

GLEN CARBON CENTENNIAL LIBRARY

LONG RANGE PLAN 2009 - 2013

Library Mission Statement

Glen Carbon Centennial Library is **nationally recognized** for anticipating and meeting the needs of the community with **innovative programs, strong community partnerships**, and a staff committed to **excellence and personal service**.

Goal 1

GCCL will provide state of the art access to a variety of information resources to improve and enhance services.

Strategies:

1. Increase by 50% the number of public access computers and laptops with Wi-Fi for in-house patron use, by the end of the first year of the planning cycle.
2. Continue to support and allocate 1% of budget annually for electronic collection development to provide timely and useful information.
3. Continue to pursue and implement Library 2.0 interactive initiatives and social technologies, for example, blogs and wikis.
4. To streamline patron access to computers, purchase PC Reservation in FY2009.
5. Better assist seniors with the purchase of Assistive Technology in FY2009.
6. GCCL will keep abreast of constantly changing technology by allocating at least 1% of the personnel budget annually to ongoing staff development.
7. The library will continue to develop, maintain, and promote a web site that offers general information on resources, services, and programs.

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Goal 2

Residents will have opportunities to learn how to find and evaluate information in a rapidly changing technological world so that they can use new information technology effectively.

Strategies:

1. The library staff will continue to provide one-on-one assistance in the use of the library's computer hardware and software.
2. Computer classes will be offered a minimum of 40 times during the first year of the planning cycle; and a minimum of 22 times annually for the remainder of the planning cycle.
3. Increase staffing levels in order to offer computer classes at the Library in first year of planning cycle (2009) and consider adding a part-time tech staff person by end of planning cycle.
4. Provide necessary training for library staff to teach library technology workshops/classes.
5. Of the adults who have taken the computer classes, at least 85% will indicate on a survey the library classes helped them develop necessary technology skills.
6. Investigate providing access to emerging technologies that may be developed during the course of this plan.

Goal 3

Expand publicity to raise public awareness of the library among users and non-users.

Strategies:

1. Produce a new series of brochures in FY2009 geared to give an overview of the library services.
2. Produce a professional informational piece for new patrons.
3. Continue to produce a monthly newsletter available in print and online.

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4. Increase publicity budget (*Printing and Publishing*) in planning period, by 10% each year.
5. At least one high profile event will be held each year to promote library services.
6. Offer library meeting space for Village board meetings.
7. Budget to participate in local parades every other year (beginning with year 2009) with an eye-catching floats, etc.
8. Advocate on behalf of the Library by ensuring that staff and board members attend local functions and highlight the Library's role and contributions.
9. Apply for *Best Small Library in America* award by end of planning cycle.

Goal 4

Residents of Glen Carbon will have access to current and popular materials and engaging programs that stimulate their thinking, expand their knowledge of contemporary culture and society, and add enjoyment to their leisure time.

Strategies:

1. Collect materials to meet public demand, balanced with other community needs for library materials.
2. Pursue innovative programming and community partnerships through grant funding.
3. Look for opportunities to partner with other organizations to present programs of current interest.
4. To bring together residents with shared interests, increase number of Adult Programs annually by 5% each year of the planning cycle. In 2009, offer 12 Adult Programs.
5. The library will continue to publicize its new acquisitions via the library newsletter and a *New Titles* flyer.
6. Use displays to highlight new collections and seasonal titles.
7. Circulation Staff continues to use PB Wiki to inform management of patron requests.
8. Maintain collection development practices to ensure the weeding of outdated materials.

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Goal 5

Young Adults (age 12-18) will be provided with access to library materials, programs, online interactive databases and homework help that will meet their interests and needs during their secondary education years. The library will also continue to increase its position in the community as a hub of volunteer activity for the community's teens by creating programs which will encourage intergenerational socialization.

Strategies:

1. The young adult's browsing collection will reflect current and popular trends in teen reading. Offering current topics of interest in both the fiction and nonfiction collections which will encourage literacy for all levels of young adult reader.
2. The size of the young teen browsing collection will increase in size by 5% each year of the planning cycle.
3. Teen Gaming events will be offered to encourage social interaction between young adults in the community as well as intergenerational gaming events that will encourage social interaction between generations.
4. Online programming sessions will be offered to the community's young adults which will provide Library 2.0 technology tools to further enhance each young adult's reading, math, and problem solving skills.
5. Conduct 4 Young Adults programs per year aimed at increasing interest in future careers and providing students with information about colleges, jobs, and other topics of interest to young adults.

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Goal 6

The library will provide the elementary, middle school, high school, and at-home students with materials that will supplement and complement the curriculum of their schools.

Strategies:

1. Increase and improve communications with elementary school teachers and encourage them to use our collection as supplement for their students research activities through the CLASP program.
2. Continue to increase the interaction between local elementary schools and the library by creating educational enrichment partnership programs between local community groups.
3. Maintain an acquisitions program that will supplement the schools' curriculum.
4. Increase the library's awareness factor at the elementary school level by making regular visits to community schools (public and private) for special programming events such as Science Fair, Family Reading Nights, and Summer Reading Programs.

Goal 7

Preschool children and their care givers will have a rich store of programs, services, and materials to stimulate their learning and their love of reading.

1. Story time attendance will increase by at least 10% each year of the planning cycle through continued strong outreach efforts to the local newspapers, library newsletter, email, and website.
2. Continue library outreach to local preschools.
3. Increase library's materials budget for children materials by 10% each year of the planning cycle.

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Goal 8

The library will ensure that its resources will be disseminated and available to all patrons.

Strategies:

1. Continue to facilitate delivery of books and audiovisual materials to the homebound.
2. Develop roaming reference as staffing levels increase.
3. Add Staffing in YS area on Saturdays.
4. Continue to assist patrons who have questions and improve the service by offering assistance more often and by asking each patron if they have found what they are looking for before they leave.
5. To reduce waiting lists for popular titles, consider leasing programs or innovative ways to provide for multiple copies of high interest titles.

Goal 9

Support the delivery of library services with a knowledgeable, technologically competent, and customer-focused staff.

Strategies:

1. Hire high-quality staff with skills in customer service and technology, and provide them with adequate compensation commensurate with other libraries and Village employees.
2. Provide the staff with training opportunities which promote skills development, excellent customer service and fulfillment of the library's mission.

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3. Annually as the library's budget is developed, salaries at comparable libraries will be analyzed.
4. To improve quality of service, Increase Saturday staffing so that 3 people are on duty.
5. Invite staff to address the Board regarding their work, responsibilities, and goals.

Goal 10

Residents will have a modern library facility that is a welcoming and user friendly place for independent reading and learning, for enjoyable new learning experiences, and for meeting and connecting with others to share common interests and ideas.

Strategies:

1. Improve lighting in targeted areas by end of planning cycle (900's and Paperback Sections).
2. Continue to keep an eye on and pursue solutions related to security issues. Consider updating and replacing the Video Security Monitors by the end of the planning cycle.
3. Continue to promote meeting rooms and study room space to the community via Library newsletter, Village and Chamber of Commerce newsletters, and new (2008) online meeting room calendar on the library website.
4. Continue to monitor and work to provide adequate parking for library users, particularly in the summer months.
5. Consider Self-Checkout by the end of the planning cycle.
6. Consider expanded hours, obtain patron input on preferences regarding extended hours.

Goal 11

The Board of Trustees will continue to ensure long term financial security of the library.

Strategies:

1. Continue to support staff in seeking grant funding opportunities.
2. Review fees and other revenue streams where appropriate.
3. Assist and participate in Friends of the Library Fundraising efforts on behalf of the library.

Goal 12

The Board of Trustees will update its governance to more effectively fulfill the library's mission.

Strategy:

1. The Board will review the By-Laws regarding attendance at board meetings.
2. The Board will annually review and assess the progress of the Long Range Plan Goals.