

Edwardsville Public Library

Long Range Plan 2004

Short History of this process:

The Long Range Planning Committee of the Edwardsville Public Library (Kimberly Harrison, chair, Tamara Vallow, Library Board President, and JoAnn Nabe) worked with library staff, City officials, and the Board of Trustees to convene a strategic planning community committee.

Sandra Nelson, author of The New Planning for Results was asked to facilitate. The Strategic Planning Committee met on January 28 and February 18, 2004. Members discussed their vision of the community's future and performed a SWOT (strengths, weaknesses, opportunities, threats) analysis. Between the two meetings, the library staff and the Board of Trustees discussed all of the service responses listed. The results of those meetings were documented and reported to the Strategic Planning Committee. At the February 18 meeting, the Strategic Planning Committee selected two primary library service responses: Current Topics and Titles and Information Literacy.

The Committee met to review a draft of the plan on June 30, 2004.

The plan was approved by the Committee and then the Board of Trustees on June 30, 2004.

Brief Description of Library & Service Population:

The first lending library was established in Edwardsville in 1819, a year after Illinois became a state. Housed in a renovated Carnegie building circa 1906, the present Library serves a resident population of 21,491 as well as residents of surrounding communities. The Edwardsville Public Library is a member of the Lewis & Clark Library System. The Lewis & Clark Library System provides a variety of services to its 142 member libraries. These services include consulting, cataloging, automated circulation, delivery, interlibrary loan, technology support, training, and continued education classes.

CURRENT TOPICS AND TITLES

Needs Addressed by this Response

Patrons of the Edwardsville Public Library will have improved access to current and popular materials for reading, viewing, and listening and to programs that will enhance their leisure time, stimulate thought,

and expand their knowledge of contemporary culture and issues, and fulfill their desire for satisfying recreational experiences.

Description of Services & Activities

The Edwardsville Public Library will identify and receive potentially popular titles as quickly as possible, get them into circulation, publicize availability, and minimize wait time.

To accomplish this, we will:

- Identify popular authors of adult, young adult, and children's materials and utilize our vendor's "Automatically Yours" program to ensure that we receive these titles immediately upon publication.
- Purchase an item in the format that our patrons desire. Example: audiotape, cd, mp3, ebooks. We will investigate purchasing an in-house repair system for cds and dvds to maximize their circulation life.
- Investigate a leasing program for high demand titles and authors.
- Commit to a quick technical services turn around (one day) on high demand titles.
- Reassess book displays and book display areas annually. Book displays will be updated at least monthly.
- Highlight our young adult collection with attractive displays and comfortable seating.
- Install a bulletin board in the adult reading area featuring book reviews, author interviews, etc.
- Feature our reader's advisory service, book reviews, and popular titles in our newsletter and on our website. We will offer reader's advisory/popular title availability email bulletins to library patrons.
- Seek diverse and creative ways to promote reading and our collection. Example: book talks, author visits, colorful customized reading lists, bookmarks, etc. We will investigate holding a "reading festival" in conjunction with our building's one hundred year anniversary.
- Weed thoroughly our collection at least annually and consistently evaluate it for appearance and accessibility.

- Re-evaluate and revise our collection development policy as needed. We will establish a policy of purchasing one copy for each 3 to 4 reserves placed on an item.
- Seek to provide diverse and creative programs to inform and educate our patrons about current topics of interest. Example: city officials discussing local issues, informational programs for job seekers, senior citizen programs, etc.

Resources Allocated to Service

Current Topics and Titles involves our entire public service staff. In order to provide high quality reader's advisory service, we will hold in-house reader's advisory workshops twice each year. At least one staff member will be sent to a reader's advisory workshop annually. Each staff meeting will include at least one quick book talk of a new book. Staff members will identify areas of interest/expertise and will be encouraged to read review sources and make recommendations for materials selection. Our library staff's "Daily News" will feature book news postings.

In an effort to speed the arrival of an item to the patron, one staff member will be assigned to the "request report". This report will be assessed on a regular basis to expedite home library and interlibrary loan requests. Patrons will be trained in the use of the new automation product. Patrons will have information about the online request process (Webcat) and will be encouraged to contact the Library if they do not receive the item in a timely manner.

We will provide areas for effective merchandising of materials and promotion of browsing. We will provide comfortable seating and excellent lighting. We will feature consistently updated, creative, materials' displays. We will provide a reader friendly website featuring book reviews, new acquisition lists, "staff's best", etc. We will upgrade our listening station with dvd and cd players.

Funding and Support Resources

We will spend approximately 50% of the materials budget on the purchase of current titles and topics annually. The library's website will feature a "how to donate" page. Contributors will have information about our "best seller/hot topics" fund. The Edwardsville Library Friends will be asked to support our efforts by sponsoring author visits and complementary programs.

Service measures

Traditional methods of measuring service will be used, including circulation statistics, length of reserve lists, number of booklists and book displays and attendance at programs. We will also survey patrons to assess satisfaction with our materials, facility, and services. Surveys will be both in-house and online.

INFORMATION LITERACY

Needs addressed by this Service Response

The Edwardsville Public Library will provide computer access to library patrons and will address the need for training and instruction in skills related to locating, evaluating, and using information effectively.

Description of Services & Activities

Patrons of the Edwardsville Public Library will have access to information in a variety of formats – print, electronic, and online. The Library will provide both one on one and group instruction in finding, evaluating, and using these information resources.

To accomplish this, we will:

- Offer eBooks and evaluate patron response.
- Provide reference assistance with the online library catalog as well as providing strategies for finding and evaluating information in multiple formats.
- Offer computer and information evaluation classes based on patron interests, budget constraints and staff availability. Examples: email, internet, databases, etc. Classes will be one on one, group demonstration, and group hands-on, as needed. Some classes will be targeted for children, while others will be targeted for adults and young adults.
- Provide orientation tours of the Library, its collections, and its services.

- Promote our services through a variety of formats – bookmarks, website, newsletter, newspaper, bulletin boards, brochure, email bulletins, etc.
- On our website feature an information literature page to assist children and parents in evaluating information sources in all formats.
- Consistently evaluate the acquisition of additional databases as needed.

Resources Allocated to Service

We will increase staff skills in computer basics and troubleshooting. All public service staff will have a basic set of core competencies. We will train staff and patrons in a new automation product. All current public service staff will attend a pc basics and database class. New staff will attend within six months of hire. Additional staff training will be provided as needed to maintain core competencies and will parallel changes in technology and information sources. We will hire a full time computer trainer/technician by 2005. We will evaluate hiring part-time lab techs to work evenings and weekends. We will remain committed to updating and maintaining computer equipment. The professional staff in conjunction with the Computer Technician will stay current with new technologies and information sources. We will investigate group purchasing of additional electronic resources and databases annually.

Service Measures

Computer class schedules, subjects, and formats will be reassessed three times a year. Traditional methods of measuring service will be used including class and tour attendance statistics and visits to website pages. We will also survey patrons to assess satisfaction with our materials, training, equipment, services, and facility.

Additional Goals and Objectives

Service Goals

The community has access to and is informed about a wide range of high quality library services. The Library will continually evaluate current services and identify opportunities for additional services. We will:

- Continue our commitment to home bound delivery service.
- Annually evaluate library hours and services.
- Continue our commitment to literacy by providing facilities for tutoring and continually evaluate the literacy collection.
- Evaluate our print newsletter and website.

Facilities Goals

The Library has an attractive, inviting, and modern physical facility to house materials and provide services to the community.

We will:

- Install study carrels at the north end of the adult book stacks.
- Repaint the children's library.
- Evaluate building expansion needs by FY 2006/2007.

Staff development Goals

In addition to the previous stated staff training opportunities, the staff of the Edwardsville Public Library will receive training and have access to continuing education.

We will:

- Continually evaluate effectiveness of new employee training.
- Disseminate continuing education opportunities information to staff members. Staff members are encouraged to attend continuing education programs/classes/user group meetings at the Lewis & Clark Library System.
- Provide staff members opportunity to attend library conferences and/or classes applicable to their positions at the discretion of the Librarian-Director and as funds allow.
- Hold a staff development day annually.

Committee members:

Nina Baird
Evelyn Bowles
Rev. James Coode
Ruth Doyle
Kathy Gallagher
Doris Gvillo
Carin Harner
Jenna Highlander
Carole Keene
Meg Oberlag
Scott and Peggy Pace
Martha Richey
Christy Schuessler
Laverne Wilson

Kimberly Harrison represented the Library Board of Trustees and served as chair of the Ad Hoc Long Range Planning Committee. Barbara Driesner and Kathryn Hopkins represented the library staff.

Sandra Nelson, author of The New Planning for Results, facilitated the January 28 and February 18 meetings.