



**Long Range Plan  
Milltown Public Library  
2012-2015**

Adopted  
Milltown Library Board  
May 21, 2012

### **Library Board**

Erling Voss - President  
Linda Jones - Vice President  
Tara Mitchell - Treasurer  
Karen Muller  
Lori Sloper - Secretary

### **Library Staff**

Deanna Wheeler - Director  
Cole Zrostlik - Youth Services  
Krista Schwartz - Library Assistant  
Lois Voss - Library Page  
Lucy Nielsen - Library Page

## **Funding**

The library will have stable and adequate funding to provide the materials, programs and services desired by the community and library users

### **Goal 1: Ensure that Library Board and Village Board members are aware of the intent of individual library accounts and revenue sources.**

Objective 1: Establish a fund chart that describes the purpose and funding source for each library account held by the library board and village.

Activity 1: Create new fund accounts, as needed.

Activity 2: Designate surplus for use for capital improvements/building fund.

Activity 3: Prepare a fiscal report that details the various fund accounts and rationale for fund designations.

Objective 2: Provide monthly financial report to library board detailing account balances and transactions.

### **Goal 2: Strive for a stable base of funding from the Village of Milltown and Polk County.**

Objective 1: Establish a baseline of funding from the village/continued support from the village.

Activity 1: Request Village funding in the current range of \$85-\$95 per capita based upon service needs of the library.

Activity 2: Prepare a sufficiently detailed budget explanation for budget request and/or to justify additional Village funding above the established per capita spending level.

Objective 2: Seek additional Polk County financial support above the 70% minimum required by State Statute.

Activity 1: Work with other libraries in Polk County to request increases to ACT 150 payments over the next three years.

Activity 2: Advocate in conjunction with other County Library Directors and Boards the need for additional county support.

### **Goal 3: Diversify funding sources.**

Objective 1: Work with the Friends of the Library to increase financial sponsorship of library activities and programs.

Objective 2: Develop community/county partnerships to enhance library materials and services.

Objective 3: Seek grant funds for special activities, events or projects.

### **Programming and Services**

#### *Adult*

#### **Goal 1: Enhance existing library programs and develop new programming to meet the needs of the community.**

Objective 1: Offer additional educational, leisure and cultural programs for adults.

Activity 1: Survey patrons to determine program topics of interest.

Activity 2: Work in collaboration with community organizations and groups to provide programming relevant to community's needs and interests.

Activity 3: Provide additional incentives as part of the adult reading program.

Objective 2: Increase adult program attendance.

Activity 1: Keep statistics of attendance. Analyze yearly.

Activity 2: Provide funding to advertise and market library programs.

#### **Goal 2: Continue ongoing technology training to teach patrons to use library resources such as MORE, the Internet, Databases, e-books, and word processing programs.**

Objective 1: Provide training targeting individuals in small businesses and services available to job seekers.

Objective 2: Develop topic specific training such as genealogy, gardening, and reader's advisory to promote library databases.

Objective 3: Provide community agencies such as Job Service or Community Center with a listing of computer training opportunities that might be relevant.

## *Young Adult*

### **Goal 1: Increase young adult participation in library activities.**

Objective 1: Develop partnership with middle and high school librarians and staff.

Activity 1: Visit high/middle school each September (for Library Card signup month) to promote library card registration.

Activity 2: Determine if opportunities are available to have an informational booth promoting library and/or summer library program at the high school and middle school prior to the end of the school year, during summer school registration and district school registration.

Activity 3: In conjunction with the school, offer tours to young adults.

Activity 4: Explore networking opportunities with the schools and public libraries within the district.

Objective 2: Develop positive relationship with teens and community teen groups.

Activity 1: Identify local groups with teen membership.

Activity 2: Invite groups to tour the facility.

Activity 3: Establish a Teen/Tween Advisory Board to solicit input on programming and services.

Activity 4: Recruit teens to serve as library volunteers to assist with programs and other activities.

Activity 5: Explore the creation of a scholarship/incentive program for graduating seniors in conjunction with the Friends of the Library.

## *Children's Services*

### **Goal 1: Encourage children and their families and/or caregivers to visit the library.**

Objective 1: Continue to increase the popularity of the summer reading program.

Activity 1: Plan additional activities for the whole family to attend.

Activity 2: Obtain community support including volunteers and donations to support the program.

Objective 2: Explore development of a series of morning programs for babies and toddlers as well as preschool children.

Activity 1: Invite local child care providers to storytime at the library.

Activity 2: Survey parents to determine appropriate days/times for programs.

Objective 3: Continue evening storytime programs and family film programs.

Objective 4: Continue and enhance early release programs.

**Goal 2: Provide support for teachers, home school educators and students.**

Objective 1: Offer materials and services in support of thematic units.

Activity 1: Gather materials and place holds for instructors via phone and email.

Activity 2: Identify popular theme units in the local School District.

Activity 3: Enhance fiction and nonfiction collections in support of popular themes.

Activity 4: Promote services to educators using newsletters, letters, tours and other means.

**Goal 3: Promote reading beginning before birth.**

Objective 1: Provide and promote resources and services to parents of young children.

Activity 1: Create a brochure encouraging parents to read with their children.

Activity 2: Provide promotional materials promoting libraries & literacy at the area clinics and hospital for the parents of newborns.

Objective 2: Enhance collections to support early literacy.

Activity 1: Expand basic board book, picture book and concept book collection.

Activity 2: Provide additional picture books on audio book.

Activity 3: Purchase materials for parenting collection.

## **Public Relations**

Successful public relations are necessary to promote a positive image of the library. By publicizing the library's resources and events to a wider range of individuals, circulation, visits and usage will increase. Use of library logo on all promotional materials will assist with branding of the library.

### **Goal 1: The library will utilize a variety of channels to promote its services and increase its visibility in the community.**

Objective 1: The library will maintain a website and Facebook Page that is current, useful, and promotes the library's services.

Activity 1: Develop a web page to promote library events and the summer reading program (including a calendar).

Activity 2: Assign staff member to review and update website/Facebook Page on a regular basis to ensure currency of information.

Activity 3: Encourage website and Facebook Page use through promotional materials.

Objective 2: Continue to publicize library events/services via Library Facebook Page, newsletter, brochures, press releases, and signage.

Activity 1: Distribute library brochures to established local locations such as the Village Hall, Community Center and local bank.

Activity 2: Explore alternative possibilities for publicity such as local radio and local cable channels.

Activity 3: Evaluate the effectiveness of current publicity means and ways to make these formats more effective.

Activity 4: Collect email addresses of library patrons and others to provide electronic newsletters and program updates.

## **Technology**

The Library strives to provide up-to-date technology for library patrons in a cost effective manner. In addition, the library seeks to provide fast access to those resources.

Objective 1: Provide additional access to electronic resources including Internet, MORE, shared e-content as well as other resources available electronically.

Activity 1: Explore creation a computer lab that can be used for patron and staff training as well as provide electronic access when not used for training.

Activity 2: Continue to purchase “share” of e-content.

Activity 3: Explore the purchase of in-library use laptops to expand patron computer access

Activity 4: Develop a computer replacement schedule for staff and public computers

Objective 2: Provided staff training for latest version of Microsoft Office as well as new software and technologies as needed.

Objective 3: Assign staff member(s) to monitor new technologies that may provide enhanced service to the community.

Activity 1: Read library technology related materials including articles, committee minutes and web sites.

Activity 2: Subscribe to one or more technology blogs.

## **Staffing**

Goal 1: Ensure staff members are provided the necessary training for current and future needs.

Objective 1: Evaluate staff skills to determine areas in which additional training is required.

Objective 2: Encourage staff to participate in IFLS and MORE training and workshops and provide necessary time to attend.

Objective 3: Provide additional staff training for new services, technology as well as refresher training as appropriate.

Goal 2: Retain library employees.

Objective 1: Review and revise library position descriptions to reflect staff responsibilities and skills on a yearly basis.

Objective 2: Maintain wages and benefits commensurate with position descriptions, the community and peer libraries.

Objective 3: Conduct a wage review of peer libraries to evaluate existing wages and to develop future wage recommendations.

## **Access and Facility**

While focus group participants noted the current library is clean and well organized, they also mentioned problems with the roof, basement and structure as well as the lack of space for a variety of suggestions for improved services and materials. The Library Board has identified this area as the major focus for this long-range plan.

Goal 1: Enhance appearance of library and materials using cost effective methods to increase circulation and to ease crowding on shelves.

Objective 1: Develop eye-catching displays highlighting library materials.

Objective 2: Continue to weed collection to remove older, worn items and replace as needed.

Objective 3: Provide additional signage for collections.

Goal 2: Determine how best to meet library space needs based on a 20 year population growth projection-- a new facility; a remodeled existing building or expansion of the present library.

Objective 1: Establish the projected space needs based upon the recommended 20 year facility planning cycle.

Activity 1: Review focus group comments as framework for facility needs

Activity 2: Monitor and adjust space needs based on population, usage, technology or other changes on a yearly basis.

Objective 2: Develop a generic library building program statement that will be refined based upon building option selected.

Activity 1: Tour new or recently remodeled libraries for design ideas.

Activity 2: Consult with IFLS staff and others on the future needs of libraries.

Activity 3: Work with IFLS to draft a preliminary document that will be modified based upon design option selected.

Objective 3: Select and Hire an architectural firm to provide preliminary consulting and recommendations as needed.

Activity 1: Consult on the feasibility and/or cost effectiveness of various building options.

Activity 2: Prepare reports and presentations as needed.