



AMERY AREA PUBLIC LIBRARY

LONG-RANGE PLAN 2024-2026



AMERY AREA
PUBLIC LIBRARY

ADOPTED SEPTEMBER 26, 2023 BY THE AMERY AREA PUBLIC LIBRARY
BOARD OF TRUSTEES



Thank you to the efforts of the Amery Area Public Library community, board, and staff for providing their time, talent, and energy in creating the 2024-2026 Long-Range plan.

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INTRODUCTION

In 2014, the Amery Area Public Library adopted the 2014-2018 Long-range Plan with collaboration from the Library Director, Library Board, IFLS Library System Consultants, and Library Staff. Once the Amery Area Public Library completed its move into its new location, the process for creating a new Long-range Plan was initiated. Four strategic initiatives were identified: Outreach & Community Partnerships, Materials & Services, Community Connections, and Awareness. The Long-range plan lists general goals and potential action items that could help achieve these goals, all derived from patron, community, and staff feedback. Action Items are not necessarily ranked in order of importance, and are subject to change.

Planning Process

Amery Area Public Library staff, IFLS consultants, Library Board members and community members teamed up in an inclusive and open process to identify and develop priorities and create a flexible path toward achieving them. The plan was developed based on information gathered by:

- community surveys
- patron feedback
- word of mouth reports
- focus groups

The Library Director, Library Board, and staff worked with consultants from IFLS, applying their professional knowledge and industry best practices to identify themes and trends to chart the path of the library's work for the next three years.

The 2024-2026 Long-Range Plan was developed through the following timeline:

Data collection phase: January-May 2023

Develop Long-range Plan framework: April 2023

Library Board Approval of Long-range Plan timeline: April 2023

Develop topics and questions for Focus Groups: May 2023

Select Focus Group participants: May 2023

Compile and Develop background information packets for Focus Group participants: May 2023

Conduct Focus Groups: May 2023

Compile Focus Group comments: June 2023

Develop assessment reports and preliminary findings: June/July 2023

Present preliminary findings to Library Board: June 2023

Preliminary plan recommendations: June 2023

Presentation of rough draft to Library Board: July 2023

Revision of draft Long-Range Plan: September 2023

Board approval of Long-Range Plan: September 2023



STRATEGIC STATEMENTS

LIBRARY MISSION STATEMENT

The Amery Area Public Library enriches the community by connecting people to information, ideas, and experiences.

LIBRARY VISION STATEMENT

The Amery Area Public Library is the welcoming heart of the community and as a cornerstone institution provides opportunities and support for civic involvement, learning, discovery, creativity, and connection for all community members.

The Library's collaborative team commits itself to using our mission and values to guide our daily work and commit us to serve all people in our community.

VALUES

- Service to community - We strive to serve the needs of all members of our community.
- Accessibility - All materials and services are open and available to a diverse community.
- Welcoming environment - We commit to providing a welcoming and safe environment for all members of our community.
- Continuous growth and development - We continue to look for ways to grow, develop, and maintain positive momentum in service of our community and enrichment of our patrons.



GOAL 1: INCREASE OUTREACH AND COMMUNITY PARTNERSHIPS TO BUILD & STRENGTHEN CONNECTIONS WITHIN THE COMMUNITY & REGION

- **ACTION: VISIT COMMUNITY EVENTS WITH THE BOOK BIKE**
 - Attend local farmers markets
 - Attend community events such as Music on the River, Fall Festival, etc.
 - Bring book bike to area nursing/assisted living homes
- Target group: community members who may not/can not regularly visit the library building
- Measures: attendance at events, visits to nursing/assisted living homes
- Responsibility: Library Director, Adult and Youth Services Librarians, Circulation staff

- **ACTION: SEEK OUT SUSTAINABLE PARTNERSHIPS AND COLLABORATION OPPORTUNITIES WITH LOCAL BUSINESSES, THE AMERY SCHOOL DISTRICT, COMMUNITY ORGANIZATIONS, AND/OR OTHER MUNICIPAL DEPARTMENTS**
 - Attend City of Amery Council meetings, Committee of the Whole meetings, department head meetings
 - collaborate whenever possible on events and programming with City of Amery departments and staff
 - guest Storytime readers
 - community events
 - co-host events with the Amery Police Department
 - National Night Out
 - Giving Tree
 - School Supply Drive

GOAL 1, CONTINUED: INCREASE OUTREACH AND COMMUNITY PARTNERSHIPS TO BUILD & STRENGTHEN CONNECTIONS WITHIN THE COMMUNITY & REGION

- Meet with Amery School District leadership, librarians, and staff on a regular basis to identify areas of collaboration
 - Classroom/school visits
 - Monthly book talks
 - New book clubs at middle/high school
 - Tabling at schools during lunch
 - Participation and support of school events
 - Provide space and materials for Amery School District professional development
- Attend Amery Community Club meetings and events
 - Continue membership in ACC
 - Attend meetings and mixers
 - Attend/collaborate with ACC on community events
- Attend Amery Area Historical society meetings
 - Partner with AAHS on educational programming
- Target group: community groups and City departments that can provide mutually beneficial partnerships with the Amery Area Public Library
- Measures: attendance at meetings, collaborations created on an on-going and individual basis, meetings hosted
- Responsibility: Library director, Adult and Youth Services Librarians

GOAL 2: IMPROVE ACCESS TO LIBRARY MATERIALS AND SERVICES

- **ACTION: EVALUATE AND IMPROVE ACCESSIBILITY OF BUILDING AND SERVICES**
 - Work with IFLS to schedule and conduct accessibility audit
 - Review results of audit with IFLS consultant, present to Library Board
 - Take action accordingly
- Target group: library building and website users
- Measures: completion of audit, action taken per results
- Responsibility: Library Director

- **ACTION: SEEK OUT INCREASED TRANSPORTATION OPPORTUNITIES TO THE AMERY AREA PUBLIC LIBRARY**
 - Work with the Amery School District on creation of potential bus drop at library
 - Work with ADRC to explore potential for a “Lift to the Library” bus
 - Bring book bike to area nursing/assisted living homes
- Target group: community members with transportation challenges, Amery School District students
- Measures: meetings with ASD and ADRC, creation of transportation services
- Responsibility: Library Director, Adult and Youth Services Librarians

- **ACTION: EXPLORE EXPANSION OF HOURS/ACCESS**
 - Gather data on foot traffic in the library Monday-Saturday
 - Conduct surveys regarding later hours on weeknights and Saturdays
 - Explore book locker cost/feasibility
 - Prepare cost analysis of later hours
 - Present to library board
- Target group: community members with limited weekday opportunities to visit the Amery Area Public Library
- Measures: tasks completed
- Responsibility: Library Director

GOAL 2, CONTINUED: IMPROVE ACCESS TO LIBRARY MATERIALS AND SERVICES

- **ACTION: INCREASE EXPENDITURES ON NONTRADITIONAL FORMATS**
 - Adjust budget to allow for more expenditures on nontraditional formats
 - Seek grant funding for nontraditional items
 - Seek donations of nontraditional items
 - Conduct surveys to discover wants/needs of the community
- Target group: library users, community members
- Measures: tasks completed, addition of new materials to Library of Things
- Responsibility: Library Director, Adult and Youth Services Librarians

GOAL 3: ENHANCE LIBRARY PROGRAMMING TO BUILD CONNECTIONS WITHIN THE COMMUNITY

- **ACTION: ADD EVENING AND WEEKEND PROGRAMMING TO LIBRARY SCHEDULE**
 - Evaluate staff capacities and schedules to allow for more dedicated programming
 - Create evening programs for families
 - Create monthly Saturday Storytime
 - Continue to add evening programs for adults
 - Create monthly teen programming in the evenings
 - Expand educational classes for adults and youth
 - Target group: community members with limited ability to attend weekday/daytime library programs
 - Measures: creation of programs, attendance at programs, survey feedback
 - Responsibility: Library Director, Adult and Youth Services Librarians
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- **ACTION: IMPLEMENT INCREASED MULTIGENERATIONAL PROGRAMMING OPTIONS**
 - Meet with area nursing homes/assisted living facilities to explore partnerships in programming
 - Create programming that intentionally creates multigenerational interaction
 - Target group: library users and community members
 - Measures: completion of meetings, creation of new programming
 - Responsibility: Adult and Youth Services Librarians

GOAL 3, CONTINUED: ENHANCE LIBRARY PROGRAMMING TO BUILD CONNECTIONS WITHIN THE COMMUNITY

- **ACTION: PARTNER WITH HOMESCHOOLING FAMILIES**
 - Work with area homeschool groups to identify needs
 - Offer space for groups to meet for study/activity/socializing
 - Create programming to fit themes/topics of study
- Target group: library users that homeschool
- Measures: completion of audit, action taken per results
- Responsibility: Youth Services Librarian

- **ACTION: INCREASE TEEN/TWEEN PROGRAMMING**
 - Develop structured and unstructured offerings
 - Offer book clubs for different age groups
 - Explore mentoring/tutoring assistance from older kids to younger kids
- Target group: area teens and tweens
- Measures: creations of programs, surveys conducted to gather feedback for long-term evaluation
- Responsibility: Youth Services Librarian

**GOAL 4:
DEVELOP A LIBRARY AWARENESS PLAN TO IMPROVE
WAYFINDING AND PROMOTE LIBRARY MATERIALS AND
SERVICES**

- **ACTION: ADD SIGNAGE, MAPS, AND OTHER WAYFINDING AIDS TO ASSIST LIBRARY USERS IN NAVIGATING THE BUILDING**
 - Conduct wayfinding aids needs assessment
 - Add signage/maps as needed
 - Create video/3d tours of the library
- Target group: library users
- Measures: creation of needs assessment, creation of tour materials, installation of signage
- Responsibility: Library Director, Adult and Youth Services Librarians

- **ACTION: HIGHLIGHT SPECIFIC LIBRARY SERVICES AND MATERIALS ON A REGULAR BASIS**
 - Create a schedule of materials and services to spotlight
 - Create a recurring social media campaign to highlight areas identified
 - Create/discover tutorials on how to utilize library resources
- Target group: library users
- Measures: completion of weekly schedule, creation of social media content, creation/addition of tutorials on social media and website
- Responsibility: Library Director, Adult and Youth Services Librarians, Circulation Managers

GOAL 4: DEVELOP A LIBRARY AWARENESS PLAN TO IMPROVE WAYFINDING AND PROMOTE LIBRARY MATERIALS AND SERVICES

- **ACTION: CREATE ADDITIONAL READER'S ADVISORY TOOLS AND DISPLAYS**
 - Identify engaging reader's advisory tools
 - Utilize display spaces with a rotating selection
- Target group: library users
- Measures: monthly displays on main floor and youth services, creation of reader's advisory tools
- Responsibility: Adult and Youth Services Librarians, Circulation Managers, Circulation Staff

- **ACTION: UPDATE AND MAINTAIN WEBSITE**
 - Maintain digital list of new materials on website
 - Add information on local history
 - Explore partnership with Amery area historical society on adding digital local history materials to library website
 - Continue digital newsletter and add to website
- Target group: community members and library users
- Measures: monthly update of new materials lists, addition of local history information to website, addition of digital newsletter to website
- Responsibility: Library Director, Adult and Youth Services Librarians

INDEX A: OWNERSHIP AND TIMEFRAME TABLES

Ownership and timeframe tables are grouped by each strategic goal of Outreach and Partnerships, Materials and Services, Programming, and Awareness. The tables are meant as a planning tool, and are not organized by order of importance, but rather by potential quarter and year of completion. The timeframes are estimates and subject to change based on funding, staff time, feasibility, and other external factors.

Progress reports will be made by the Library Director to the Library Board of Trustees on a quarterly basis. An annual “Strategic Plan Review” will be conducted to evaluate the Long-range plan goals, progress, and challenges, revise strategies, and project budget needs..

Goal One: Outreach and Partnerships

ACTION ITEM	ACTION OWNER	TIMEFRAME
Implement guest Storytime readers	Youth Services Librarian	Begin Q2 2024
Co-host events with Amery Police Department	Library Director, Adult and Youth Services Librarians	Q3 and Q4 annually
Visit community events with book bike	Library Director, Adult and Youth Services Librarians, Circulation Staff	Seasonal, Ongoing
Conduct outreach with book bike	Library Director, Adult and Youth Services Librarians, Circulation Staff	Seasonal, Ongoing



INDEX A: OWNERSHIP AND TIMEFRAME TABLES

Goal One, continued: Outreach and Partnerships

ACTION ITEM	ACTION OWNER	TIMEFRAME
Attend City Council, Committee of the Whole, Department Head Meetings	Library Director	Monthly, Ongoing
Meet with ASD Leadership, Librarians and Staff	Library Director, Youth Services Librarian	Ongoing
Attend ACC meetings and events	Library Director, Adult and Youth Services Librarians	Ongoing
Attend Amery Area Historical Society Meetings, partner in programming	Library Director	Ongoing

INDEX A: OWNERSHIP AND TIMEFRAME TABLES

Goal Two: Materials and Services

ACTION ITEM	ACTION OWNER	TIMEFRAME
Schedule and conduct accessibility audit	Library Director	Q2 2024
Work with ADRC on potential "Lift to the Library"	Adult Services Librarian	Q2 2024
Work with ASD on potential bus route to library	Youth Services Librarian	Q3 2024
Gather/evaluate door traffic data	Library Director	Q3 2024
Increase expenditures on nontraditional formats	Library Director	Q3 annually
Explore book locker feasibility	Library Director	2024



INDEX A: OWNERSHIP AND TIMEFRAME TABLES

Goal Three: Programming

ACTION ITEM	ACTION OWNER	TIMEFRAME
Add evening/weekend programming	Library Director, Adult and Youth Services Librarians	begin Q1 2024, then ongoing
Increase teen/tween programming	Youth Services Librarian	begin Q1 2024, then ongoing
Implement increased multi-generational programming	Adult and Youth Services Librarians	Q3 2024
Partner with homeschooling families	Youth Services Librarian	begin Q3 2024, then ongoing



INDEX A: OWNERSHIP AND TIMEFRAME TABLES

Goal Four: Awareness

ACTION ITEM	ACTION OWNER	TIMEFRAME
Add signage, maps, wayfinding tools throughout library	Library Director	Q1 2024
Highlight specific library services and materials	Library Director, Adult Services and Youth Services Librarians	begin Q1 2024, then ongoing
Update and maintain website	Library Director, Adult Services and Youth Services Librarians	begin Q1 2024, then ongoing
Create additional reader's advisory tools and displays	Adult and Youth Services Librarians, Circulation Managers, Circulation Staff	begin Q2 2024, then ongoing





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