

Bovey Public Library 2009 – 2013 Strategic Plan

Adopted by the Board of Directors:
April ____, 2009

*Prepared by:
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PLANNING PROCESS:

The Bovey Public Library completed a comprehensive strategic planning process between November 2008 and March 2009. This process was made possible through financial support from the Arrowhead Library System. Composition of the Planning Team included representatives from the Library Board, administration, and staff.

A community-based process was utilized, which centered on answering the questions: 1) *What are the pressing needs in our community?* and, 2) *What is the library's role in helping to address those needs?* Major steps included conducting focus groups with community leaders and with staff, reviewing community demographic data and library statistics, discussing organizational values and mission, identifying service priorities, and developing detailed action plans for the first year of implementation. In addition, indicators were established to track progress toward achieving the library's new goals.

The resulting strategic plan is intended to guide the library for the next five years, with action plans to be revised annually.

MISSION STATEMENT:

The historic Bovey Public Library engages and informs the community by providing free access to current information, technology, and materials in a welcoming environment that helps students succeed in school and stimulates lifelong learning.

LIBRARY GOALS (In order of priority):

- 1. Community members will increase their participation in local activities and government.**
- 2. Community members will gain knowledge and skills for personal growth.**
- 3. Community members will have a central place to gather where they are warmly welcomed and accepted.**
- 4. Students will be supported and have help to secure information they need to succeed in school.**
- 5. Community members will have free local access to connect them to the digital world.**

PROGRESS INDICATORS:

Goal 1 (Be An Informed Citizen)

- ✓ Number of participants in community forums and coffee meetings with local officials.
- ✓ Survey patrons regarding whether they use the library to keep informed on community issues (annual survey – February).
- ✓ Number of website hits on the community calendar and city council minutes.

Goal 2 (Lifelong Learning)

- ✓ Number of participants in adult programs.
- ✓ Evaluation surveys of adult program participants regarding whether they learned something new.
- ✓ Attendance in after-school programs for youth.
- ✓ Juvenile circulation compared to previous years.
- ✓ Number of participants in the summer reading program.
- ✓ Number of users and hours used for online classes.

Goal 3 (Visit a Comfortable Place)

- ✓ Number of events/meetings held in City Hall building.
- ✓ Number of resident card holders.
- ✓ Number of visits to the library annually.
- ✓ Survey patrons regarding whether they use the library to find out what community activities are going on (annual survey – February).

IMPLEMENTATION STEPS:

<i>Implementation Steps</i>	<i>Timeline</i>
1. Present strategic plan to Board for adoption.	April 2009
2. Communicate the new plan to stakeholders and the public.	April – May 2009
3. Review strategic plan progress as a regular agenda item at staff meetings; make mid-course corrections.	Monthly
4. Discuss strategic plan progress as regular agenda item at Board meetings.	Monthly
5. Compile progress indicator data for annual review.	Annually 2010 - 2013 (January)
6. Board/staff annual ‘retreat’ to review implementation successes and challenges (including indicator data), review goals, revise strategies, and project budget needs.	Annually 2010 - 2013 (January)
7. Staff develop action plans for the next year.	Annually 2010 - 2013 (February - March)
8. Full round of strategic planning.	Winter 2013/2014 (New plan in place by March 2014)

Appendix A:

YEAR 1 Action Plans April 2009 – March 2010

GOAL # 1: Community members will increase their participation in local activities and government.

<u>Strategy A: Community Bulletin Boards</u>		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Physical bulletin boards: <ul style="list-style-type: none"> ▪ Approach Post Office for Community Calendar space (if no, develop one at City Hall). ▪ Develop Library bulletin board featuring our events. ▪ Maintain City bulletin board with municipal business and City Hall calendar. ▪ Update all bulletin boards. 	Pat Candy City Clerk (Pat, Candy) As Above	April 2009 May 2009 May 2009 Monthly
2. Gather community calendar information: <ul style="list-style-type: none"> ▪ Develop list of entities to contact. ▪ Recruit a volunteer to manage community calendar. ▪ Collect information on/dates for community activities. ▪ Update online calendar. 	Pat Pat Volunteer Volunteer	July 2009 July 2009 August 2009 Monthly beginning September
3. Library Website developed and running, including: <ul style="list-style-type: none"> ▪ Library events. ▪ Blog. ▪ Community calendar. ▪ Municipal records. ▪ Promote use of City Hall facilities / include calendar. 	Pat (Web Designer & City Clerk)	September 2009

<u>Strategy B: Forums</u>		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Community Forums: <ul style="list-style-type: none"> ▪ Approach City Clerk, Mayor, Council about co-sponsoring forums. ▪ Hold 1 forum on each of the following issues: <ul style="list-style-type: none"> – Streetscape. – Ball Field. – Comprehensive Plan. – Pit Lake. 	Pat Pat (City Clerk)	May 2009 March 2010

<p>2. Coffee an' meetings with local officials:</p> <ul style="list-style-type: none"> ▪ Approach City officials about informal citizen meetings. ▪ Approach local cafes as sites/co-sponsors. ▪ Hold 6 monthly coffee an' meetings: <ul style="list-style-type: none"> – Meet the new Clerk. – Mayor – Councilors (4 individual) 	<p>Pat Pat Pat (City Clerk)</p>	<p>May 2009 May 2009 May 2009 September 2009 October – December 2009</p>
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Strategy C: Information Distribution

ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
<p>1. Packets for new community members:</p> <ul style="list-style-type: none"> ▪ Determine what to include in packets (include new library brochure). ▪ Collect information and assemble 15 initial packets. ▪ Distribute to new utility customers and library patrons. 	<p>Pat (City Clerk) Pat (City Clerk) City Clerk (Pat)</p>	<p>August 2009 August 2009 August 2009 (Ongoing)</p>
<p>2. Distribution of municipal documents:</p> <ul style="list-style-type: none"> ▪ Promote availability of ordinances, council minutes, resolutions through Clerk's office or Library (on website and community bulletin boards). 	<p>Pat (City Clerk)</p>	<p>May 2009 (Ongoing)</p>

Strategy D: Marketing

ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
<p>1. Conduct 1 presentation for each community group (new Library priorities/strategic plan, services available, upcoming events):</p> <ul style="list-style-type: none"> ▪ Seniors. ▪ Youth group. ▪ Lions club. ▪ Local coffee klatches. 	<p>Pat</p>	<p>December 2009</p>
<p>2. Written media (new Library priorities/strategic plan, services available, upcoming events):</p> <ul style="list-style-type: none"> ▪ Weekly newspaper column. ▪ Submissions to local church bulletins. ▪ Develop library brochure. ▪ Annually update library brochure and do mass mailing. ▪ Mailed newsletter highlighting upcoming events. 	<p>Pat Pat Pat Pat Pat (Youth Advisory)</p>	<p>Weekly Monthly August 2009 Annually (begin January 2010) Quarterly (begin October 2009)</p>

GOAL # 2: Community members will gain knowledge and skills for personal growth.

Strategy E: Youth Programming		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. After-school Programs (Grades 4-8): <ul style="list-style-type: none"> ▪ Approach potential partners and recruit members for Youth Advisory Group. ▪ Youth Advisory gives input and assists in planning for upcoming programs. ▪ Conduct monthly after-school programs (Book Club, movie day, gaming, etc.) 	Pat (Youth Group Coordinator, School) Pat (Youth Coordinator, Volunteer?) Pat (Youth Coordinator, Volunteer?)	May 2009 August 2009 Monthly (beginning September 2009)
2. Summer Reading Program <ul style="list-style-type: none"> ▪ Conduct visits to each classroom grades 4-6 to promote. ▪ Offer summer program including 5 weekly program events. 	Pat Pat	May 2009 July – August 2009
3. Youth collection development: <ul style="list-style-type: none"> ▪ Enhance collection for ages 9-15 (AR, graphic novels, etc). 	Pat	October 2009

Strategy F: Adult Programming		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Conduct quarterly programming for seniors (demonstrations, guest speakers, etc.)	Pat (Senior Center Coordinator)	November 2009, February / May 2010
2. Conduct an arts/cultural event or performance in conjunction with Bovey Farmer's Day.	Candy (Farmer's Day Committee)	September 2009
3. Hold at least 1 local author visit per year.	Pat	March 2010

Strategy G: Displays		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Approach partners (school, cafes, etc) to display Picturing America around town.	Pat	October – December 2009

2. Display case: <ul style="list-style-type: none"> ▪ Public relations to solicit local collections, artwork, crafts, photography, etc. ▪ Rotate display quarterly. 	Pat Pat (Volunteers)	September 2009 Quarterly (begin January 2010)
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Strategy H: Technology		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Develop a technology upgrade plan including schedule for replacement of hardware.	Pat	October 2009
2. Public relations to let public know that time can be reserved on library computers to take online classes (brochure, newsletters, website, etc).	Pat	August 2009

GOAL # 3: Community members will have a central place to gather where they are warmly welcomed and accepted.

Strategy I: Physical Setting		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Adult Room: <ul style="list-style-type: none"> ▪ Apply for funding for adult and youth furnishings (Blandin). ▪ Purchase 3 comfortable wing chairs. ▪ Purchase and wire for 1 floor lamp and 1 table lamp. 	Pat Pat Pat (City Crew)	December 2009 2010 (Pending funding) 2010 (Pending funding)
2. Children's Room: <ul style="list-style-type: none"> ▪ Re-design this space to focus on Youth. ▪ Purchase bean bag chairs or other comfortable seating. ▪ Add mobile gaming equipment. 	Pat (Volunteers) Pat (Volunteers) Pat	November 2009 2010 (Pending funding) Pending ALS grant

Strategy J: Gaming		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Gaming funds: <ul style="list-style-type: none"> ▪ If ALS grant is unsuccessful, seek funding specifically for Bovey. 	Pat	2010
2. Approach Annabelle's about potential partnering for wireless service.	Pat	May 2009