

# Parlin-Ingersoll Public Library Strategic Plan

**FY2020-FY2024**

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 which 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. Allow more staff time for individualized help and direction
  3. 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
  - Be able to assist customers with adding an e-mail attachment
  - Have a basic knowledge of operating the microfilm machine, copy machine, and printers
  - Be able to assist customers in downloading material and direct the customer to the websites offering instruction for their devices.
  - Be familiar with locating websites that assist in reader's advisory and answer other requests
  - Refer the patron to another staff person or agency that may better answer their request
  - Continue to have 3 or 4 staff members as Notary Publics.
  - Share our philosophy with new staff and mentor by example at all times
  - Plan an annual staff development training day for full-time and part-time on a topic of service and/or skills (Consider closing on Veterans Day or another day patrons may assume we are closed)
  - Work on developing an in-house Readers' Advisory section on our website replacing the Photo Gallery. Include staff suggestions and read-a-likes. A staff-wide project to grow over several years.

- 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.

**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 especially between books on CD and eAudios
- Weed the music and movie collections of titles not circulating to allow room for new titles
- Keep abreast of market changes as more companies market directly to users at low prices that minimize library use (such as Audible and Walmart)
- Monitor trends in streaming media

**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 fiction collection by the end of FY21

2. Weed adult nonfiction collection on a continuous basis to remove outdated material
  3. Continue long-term weeding on children's nonfiction
- Annually evaluate the circulation and use of magazine and newspaper titles to balance usage with costs

### **All areas**

- 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
- Evaluate the selection and collection development policies every 2 years as required by law to assure current patron needs are being met
- Evaluate the advantages to joining the Find More Illinois project through RAILS for resource sharing

**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
  2. Focus library activities on reading, the arts, and humanities to help develop well-rounded educational opportunities for Canton youth.
- Develop programs aimed at tweens and teens
  1. Continue exploring individual programs targeting specific topics for these age groups
  2. Continue the Page Turners book club for adults and children
- Investigate summer reading program opportunities
  1. Develop an additional reading log for struggling reader's with IEP programs at school or parent/child identified learning disabilities
  2. Contact school administrators to recognize those students who participated in the library's summer reading program
- Continue adult book discussion groups (6-7 per year)
- Maintain adult programs at a minimum of 5 each year
  1. Develop a special program for the Library's 125<sup>th</sup> anniversary in Sept. 2019 (FY20) See attached idea list
  2. Continue adult passive programs including puzzles and display-tie ins to reading topics
- Enhance reader's advisory at all levels by developing an in-house Readers' Advisory section on our website replacing the Photo Gallery. Include staff suggestions and read-a-likes. A staff-wide project to grow over several years.

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

- Update and review the library website annually
  1. Remove photos in Photo Gallery and replace with a readers' advisory element
  2. Update lists from BookLetters
- Continue to market and enhance our presence on Facebook
- Market the use of the library internally with changing displays of books and promotion of reading activities a minimum of every two months
- Promote the library's offerings and presence in additional venues
  1. Continue marketing through the newspaper
  2. Promote the library offerings on the radio at least 4 times per year
  3. Utilize library dry-erase board more to promote pre-publication items
  4. Ask to promote on school announcements
- 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. Continue story times at the elementary schools
    - b. Continue participating at the Ingersoll Middle School Book Club
    - c. Promote library activities 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
- Evaluate the library catalog for user friendly features or promotions
- Evaluate the need for the Parlin News & Views Newsletter and consider other options such as the current "Book Sizzle," which patrons have liked.

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

- Plan for the next Polaris hardware upgrade in Fall 2019 (FY20)
  1. Plan for new production server and possibly 2 new domain controllers
  2. Purchase at least 9 PCs for circulation, tech services, and catalogs
  3. Evaluate router and switches for possible upgrades
- Plan for needed upgrades to the security camera system
- Keep abreast of changes in the downloadable/streaming formats
- Monitor the availability of faster bandwidth
  1. Continuously evaluate the adequacy of our bandwidth through Comcast
  2. Monitor availability of fiber in the future through AT&T, Illinois Century Network, Comcast, or others
- Maintain adequate hardware and software to provide wireless access within our building
  1. Monitor Ethostream about new wireless equipment in the future as last upgrade was in FY15
  2. Monitor any impact on wireless use from the Canton Union School District 66 1:1 Digital Conversion Initiative, which requires students to all have an electronic devices
  3. Monitor the wireless printing service and any necessary upgrades or enhancements
- Continue to utilize e-rate funds to reduce costs each year
- 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
- Evaluate the need for a new AWE learning station (added in Spring 2015)

- Consider updating the telephone system implemented about 2004
- Consider adding Adobe Suite software on select public PCs to allow editing of pdf files.

**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. Monitor MidAmerica National Bank earnings monthly
  2. Budget less than anticipated income each year to grow library reserves to fund future capital
  3. Explore other funding options
  
- Recognize the costs of an aging facility and plan for future capital upgrades based on the long-term plan developed by architect Bill Phillips as well as other needs:
  1. Roof replacements
  2. Parking lot upgrades
  3. Sidewalk repairs
  4. HVAC equipment as needed
  5. Lighting as needed
  6. Carpeting as needed
  7. Masonry as needed
  8. Landscaping
  9. Computer equipment/systems
  10. Telephone system
  11. Security Camera system
  12. Replacement of furniture
  13. Additional fireproof file cabinet to store minutes and valuable papers
  
- Analyze and optimize space needs by continuously weeding materials in all collections to allow room for new acquisitions.
  
- Work on a succession plan to build a strong staff given upcoming retirements
  1. Have staff members compile specific lists of duties to aid in succession
  2. Evaluate individual strengths of new applicants to assign job duties and update job descriptions accordingly.
  3. Review personnel policies to insure a well-trained staff with low turnover

4. Try to incorporate more staff meeting time to explore library planning and trends
  5. Consider an annual staff training/development day
  6. Continue to promote team building, communication, and unity of purpose
- Follow the policy review timetable to assure all policies are revised within the recommended 2-3 year period.
  - Continue to organize file systems to comply with the Illinois Records Act and develop a schedule for requests for disposal of documents

Ideas list for the 125<sup>th</sup> anniversary:

1. Have live music played at various times throughout the day
2. Chamber Open House event
3. Mike Walters talk about history
4. Food such as cookies and beverages all day
5. Promotional items:
  1. Custom-made library book bags (drawing for first 50 and then sell later)
  2. Pens with library name (Give later in Welcome bags for new residents)
  3. Post-it pads with library name (Give later in Welcome bags for new residents)
  4. Special bookmarks
  5. Custom-made or special library stickers for children