

Estherville Public Library Long Range Plan 2017-2021

2009 Chosen Service Responses: Current Topics and Titles; Lifelong Learning; Commons.

Goals	1. Provide access to fiction, non-fiction, periodicals, print and non-print materials for people of all ages to meet community demand.	2. Community members will have the library resources and facilities they need to foster their lifelong learning pursuits.	3. Community members will find within the library a space for meetings, gatherings, informative programming and quiet study. Both formal and informal spaces will be offered, allowing a neutral and safe environment.
Objectives	1a) Weed and purchase new print materials as-needed to increase collection turnover rate by observing trends related to demand for each area.	2a) Usage of databases and online services will demonstrate value through usage or will be cut in favor of other options.	3a) Meeting space will be made available equitably to all groups compliant with library policy.
	1b) Re-evaluate periodical collection development to determine desired ratio of print vs. digital.		
	1c) Grow non-print collection to reflect demand for this area by comparing the percentage of circulation to the percentage of the collection as a whole.	2b) Continually evaluate physical collections to ensure that the space and budget allocated to each category matches user demand.	3b) The library will both offer programming of interest to all ages, and host programming offered by other groups, to encourage library membership and enhance the quality of life in the community.
	1d) Re-evaluate usage of databases and online services to determine which are desirable to the community.	2c) Programming offered by the library will include current, popular topics offered at times convenient for each target audience.	3c) A deliberate effort will be made to ensure that the library continues to offer the space users need for a variety of purposes, allowing zones for people to gather, to enjoy the quiet, to bring refreshments, to utilize the collection, and to hold meetings.
Strategies	1a) Determine the current turnover rate in each area of the collection and develop a weeding and purchasing plan that will help us work toward the desired ratio in the allotted amount of time.	2a) Staff will evaluate usage of each database or service both to determine demand and the need for further promotion.	3a) Annually review meeting room policies to ensure fairness and flexibility as needed.
	1b) Continually compare print vs. non-print periodical usage and adjust allocation of funds accordingly.		
	1c) Adjust the ratio of print to non-print in our budget, and adjust purchasing routines in order to work toward the desired ratio in the allotted amount of time.	2b) At least annually, staff will compare the usage of each format with both the space and funding allocated for that portion of the collection. Changes will be made as needed, and may include weeding or re-allocation of funds.	3b) Staff will watch trends for popular programming topics, bringing in guest presenters, securing necessary funding, and ensuring proper advertising. Effort will be made to ensure that the needs of all ages are addressed.
	1d) Revise the monthly statistics report to incorporate databases and online services. Watch trends in usage to determine whether the allocation of funding is appropriate in relation to usage, and consider whether further promotion is necessary. Determine whether some services have outlived their usefulness and whether it is time to try something new.	2c) In addition to watching for trends for popular programming topics, staff will also consider convenient scheduling by comparing calendars with other community organizations and by surveying the users for their preferences.	3c) Continually review the spaces currently offered to determine whether they are still adequate. Consider re-allocating collections spaces as needed for the convenience of the users.

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Mission Statement:

The Estherville Public Library enhances the community's quality of life by:

- Maintaining a welcoming and accessible public facility, inviting community residents to gather for meetings, programs, reading, and studying.
- Providing residents of all ages with popular materials in a variety of formats to meet their various interests.
- Being a primary contributor to lifelong learning pursuits.

Timeline:

- Annually in January:
 - Evaluate the Strategic Plan, determining progress towards goals and objectives
 - Evaluate collections turnover rate and factor this information into the weeding plan which begins in January each year
- Annually in April:
 - Evaluate database usage to determine which will be renewed for the coming fiscal year
- Annually in July:
 - Evaluate the ratio of print vs. digital collections according to their usage
 - Evaluate meeting room usage, considering whether current usage complies with the policy, whether the policy needs revision, and whether there are adjustments to be made to better meet demands
- Annually in August:
 - Evaluate programming variety and attendance, discussing changes or additions to enhance future offerings
 - Evaluate program schedules against other events happening in the community
- Every 3 years (or sooner, as needed):
 - Conduct a community survey

Keeping in mind:

- According to our 2017 Community Survey:
 - 69% of respondents ranged from 20+ year to lifelong residents. We must work to better welcome and encourage usage by newcomers.
 - 92% of respondents were motivated to use the library by their personal interests. Staff began implementing mid-month orders to expedite requests in 2017, and will work to fill as many requests made via the survey as possible in 2018.
 - 58% of respondents were full-time workers. We must consider the schedules of working people when planning programming and special services, in addition to offering conveniences that make it easier to use the library's resources on a tight schedule.
 - 47% do not (or rarely) use the library's virtual services. We hope to reduce this by at least 3% by 2021 through promotion of lesser-known services