



Amery Area Public Library  
Long Range Plan  
2014-2018

Adopted May 5, 2014 by the Amery Area Public Library Board of Trustees

## **Library Board**

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## **L3 Team**

Jan Bergren, Friends of the Amery Area Public Library  
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Sharon Paulson, Amery Woman's Club  
  
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## **INTRODUCTION**

As part of L3 Leadership Institute planning process, John Thompson, Director of the Indianhead Federated Library System, was asked to conduct a series of focus groups as well as a community opinion survey. The focus groups involved asking area residents to help identify library needs. These public focus groups were held on January 27 and 28, 2014. In addition, a staff focus group was held on February 24. Based on the information gathered in our focus groups and the survey, the library board has developed this long range plan.

The plan focuses on these main topics: Awareness, Facility, Funding, Materials, and Programming.

The plan will serve as a guide for the Library Board in budget and service development as well as enhancements/modifications to the current building.

# Goals and Objectives

## AWARENESS

### **Goal 1: Build awareness of the wide range of materials and services available from the library.**

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

Activity 1: Assign staff member to review and update website on a regular basis.

Activity 2: Encourage website use through promotional materials.

Objective 2: Continue to publicize library events/services.

Activity 1: Use Facebook, website, brochures, and press releases plus explore additional possibilities for publicity.

Activity 2: Distribute library brochures to local businesses and other community organizations.

Activity 3: Create and maintain an email list for electronic newsletters and event notices.

Activity 4: Submit program publicity to the local newspapers and other media to ensure sufficient notice for events.

Objective 3: Continue to seek and develop partnerships to improve materials and services and promote them to specific populations.

Activity 1: Work with the County and other long term care facilities to promote the availability of home delivery; large print materials; and other services to seniors.

Objective 4: Develop and maintain a consistent visual message.

Activity 1: Create and use a new library logo on all promotional materials.

## **FACILITY AND ACCESS**

### **Goal 1: Provide an accessible, inviting and efficient library space that addresses the changing needs of the community.**

Objective 1: Work with the building owner to determine what exterior enhancements might be possible.

Activity 1: Evaluate the possibility of additional re-landscaping of the exterior and adding amenities such as increased outdoor seating.

Activity 2: Provide clearly marked and easily accessible parking spaces including additional handicapped stalls.

Objective 2: Work with the IFLS Director to study possible changes to the first floor spaces.

Activity 1: Identify areas where quiet study rooms could be built.

Activity 2: Transform the northwest corner of the facility into an additional meeting/programming space.

Objective 3: Reevaluate the use/layout of basement as tenants and/or library needs change.

Objective 4: Study expansion of library hours and/or afterhours access to the facility.

## **FUNDING**

### **Goal 1: Build a sustainable funding model for library service.**

Objective 1: Determine current and future capital and operational budget needs.

Objective 2: Communicate with the City Council the current and projected capital/operational budget needs of the library.

Objective 3: Work with other Polk County libraries to increase the county funding level to 100%.

Objective 4: Develop a fundraising/sponsorship plan to identify special projects and possible funding sources including grant sources from outside the area.

Objective 5: Initiate communication with local businesses, organizations, and service groups to increase their awareness of library needs and to enlist their monetary support of the library.

Activity 1: Work with the Friends of the Library to supplement the library budget for library programs and collections..

Activity 2: Form ongoing relationships with local businesses, organizations and service groups to insure continued support.

## **MATERIALS**

### **Goal 1: Provide an inviting up-to-date collection that meets of the needs of the community.**

Objective 1: Determine the right size collection for the community.

Activity 1: Withdraw underutilized and older materials from the nonfiction collections.

Objective 2: Improve labeling/signage of collection areas to improve access.

Objective 3: Evaluate alternatives for organization of collections.

Objective 4: Provide a current and vibrant media collection

Activity 1: Establish a regular cycle for material cleaning.

Activity 2: Purchase additional contemporary music.

Activity 3: Consider establishment of a gaming collection.

Objective 5: Develop a literacy collection that meets the need of ESL/ABE learners and tutors.

Objective 6: Partner with the Amery Historical Society to digitize and make accessible materials relating to Amery's history.

## **PROGRAMMING**

### **Goal 1: Enhance library programming to meet the needs of the community.**

Objective 1: Increase the number and variety of educational, leisure and cultural programs for adults.

Activity 1: Establish new partnerships and maintain existing ones with community organizations and area libraries to co-sponsor programs.

Activity 2: Create ongoing programs that promote area historical; scenic; or recreational opportunities.

Objective 2: Increase adult program attendance.

Activity 1: Monitor program attendance to determine popular topics for programming and publicity effectiveness.

Activity 2: Provide funding to help increase awareness of library programs.

Activity 3: Explore additional creative means of promoting library programs.

Activity 4: Determine additional program needs/interest areas by contacting area groups and organizations.

Objective 3: Increase young adult participation in library activities.

Activity 1: Foster a positive relationship with teens.

Activity 2: Maintain a Teen Advisory Board (TAB) to solicit input on programming and services.

Activity 3: Visit middle/high school each September (for Library Card signup month) to promote library card registration.

Activity 4: Contact local groups with teen membership to discuss potential collaborations.

Activity 5: Create a Teen Volunteer program.

Objective 4: Encourage children and their families and/or caregivers to visit the library.

Activity 1: Continue/expand partnerships to determine community interests and needs.

Activity 2: Promote programs and services for youth and encourage early literacy.

Activity 3: Provide and promote resources and services to parents of young children.

Activity 4: Study implementing additional programming for children and their parents/caregivers.

Activity 5: Work with partner organizations to promote early literacy skills and library programs.

Activity 5: Enhance collections to support early literacy.