

Coleraine Public Library 2009 – 2013 Strategic Plan

Adopted by the Board of Directors:
April ____, 2009

*Prepared by:
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PLANNING PROCESS:

The Coleraine 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, staff, and interested community members.

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.

ORGANIZATIONAL VALUES:

Early Literacy –

Children are a special priority for our library. Helping the next generation develop reading skills and a love of books is essential to their future success.

Community Connectedness –

The Library is a comfortable gathering place that fosters social interaction within our community, maintains a civic and community events calendar, and keeps people connected with the outside world through technology.

Accessibility –

The Library provides free and open access to everyone. Access to information and materials is made possible through our ample service hours, helpful/knowledgeable staff, and outreach efforts.

Preservation –

The heritage of our community, including the historic Carnegie Library building itself, should be preserved for future generations to understand and maintain a connection to the contributions of those who came before us.

Creativity –

We value creativity in our approach to programming and other library services, and encourage creative outlets and thinking among community members.

MISSION STATEMENT:

The Coleraine Carnegie Library is a community gathering place where children develop a love of reading, youth and adults expand their knowledge and enjoyment, and the public stays connected to our world – past, present, and future.

LIBRARY GOALS (In order of priority):

- 1. All children will develop a love of reading, increase social interaction, and build confidence.**
- 2. Youth and adults will expand their knowledge and enjoyment.**
- 3. Youth and adults will use computers to find and evaluate information.**
- 4. Area residents will be informed of, and involved in, community events and meetings.**
- 5. Area residents will experience community pride in a welcoming atmosphere that provides memories and brings history to life.**

PROGRESS INDICATORS:

Goal 1 (Create Young Readers)

- ✓ Number of children and adults participating in story time (on and off-site).
- ✓ Evaluation survey of child care providers regarding benefits of story time outreach to children in their care.
- ✓ Survey of summer reading participants (e.g. Did you read a book you loved? Did you participate in a group activity? Did you try something new?).
- ✓ Attendance at family program activities.

Goal 2 (Lifelong Learning)

- ✓ Number of participants in youth/adult programs.
- ✓ Survey of youth/adult program participants regarding whether they learned something new.
- ✓ Number of patrons served through outreach (assisted living, homebound delivery), and number of materials circulated.

Goal 3 (Understand How to Find, Evaluate & Use Information)

- ✓ Number of participants in Computer 101 workshop.
- ✓ Survey of computer class participants regarding whether they learned something new.

Goal 4 (Know Your Community)

- ✓ Survey of program participants regarding how they learned of each event.

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. Establish annual budgeting process for the library.	September 2009
6. Compile progress indicator data for annual review.	Annually 2010 - 2013 (January)
7. 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)
8. Staff develop action plans for the next year.	Annually 2010 - 2013 (February - March)
9. 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: All children will develop a love of reading, increase social interaction, and build confidence. (Focus: Ages 0-9)

Strategy A: 0-5 Programming		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Story Time: <ul style="list-style-type: none"> ▪ Apply to Blandin for story time support. ▪ Provide preschool story time once per week. 	Megan Volunteer	July 2009 Weekly (September 2009 – May 2010)
2. Book Activity Bags: <ul style="list-style-type: none"> ▪ Display and promote existing book activity bags (especially at story time); track usage. ▪ Review usage data and determine whether to create more. 	Volunteer Jo Anne	April - May 2009 June 2009
3. Child Care Outreach Pilot: <ul style="list-style-type: none"> ▪ Contact County child care licensing to determine number of family child care homes in Coleraine/Bovey. ▪ Outline process/policies for outreach pilot in writing. ▪ Approach child care providers regarding interest in story time outreach. ▪ Recruit story time outreach volunteer. ▪ Train volunteer on curriculum utilizing book activity bags. ▪ Provide 2 – 4 story time visits to each participating child care home. ▪ Evaluation feedback from child care providers. 	Jo Anne Jo Anne (Megan) Jo Anne Jo Anne Megan Volunteer Jo Anne	April 2009 May 2009 August 2009 August 2009 August 2009 September / October 2009 & April / May 2010 October 2009 & May 2010

Strategy B: 5-12 Programming		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Elementary Class Visits: <ul style="list-style-type: none"> ▪ One library visit for each Kindergarten class. ▪ Weekly library visits for all 1st – 3rd grade classes. 	Jo Anne Staff	May 2009 Weekly (October 2009 – April 2010)
2. Summer Reading Program: <ul style="list-style-type: none"> ▪ Conduct collaborative kick-off event with the kayak lady (grant pending). ▪ Develop 2 special events in-house. ▪ Schedule 2 guest events (ALS). 	Megan (Community Ed) Megan Megan	June 2009 June & July 2009 June & July 2009

3. Centennial Parade Float: <ul style="list-style-type: none"> ▪ Youth participation in creating Library float. ▪ Youth participation in Centennial parade. 	Jo Anne / Megan (Volunteers)	June 2009 July 2009
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Strategy C: Family-based Activities		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Family Movie Nights: <ul style="list-style-type: none"> ▪ Hold 2 summer matinees. ▪ Hold 4 family movie nights during the school year. ▪ Sell concessions. 	Jo Anne (Volunteer)	August 2009 September / November 2009, February / April 2010
2. Family Reading Nights: <ul style="list-style-type: none"> ▪ Hold 2 family reading nights during the school year (e.g. Dr. Seuss celebration). 	Megan (Volunteers)	November 2009 & March 2010
3. Family Gaming Nights: <ul style="list-style-type: none"> ▪ Activities for ages 12-15. ▪ Separate activities for younger ages. 	Jo Anne (Volunteers)	TBD (pending ALS grant)

Strategy D: Facility / Physical Resources		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Purchase comfortable furniture for children's area.	Jo Anne (Megan)	September 2009
2. Update children's collection: <ul style="list-style-type: none"> ▪ Weed collection. ▪ Order new juvenile materials (especially expansion of non-fiction and easy readers for K-1). 	Megan Jo Anne (Megan)	August 2009 September 2009

GOAL # 2: Youth and adults will expand their knowledge and enjoyment.

Strategy E: Programming		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. City Band Concert (Centennial): <ul style="list-style-type: none"> ▪ Develop library activity in conjunction with concert. ▪ Explore selling concessions. 	Jo Anne	July 2009 July 2009
2. Hold 2 additional youth and/or adult programs that contribute to lifelong learning and/or stimulating imagination.	Jo Anne (Presenters)	March 2010
3. Senior Gaming: <ul style="list-style-type: none"> ▪ Wii bowling events. 	Jo Anne	TBD (pending ALS grant)

Strategy F: Exhibits		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Display Case: <ul style="list-style-type: none"> ▪ Develop plan for rotating items in foyer display case (local collections, craftwork, hobbies, art, historical items, etc.). ▪ Change displays quarterly. 	Jo Anne Karla	May 2009 May / August / November 2009, February 2010

Strategy G: Outreach		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Partnership with Assisted Living: <ul style="list-style-type: none"> ▪ Approach local facility about library outreach. ▪ Recruit outreach volunteers. ▪ Schedule and coordinate volunteers. ▪ Conduct monthly outreach visits, bringing movies, books and other materials and read to residents. 	Jo Anne Jo Anne Volunteer Coordinator Outreach Volunteers	May 2009 May 2009 June 2009 Monthly (Beginning June)
2. Delivery of library materials to the homebound. <ul style="list-style-type: none"> ▪ Recruit outreach volunteers (as above). ▪ Determine PR methods and promote delivery service. ▪ Schedule and coordinate volunteers. ▪ Conduct monthly delivery rounds. 	Jo Anne Jo Anne Volunteer Coordinator Outreach Volunteers	May 2009 August 2009 September 2009 September 2009

GOAL # 3: Youth and adults will use computers to find and evaluate information.

Strategy H: Computer Instruction		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Computer 101 Class: <ul style="list-style-type: none"> ▪ Contact Community Education about partnering. ▪ Secure volunteer instructor. ▪ Conduct initial class (maximum 7 participants). ▪ Determine additional classes based on response. 	Jo Anne Jo Anne Volunteer Instructor Jo Anne (Community Ed)	May 2009 September 2009 October 2009 October 2009

Strategy I: Technology Resources.		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Recommended Websites: <ul style="list-style-type: none"> ▪ Post list of recommended sites in the computer area. ▪ Include recommended sites under “favorites” on all public access computers. ▪ Update physical and electronic lists quarterly. 	Karla Karla Karla (Jo Anne)	September 2009 September 2009 Quarterly (December 2009, March 2010)
2. Develop plan for periodic updating of computers.	Jo Anne	October 2009

GOAL # 4: Area residents will be informed of, and involved in, community events and meetings.

Strategy J: Library Promotion		
ACTION STEPS	PERSON RESPONSIBLE	COMPLETION DATE
1. Post library information and events in City newsletter, Scenic Range News community calendar, and Grand Rapides Herald community calendar.	Jo Anne	Monthly (beginning April 2009)
2. Library Brochure: <ul style="list-style-type: none"> ▪ Develop brochure of all library services. ▪ Determine distribution methods and get the brochure out. ▪ Update brochure & re-distribute. 	Jo Anne (Board) Jo Anne Jo Anne (Board)	July 2009 July 2009 Annually