

GE Bleskacek Family Memorial

BloomerPublicLibrary

Jump into reading.



Bloomer Public Library
Long Range Plan
2016-2019

Approved
September 9, 2015
Bloomer Library Board

Library Board

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INTRODUCTION

As part of the long range planning process, John Thompson, Director of the Indianhead Federated Library System, was asked to conduct a series of focus groups as well as prepare a community opinion survey. The focus groups involved asking area residents to help identify library needs. These public focus groups were held on August 25th and August 27th 2015. Based on the information gathered in our focus groups and by the survey, the library board has developed this long range plan.

The plan focuses on these main topics: Awareness; Facility and Access; Materials; Programming; Volunteers and Friends of the Library; and Staffing.

Implementation of this plan will have an impact on current staffing levels and job descriptions. It is recommended that the Library Director develop a staffing plan including revised job descriptions for library board approval to help ensure a successful plan implementation.

The plan will serve as a guide for the Library Board in budget and service development as well as consider enhancements/modifications to the current building.

Goals and Objectives

AWARENESS

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

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

Activity 1: Assign staff member to review and update website on a regular basis.

Activity 2: Encourage website use through promotional materials.

Objective 2: Continue to publicize library events/services.

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

Activity 2: Distribute library brochures to local businesses; resorts; and community organizations.

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

Activity 1: Work with the community organizations to promote the library.

Activity 2: Strengthen existing partnership with Mayo Health System; School District; Aquatics Center and others to promote programs and services.

Activity 3: Participate in the community parade and other community wide events, as appropriate.

Objective 4: Develop and maintain a consistent visual message.

Activity 1: Use the library logo on all promotional materials.

Activity 2: Display the library logo in the library.

Activity 3: Establish and use a consistent brand and design standard for all materials, including website, brochures, & signage in the library.

Activity 4: Develop a new library vision and mission statement.

FACILITY AND ACCESS

Goal 1: Provide an accessible, inviting and efficient library space that addresses the changing needs of the community.

Objective 1: Determine what interior enhancements would be cost effective.

Activity 1: Evaluate the need to update the look and feel of the walls and carpet.

Objective 2: Work with the IFLS Director to evaluate current and future library space needs.

Activity 1: Identify any additional areas within the library for possible reconfiguration.

Activity 2: Develop a facility assessment for current and future space needs.

MATERIALS

Goal 1: Provide an inviting up-to-date collection that meets of the needs of the community.

Objective 1: Weed and enhance the large print collection.

Objective 2: Evaluate additional alternatives for organization of collections.

Objective 3: Provide a current and vibrant media collection.

Objective 4: Increase the number and variety of displays highlighting the collection.

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

Activity 2: Create ongoing adult enrichment programs that promote lifelong learning such as cooking; genealogy; historical; scenic; or recreational opportunities.

Objective 3: Increase teen and tween participation in library activities by fostering a positive relationship with teens.

Activity 1: Create a Tween Advisory Group or liaison(s) to Teen Advisory Board to solicit input on programming and services.

Activity 2: Create a Teen Volunteer program in conjunction with the Friends of the Library.

Activity 3: Develop a series of tween activities and book club.

Objective 4: Encourage children and their families and/or caregivers to visit the library.

Activity 1: Promote programs and services for youth and encourage early literacy.

Activity 2: Expand educational creativity/activity areas or programming.

Activity 3: Continue/expand partnerships to promote early literacy skills and library programs.

VOLUNTEERS AND FRIENDS OF THE LIBRARY

Goal 1: Help support revitalization efforts of the Friends of the Library.

Objective 1: Help support an increase the size and diversity of the Friends membership.

Activity 1: Meet with the Friends of the Library leadership (along with IFLS staff) to brainstorm membership ideas.

Activity 2: Work with Friends to create a presence on the library's website.

Activity 3: Work with Teen Advisory Board to develop library and community enhancement projects such as a community clothes drive.

Objective 2: Evaluate the creation of Friend's bookshelf or space for ongoing book sales.

Objective 3: Work with the Friends to develop a library volunteer program.

Activity 1: Find an individual within the Friends to serve as volunteer coordinator (unpaid).

Activity 2: Create and define projects and tasks.

Activity 3: Work with the school district on possible service learning projects.

STAFFING

Goal 1: Evaluate staffing needs.

Objective 1: Review staffing levels in relation to current and future service needs.

Activity 1: Monitor current staffing levels; service needs; and open hours to ensure efficient service to patrons.

Objective 2: Provide funding to allow staff attendance at workshops and library conferences.

Activity 1: Fund membership for the Director in the Wisconsin Library Association.

Activity 2: Provide travel reimbursement for attendance at workshops and conferences.

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: Continue to provide opportunities for cross training on essential tasks.

Activity 3: Review staff training needs as new technology and services are implemented.

Goal 3: Retain employees.

Objective 1: Review and update library position descriptions to reflect staff responsibilities and skills on a regular basis.

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