



# Amery Area Public Library Long Range Plan 2014-2018

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

## Library Staff

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## L3 Team

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## Introduction

- ▶ As part of L3 the 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. A Staff focus group was held on February 24.
- ▶ Based on the information gathered in the 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.



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## Awareness:

## Facility & Access:

## Funding:

## Materials:

## Programming:

### goals...

### objectives...

**Build awareness of the wide range of materials and services available from the library.**

- ▶ The library will maintain a website that is current, user friendly, and promotes the library's services.
- ▶ Continue to publicize library events/services.
- ▶ Continue to seek and develop partnerships to improve materials and services and promote them to specific populations.
- ▶ Develop and maintain a consistent visual message.

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

- ▶ Work with the building owner to determine what exterior enhancements might be possible.
- ▶ Work with the IFLS Director to study possible changes to the first floor spaces.
- ▶ Reevaluate the use/layout of basement as tenants and/or library needs change.
- ▶ Study expansion of library hours and/or afterhours access to the facility.

**Build a sustainable funding model for library service.**

- ▶ Determine current and future capital and operational budget needs.
- ▶ Work with other Polk County libraries to increase the county funding level to 100%.
- ▶ Develop a fundraising /sponsorship plan to identify special projects & possible funding sources including grant sources from outside the area.
- ▶ 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.
- ▶ Communicate with the City Council the current and projected capital/operational budget needs of the library.

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

- ▶ Determine the right size collection for the community.
- ▶ Evaluate alternatives for organization of collections.
- ▶ Develop a literacy collection that meets the need of ESL/ABE learners and tutors.
- ▶ Partner with the Amery Historical Society to digitize and make accessible materials relating to Amery's history.
- ▶ Improve labeling/signage of collection areas to improve access.
- ▶ Provide a current and vibrant media collection.

**Enhance library programming to meet the needs of the community.**

- ▶ Increase the number and variety of educational, leisure and cultural programs for adults.
- ▶ Increase adult program attendance.
- ▶ Increase young adult participation in library activities.
- ▶ Encourage children and their families and/or caregivers to visit the library.