educate the public on how the Library transforms lives and the value of services to the community
5. Communicate the cost of services, and the need for volunteer, political and financial support
6. Review fees for services where appropriate.
7. Consider changes to staffing work loads or responsibilities if revenue is not adequate to support services.
8. Enhance mechanisms for community input and feedback.

Goal 10 Ensure adequate financial resources to meet community library service needs.

Strategies:

1. Develop budgets based on goals and annual objectives.
2. Annually review staff budget and training allocations to meet goals, objectives, and section needs.
3. Use financial support from Friends to supplement the operating budget for new materials, innovative technology, special projects, library programs and marketing and grants for services not funded by the budget.
4. Provide support for Friends fundraising and fund development.
5. Investigate and develop alternative revenue streams and fund sources. Seek additional grant funding as appropriate.
6. Seek or use cost-sharing or collaborative opportunities in providing collection, online resources and services.
7. Work with Outagamie Waupaca Library System to achieve 100% reimbursement for serving county residents, and to study inter-system compensation.
8. Work with the Friends to help develop political and community support for the library's budget and services.

Goal 11 Use appropriate technology to provide service, assist staff, and increase efficiency.

Strategies:

1. Improve internal and external websites to provide effective training, communication and increased efficiencies.
2. Evaluate new technologies as appropriate for library services and programs.
3. Implement Radio Frequency Identification to improve efficiencies.
4. Evaluate best methods of providing Automated Materials Handling.
5. Evaluate potential uses of automated telephone systems.
6. Continue to update and enhance meeting room technology for ease of use by patrons and staff.

Goal 12 Develop an "electronic branch" to interactively deliver library services and materials.

Strategies:

1. Maintain up to date library website as a focus and entry point to a range of digital services.
2. Support electronic delivery of services remotely and in-house, in collaboration with OWLS & OWLSnet where feasible.
3. Develop staff expertise in social networks to increase public awareness and input, as well as efficient delivery of services.
4. Provide access to digitized materials, created with appropriate standards and available through local and collaborative channels.
5. Convert paper forms and registration for library cards and programs into electronic forms available from the webpage.
6. Implement options for e-commerce for payments of bills and fees, as well as supporting donations.
7. Investigate methods of providing increased access to streaming and downloadable video & audio materials.
8. Continue to evaluate and improve access to electronic books, including downloadable books, and circulating eBook readers
9. Continue to develop in-house databases, bibliographies, online exhibits and other resources, make them readily accessible.
10. Increase use of brief instructional videos & FAQs with links to the databases and other resources.

Goal 13 Ensure clean, safe, well-maintained and easily accessible facility.

Strategies:

1. Form a public-private partnership to implement recommendations from 2008 and 2009 building studies.
2. Evaluate opportunities for creating a joint library or library district for improved service, support and efficiencies.
3. Work jointly with City of Appleton Facility Management Department to ensure that facility are well-maintained, including budgeting capital expenditures.
4. Work to provide adequate parking for library users.
5. Work to maintain and improve security presence and coverage throughout the library.
6. Maintain communication and collaboration with Police.
7. Annually review Rules of Conduct and Security Policy with Board and all staff and conduct staff security training.