

Appleton Public Library



Long Range Plan 2008-10

Mission

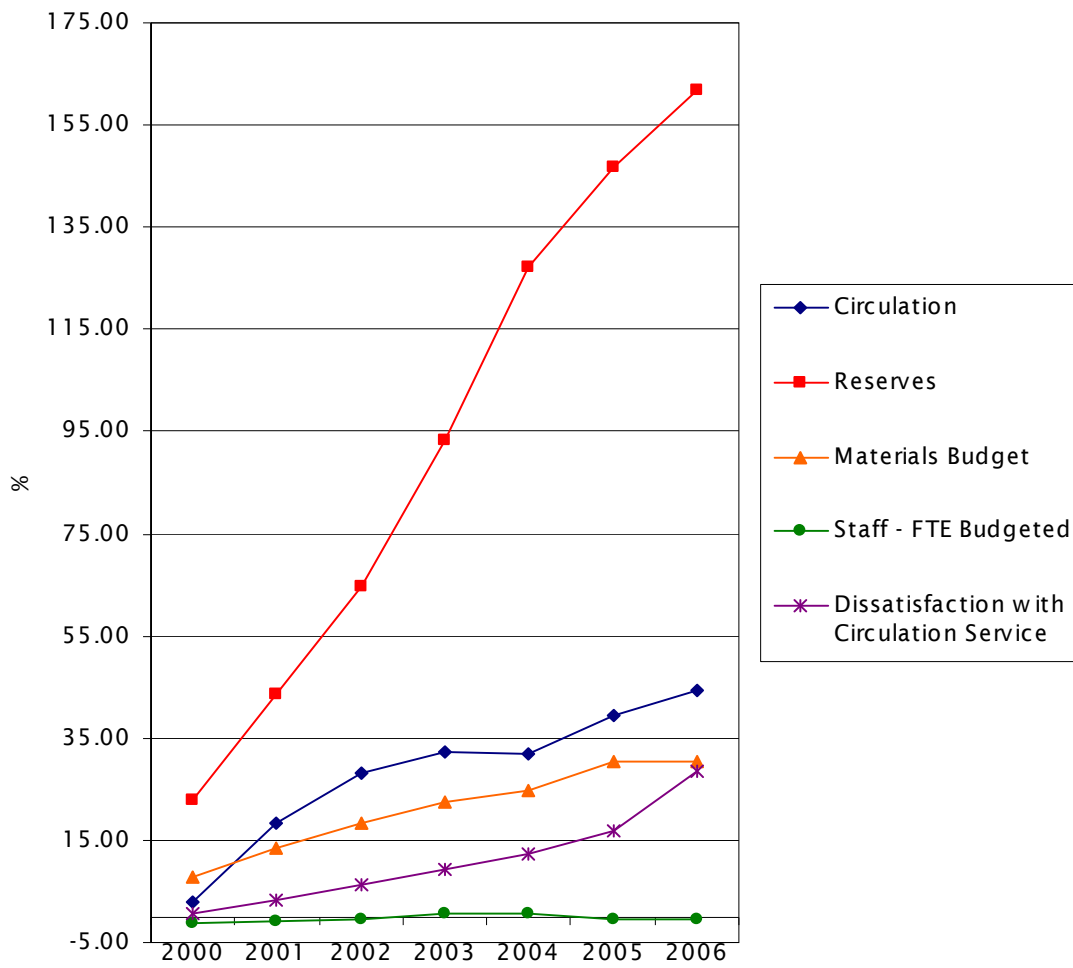
The Appleton Public Library is a center of community life, offering opportunities to learn, know, gather and grow.

Key points

- **an educational resource**
- **a center for the community**
- **more support is needed**

High service demands, high output, increasing needs

Cumulative Annual Change %



Plan process

Library Administration staff began the planning process in 2006. Based on input from staff, Board, colleagues, and the public, it did not appear that drastic shifts in direction were needed, nor consultant services required. We decided to do the planning process in-house, with assistance from the Outagamie Waupaca Library System (OWLS). By January a timeline and a process outline were in place.

The first significant event was a half-day planning retreat for all benefited staff held on President’s Day, facilitated by OWLS Director Rick Krumwiede, and consisting of several planning exercises and discussions. These exercises addressed issues identified by staff, Board, patron surveys and public comments. Reported results were then given to two committees (listed below): a Staff Planning Task Force without management participation, and a Long Range Planning superset of the Library Board Planning Committee. The Long Range Planning Committee, chaired by Peter Ducklow, also included other interested Board members, Library administrators, and representatives of other stakeholders.

The recommendations of the Staff Planning Task Force were also given to the Long Range Planning Committee, and committee members interviewed several community leaders one-on-one. Issues and concerns from these inputs were added to the final draft of the plan adopted by the committee.

Conclusions

While there were no substantial concerns about overall library direction and service mix, there were many concerns about the growing disparity between service demands and resources. Service goals and strategies were modified slightly (goals 1-6), but more efforts (goals 7-11) are needed in:

- marketing & advocacy
- fund development
- technology development for efficiency
- staffing levels & training
- library environment & neighborhood

Long Range Planning Committee

<i>Board Planning Committee members</i>	Peter Ducklow (chair), Terry Bergman, Susan Moua
<i>Library Board members</i>	Karen deYoung (Board President), Rev. Willis Bloedow
<i>Outagamie Waupaca Library System</i>	Richard Krumwiede
<i>Community representative</i>	Patricia Boldt
<i>Friends of Appleton Library</i>	Peter Gilbert
<i>Appleton Library Foundation</i>	David Willems
<i>Library Staff</i>	Terry Dawson, Barbara Kelly, Ellen Jepson

Library Staff Planning Task Force

<i>Building Maintenance</i>	Paul Maas
<i>Children’s Services</i>	Ellen Jepson, Kathleen Westbrook
<i>Circulation Services</i>	Kristine Kipping, Sharon Harp, Terri Kolosso, Melody Hanson
<i>Library Administration</i>	Maureen Ward
<i>Technical Services</i>	Mary Campbell
<i>Reference & Information Services</i>	Colleen Rortvedt, Elizabeth Eisen, Dan Beauvillia

Plan timeline

February 19	President’s Day retreat
March 28-April 23	Staff Planning Task Force meetings
March 27, April 24, May 14	Long Range Planning Committee meetings
April 25-May 14	Community leader interviews
May 14	Draft plan adopted by Planning Committee
June 12, 2007	Library Board approval

KEY RESULT AREAS / LIBRARY ROLES & GOALS

Education (Lifelong Learning)

1. Foster a lifelong love of reading and learning in children and young adults.
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. Align library services with community needs.
9. Ensure adequate financial resources to meet community library service needs.
10. Use appropriate technology to provide service, assist staff, and increase efficiency.
11. Ensure clean, safe, well-maintained and easily accessible facilities.

LIBRARY VISION STATEMENT

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

- 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 library that is an integral part of public education and an easily accessible, convenient focal point of community life, connecting the people of the region.

LIBRARY MISSION STATEMENT

The Appleton Public Library is a center of community life, offering opportunities to learn, know, gather and grow.

KEY RESULT AREAS / LIBRARY ROLES

Lifelong Learning

We support and assist those who foster a love of reading and learning through library resources and programming.

Goal 1 - Foster a lifelong love of reading and learning in children and young adults.

Strategies:

1. Present programs in collaboration with area schools or other organizations.
2. Collect materials for students and educators that supplement and complement school collections.
3. Develop collections and programs that encourage reading and learning for children, young adults, and families.

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 and the business community.
3. Provide services and materials responsive to individuals with special needs.
4. Promote reading for pleasure for all ages.
5. Provide programs and individual assistance to develop skills in evaluating information sources.

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. Collect materials to meet public demand, balanced with other community needs for library materials.
2. Look for opportunities to partner with other organizations to present programs of current interest.
3. Provide displays and exhibits on topics of current interest.
4. Look for increased efficiencies in reshelving materials.

Information

We answer questions, assist with research, help with the evaluation of information, 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 advice in selecting materials through a variety of channels.
2. Provide instruction in using and evaluating information resources.
3. Survey selected areas of the collection for currency each year.
4. Develop electronic resources and websites to provide useful information
5. Support electronic delivery of services remotely and in-house, in collaboration with OWLS & OWLSnet where feasible.
6. Implement appropriate interactive and social technologies (Library 2.0).
7. Implement technology standards for digitization.

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. Provide meeting spaces for local groups and organizations.
2. Work to provide a safe and welcoming library environment for the entire community.
3. 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 and cultural diversity.
2. Work cooperatively with other local organizations to strengthen the community.
3. Develop and provide local information resources, databases, indices, and documents.

Operational Issues

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

Goal 7 - Provide an adequate number of well-trained staff and volunteers.

Strategies:

1. Annually review the plan with the Library Board and the staff.
2. Annually review staff objectives to reflect service demands and available resources.
3. Hire high-quality staff with skills in languages and technology, and provide them with adequate compensation commensurate with other libraries and other City employees.
4. Provide the staff with training opportunities which promote skills development, excellent customer service and fulfillment of the library's mission.
5. Annually establish required training curriculum for all staff
6. Provide adequate accessible technological tools for staff training and communications.
7. Respect the value of each staff member, promote teamwork and communication, and provide good management and supervision.
8. Seek opportunities to promote collaboration and share information between sections, including well-defined task forces
9. Annually review tasks and jobs that could be performed by volunteers; maintain volunteer job descriptions; assess additional adult programming and greeter functions, volunteers or Foundation funding to provide volunteer coordination

Goal 8 – Align library services with community needs.

Strategies:

1. Annually review library service needs and set objectives based on statistics, surveys, and user feedback.
2. Develop marketing plan to make community aware of library services.
3. Actively communicate the variety and value of library services as well as library support needs to the community.
4. Review fees for services where appropriate.
5. Consider appropriate service reductions if revenue does not support services; consider closing at 8 PM year-round unless more funding for staff is available.

Goal 9 - 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. Create fund development plan.
4. Use financial support from the Library Foundation and FOAL to supplement the operating budget and provide support for fundraising.
5. Investigate and develop alternative revenue streams and fund sources. Seek additional grant funding as appropriate.
6. Work with OWLS to achieve 100% reimbursement for serving county residents.
7. Encourage library supporters to speak up at budget time.

Goal 10 - Use appropriate technology to provide service, assist staff, and increase efficiency.

Strategies:

1. Utilize staff Intranet, email and interactive software for effective communications.
2. Review materials security systems, including options for automating check-out, check-in and sorting operations.
3. Study RFID & implement if feasible for cost-saving and improved service.
4. Study automated telephone answering system/directory.
5. Use built-in video projectors & other equipment in program areas to simplify media programming.

Goal 11 - Ensure clean, safe, well-maintained and easily accessible facilities.

Strategies:

1. By 2008, study need for additional facilities, including options for branches, expansion and relocation.
2. Be aware of opportunities for creating a joint library or library district for improved service, support and efficiencies.
3. Work jointly with City of Appleton Facilities Management Department to ensure that facilities are well-maintained, including budgeting capital expenditures.
4. Work to provide adequate parking for library users.
5. Work to expand monitor hours of coverage
6. Improve communications with Police
7. Annually review Rules of Conduct and Security Policy with Board & all staff and conduct staff security training.