

Parlin-Ingersoll Public Library Strategic Plan

FY2015-FY2019

Vision Statement: The Parlin-Ingersoll Public Library strives to educate, enlighten, and enrich the lives of the Canton area community.

Mission Statement: The Parlin-Ingersoll Public Library promotes, develops, and enhances lifelong learning and personal enrichment by meeting the needs of our community through exceptional, individualized service.

Values:

Respect: We provide an environment that is welcoming and respectful of all

Learning: We support learning and encourage reading for all ages

Community: We support the Canton area community and partner with local organizations who share our mission/vision

Access: Open for all

Fairness: We treat all patrons equally.

Goals and Objectives

The goals below are universal, but the objectives to meeting those goals will vary over time with changing staffing, technology, and budgetary environments.

GOAL: The Parlin-Ingersoll Public Library strives to offer exceptional customer service

- Every patron should have a valuable library experience each time they visit the library
 1. Greet every patron with a smile each day
 2. Meet the patrons' expectations and then a little more (WOW factor)
 - a. Suggest titles or authors a patron may also like
 - b. If the requested item is out, place the item on hold but suggest another title
 - c. Take the time needed to assist all customers including children and seniors
 - d. Pull materials for patron requests whether in person, by phone, or by e-mail
 3. Allow more staff time for individualized help and direction
 4. Be more proactive in approaching patrons who may need assistance
 5. Share our philosophy with new staff and mentor by example at all times

- Train staff in all areas of library service so patron needs can be met in a timely manner (These will be worked into performance review goals)
 1. Be able to assist customers with adding an e-mail attachment
 2. Have a basic knowledge of operating the microfilm machine, copy machine, and printers
 3. Be able to assist customers in downloading material and direct the customer to the websites offering instruction for their devices.

4. Be familiar with locating websites that assist in reader's advisory and answer other requests
 5. Refer the patron to another staff person or agency that may better answer their request
 6. Share continuing education opportunities about customer service with staff as budget and time allows
 7. Train staff on balancing time spent assisting patrons and knowing when the patron's needs are beyond the scope of the library staff.
- Share any unmet needs of patrons with other staff members and the Director to determine if changes need to be made to meet those needs
 1. Make notes of requests for materials using the Request for Purchase Form
 2. Note any policy change requests by patrons or any policy issues that are awkward or conflicting and may need revision, which is normally a minimum of every 3 years or sooner as needed
 3. Consider implementing selected in-house customer surveys or solicit feedback directly
 4. Have one or two staff members that are notaries in response to patron requests

GOAL: The Parlin-Ingersoll Public Library will evaluate and develop the collection to meet the needs of its community

Non-print materials

- Analyze the use of eBooks and eAudios to meet our patron requests through the consortia titles and Advantage titles
 1. Monitor circulation statistics monthly for top areas of interest
 2. Monitor titles on hold monthly to consider additional copies to meet demand
 3. Consider circulation rates compared to percentage of acquisitions budget to balance fund allocations yearly
- Consider other affordable ways to add to the downloadable collection
 1. Annually evaluate RAILS eRead Illinois as a supplement depending on the scope of its collection and costs
 2. Investigate other products at conferences and discussions with colleagues
- Investigate the use of downloadable formats such as music and streaming video
- Withdraw little-used formats such as videocassettes by the end of FY15
- Increase use of DVD collection by allowing holds and increasing the checkout limit for DVDs by the end of FY15
- Keep abreast of market changes as more companies market directly to users at low prices that minimize library use

Print materials

- On a continuous basis evaluate circulation history of some authors or subjects and purchase less if low usage or purchase additional copies if there is more demand
- Monitor interlibrary loan requests to determine items that are more cost effective to purchase in-house to meet immediate needs
- Continue to actively weed the collection to provide space for new materials and to eliminate dated materials

1. Weed reference collection by the end of FY16
 2. Weed targeted areas of the children's collection each year
- Develop a collection management policy for children's materials by FY18

All areas

- Seek out ways to increase circulation and promote materials
- Monitor circulation statistics and strive to maintain circulation at 9-10 circulations per capita
- Strive to maintain 12% of budget for materials as recommended by the Illinois State Library
- Strive to retain award winning titles that form core collections of timeless classics in their respective areas by monitoring new award winners and nominees

GOAL: The Parlin-Ingersoll Public Library will encourage life-long learning, literacy, and the love of reading for all ages

- Develop children’s programs to encourage reading
 1. Continue story hours, special programs, and school visits (60 per year)
 2. Explore sensory story times (1-2 per year) beginning in FY15
 3. Implement new program ideas emphasizing STEM (Science, Technology, Engineering, and Math) such as science-related programs (Maker Space, etc.)
 4. Consider after school programs to provide extra opportunities for strengthening reading skills and/or homework helping
 5. Explore opportunities for enhancing literacy for children including online programs accessible from home
- Develop programs aimed at teens
 1. Consider developing a teen advisory board
 2. Coffee-house program
 3. Tech-savvy teen program
 4. Teen job fair
- Investigate summer reading program opportunities
 1. Consider any new strategies to improve the program and recordkeeping
 2. Survey parents and children at the conclusion
 3. Strive for 350 registered participants
- Continue adult book discussion groups (6-7 per year)
 1. Keep the group vibrant by adding other types of discussion
 2. Consider sharing titles with outside book groups
- Maintain adult programs at a minimum of 5 each year
- Emphasize more reader’s advisory and recommended choices of books
 1. Create a special feature book display every two months
 2. Create bookmarks of suggested titles
 3. Continue to regularly recommended books to read on the website and Facebook
 4. Keep abreast of high interest titles via BookLetters, the Good Reads website, and other media
- Evaluate the selection and collection development policies every 2 years as required by law to assure current patron needs are being met

GOAL: The Parlin-Ingersoll Public Library will increase marketing, promotion, and awareness of the library

- Revise the library website by the end of FY15
 1. Make the library catalog link prominent
 2. Be ADA compliant for the disabled
 3. Have a mobile friendly format
 4. Add more prominent space for current events
 5. Add policies along with minutes and agenda
 6. Emphasize what is of immediate interest to the patron first
 7. Create an easily updated site with little maintenance
 8. Monitor usage statistics
- Continue to market and enhance our presence on Facebook
 1. Increase likes to 350 by FY17
 2. Increase comments by creating more interactive posts
- Continue the participation in community events by the Director, staff, and Board
 1. Continue the Director's presence at Rotary each week and at community service projects through the year
 2. Continue and increase school visits by Youth Service Librarian
 - a. Start a "book-tasting" event (samples)
 - b. Participate at book fairs
 - c. Speak at School Assemblies
 - d. Participate in school special event days
 3. Continue to promote the library at Chamber coffees each month
 4. Promote the library weekly wherever you may be as we are all ambassadors for the library wherever we go
 5. Participate in the Friendship Festival parade
- Promote the library's offerings and presence in many venues
 1. Continue marketing through the newspaper
 2. Promote the library offerings on the radio at least 4 times per year
 3. Target flyers throughout the community
 4. Utilize library dry-erase board more to promote pre-publication items
 5. Ask to promote on school announcements
 6. Participate in the Friendship Festival

7. Youth Art in the Park activities
 8. Consider reading story hours on WBYS
 9. Have story telling taped and put on our website
- Evaluate the library catalog for user friendly features
 - Market the use of the library internally with changing displays of books and promotion of reading activities a minimum of every two months

GOAL: The Parlin-Ingersoll Public Library will evaluate the constantly evolving technological needs of the library and adjust accordingly

- Monitor the acquisition of Polaris by Innovative Interfaces to see that the relationships and services continue to meet our library's needs
 1. Attend webinars about services at least one yearly
 2. Visit vendors booths at conferences yearly
 3. Monitor discussions on listservs with other libraries
- Keep abreast of changes in the downloadable/streaming formats
 1. Attend webinars about services at least one yearly
 2. Visit vendors at conferences yearly
 3. Monitor discussions with other libraries
 4. Listen to patron requests
 5. Allow staff time so all view training materials on new features
- Monitor the availability of faster bandwidth
 1. Monitor availability of fiber in the future through AT&T, Illinois Century Network, Comcast, or others
 2. Upgrade of infrastructure to maintain a viable connection speed for the internal workings of the library and the needs of the public
 3. Evaluate the feasibility of more applications moving to "the cloud" and having the connections to successfully make this transition
 4. Investigate the costs of adding fiber connections to the library by FY17/FY18
- Maintain adequate hardware and software to provide wireless access within our building
 1. Contact Ethostream about new wireless equipment in FY15
 2. Contact Chris Plachno for ongoing support and recommendations
 3. Monitor usage statistics on a monthly basis
 4. Utilize e-rate funds to reduce costs each year
 5. Evaluate any impact on wireless use from the Canton Union School District 66 1:1 Digital Conversion Initiative, which requires every high school student beginning in the fall of 2014 to have an electronic device, and hopes to include all high school students the following year.
- Consider adding wireless printing in the future
 1. Price new all-in-one copy machines or other equipment
 2. Make note of patron requests for printing

- Monitor the effectiveness of the debit/credit program
- Monitor usage statistics to determine the number of public access computers needed
 1. Monitor wait times
 2. Monitor usage statistics monthly
- Consider replacements of the computer CD-ROM machines in the children's room (Windows 98 and Windows XP)
 1. Consider AWE learning stations and other replacement options
 2. Investigate any grant opportunities related to digital literacy
- Integrate technology more into current programming as appropriate

GOAL: The Parlin-Ingersoll Public Library will monitor the library's finances, staffing, and facilities to assure a strong, lasting library

- Continue to monitor and analyze trust investments and reserves to plan for future growth on an ongoing basis
 1. Scrutinize JPM investment strategies monthly
 2. Monitor MidAmerica National Bank earnings monthly
 3. Budget less than anticipated income each year
 4. Aim for approximately 2-3% of projected income each year to fund future capital projects and promote annual fund growth
 5. Explore other funding options
- Plan for regularly replaced or maintained equipment within the normal operating budget (Ex. Computer hardware, parking lot resealing, new copy machine, etc.)
- Recognize the costs of an aging facility and plan for future capital upgrades (Ex. HVAC equipment, lighting, carpeting, masonry, landscaping, etc.)
- Seek grant opportunities when feasible
- Analyze and optimize space needs
 1. Review reference area space needs
 2. Monitor space needs and growth for music and movies section as more patrons use downloading services
- Review personnel policies to insure a well-trained staff with low turnover
 1. Review issues the library has experienced
 2. Consult an attorney for any new legal recommendations
 3. Review implications of Affordable Care Act
 4. Allow time for continuing education for all staff for personal growth as part of their performance reviews starting in FY15
 5. Try to incorporate more staff meeting time to explore library planning and trends with at least quarterly longer sessions by FY16
 6. Continue to promote team building, communication, and unity of purpose
- The Director will set up a policy review timetable to assure all policies are revised within the recommended 2-3 year period.
- Develop additional measures for evaluation and success
 1. Customer satisfaction surveys
 2. Increase library visits and attendance

- Organize file systems to comply with the Illinois Records Act and develop a schedule for requests for disposal of documents