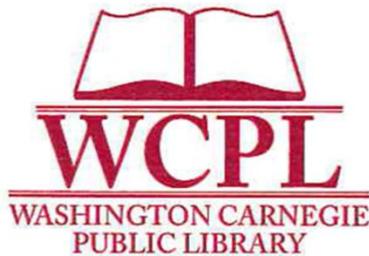


**Washington Carnegie Public Library
Strategic Plan
2013-2017**



**Adopted by the
Washington Carnegie Public Library
Board of Trustees
December 13, 2012**

Strategic Plan Prepared by: Teresa Heidenreich, Director

2012 Board of Trustees

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MISSION STATEMENT:

Mission Statement: The mission of WCPL is to promote the development of independent, self-confident, and literate citizens through the provision of open access to intellectual, informational, cultural and entertainment resources.

ABOUT THE LIBRARY

Library as Defined by Indiana Public Library Standards: The Washington Carnegie Public Library is defined under 590 IAC 6-1-2 as a Class “B” Library serving a population of 10,001-39,999.

Library Description: The Washington Carnegie Public Library, constructed in 1902 with expansion and renovation in 1998, is located in the city of Washington, Indiana in Daviess County. The library district is the residents living within the city limits of the city of Washington, Indiana. The physical and mailing address of the Washington Carnegie Public Library is 300 West Main Street, Washington, Indiana 47501 and boasts 14,000 square feet of usable space. The website is <http://washingtonpubliclibrary.org>. The library’s telephone number is 812-254-4586.

Library Board: The Washington Carnegie Public Library is governed by a Library Board of Trustees. The Library Board is composed of seven (7) members. The Board members are appointed as follows: three (3) by the Washington Community School Board; one (1) by the Daviess County Commissioners; one (1) by the Daviess County Council; one (1) by the City Council of Washington and (1) by the Mayor of the City of Washington.

Library Administration: The Washington Carnegie Public Library employs as the library director an individual who meets Librarian Certification 2 as defined in 590 IAC 5-4-3. This individual must have degree from an American Library Association accredited master of library science program from an accredited university as well as three years of relevant library experience.

STATEMENT OF COMMUNITY NEEDS AND SERVICE PRIORITIES

The Board and Staff of the Washington Carnegie Public Library are dedicated to bringing to the City of Washington a library that is directly responsive to the needs of the community. To guide this effort, the Board elected to pursue the Public Library Association’s *Strategic Planning for Results* model. This model is recognized nationwide as a powerful and effective tool for aligning community needs with library service priorities.

Representatives from education, business, local government and social service agencies in our area as well as a few patrons and library staff volunteered their time to be part of a Community Planning Committee which sought to articulate a progressive vision for WCPL. They committee shared their visions for a vibrant community and talked about what would need to what the Library could do to assist community residents in their quest to achieve this vision.

The Community Planning Committee recommended that the Library Board adopt five service priorities from *Strategic Planning for Results* for the period 2013-2017. These priorities are:

- I. *Create Young Readers: Early literacy.* Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen, School aged children will be provided with the support they need to engage in a world of reading.
- II. *Learn to Read and Write: Adult literacy.* Adults and teens will have the support they need to improve their literacy skills in order to meet personal goals and fulfill their responsibilities as parents, citizens and workers.
- III. *Satisfy Curiosity: Lifelong learning & the Arts.* Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.
- IV. *Connect to the Online World: Public Internet Access & Media.* Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.
- V. *Discover Your Roots: Genealogy & Local history.* Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.

SERVICE GOALS AND OBJECTIVES

WCPL's goal for 2013-2017 is to focus on solutions, think strategically and pursue measurable outcomes to address the five service priority areas. Listed below is each Service Priority with Goals/Objectives/Activities.

- I. *Create young readers: Early Literacy*
 1. Children 0-5 years will be ready to enter school as successful learners.
 - Each year a minimum of 70 parents and caregivers will be trained in early childhood literacy.
 - Each year at least 200 young children will participate in a library sponsored or co-sponsored program.
 - Circulation of caregiver and early literacy resources will increase by 2% each year.
 - Activities:
 - ✓ Collaborate with the local day care centers to provide training
 - ✓ Provide brochures to local organizations and advertise programming
 - ✓ Staff planning and training workshops
 2. Children grades K-8 years will have materials and programs that stimulate their imaginations and engage them in the world of reading.
 - Each year a minimum of 80 children grades K-8 will register for a library card.
 - Each year a minimum of 500 children will participate in summer reading.
 - Annually, circulation of juvenile materials will increase 2%.
 - Activities:
 - ✓ Visit local schools throughout the year to promote the library
 - ✓ Promote the Summer reading club and other programs
 - ✓ Annually evaluate, weed, plan and develop all collections and e-resources.

3. Teens will find quality materials in emerging formats and will find positive activities to enhance their leisure time.
 - Each year a minimum of 40 teens will participate in a library sponsored or co-sponsored program.
 - Annually, circulation of teen/young adult fiction will increase 2%.
 - Each year, a minimum of 90% of teens surveyed who attended a library sponsored or co-sponsored program will say the program was good or excellent.
 - Activities:
 - ✓ Collaborate with local junior high and high schools
 - ✓ Promote the programs and collection with displays
 - ✓ Survey participants on satisfaction

II. *Learn to Read and Write: Adult Literacy*

1. Adults with a 0-4th grade reading level will have the opportunity for basic adult literacy classes at the library.
 - During the first two years, the library have enrollment of 2% of literacy-challenged population (ages 16 and up).
 - 100% of the volunteer tutors will receive appropriate training.
 - 80% of the literacy students will see improved reading levels by one step within each six months.
 - 70% of literacy students will continue on to advanced adult education classes offered by other agencies.
 - Activities:
 - ✓ Collaborate with SCEA and Region 8 Adult Basic Education to provide training
 - ✓ Promote and advertise adult literacy with local agencies
 - ✓ Provide assessments to students
2. Adults will find a wide variety of learning materials in different reading levels.
 - Annually, circulation collection noted for literacy learners will increase 5%.
 - 80% of literacy students will say collection is stimulating and topics are useful.
 - Activities:
 - ✓ Denote suggested reading level on materials
 - ✓ Annually evaluate, weed, plan and develop all collections and e-resources.
 - ✓ Survey students concerning collection

III. *Satisfy curiosity: Lifelong learning & the Arts*

1. Adults and Teens will have the resources they need to explore topics of personal, professional and vocational interest and to become passionate learners throughout their lives.
 - Each year the library will offer at least 12 unique program themes for teens and adults.
 - Each year at least 400 adults will participate in a library sponsored or co-sponsored life-long learning program.
 - Circulation will increase by 1.5% a year
 - Each year, a minimum of 90% of adults surveyed will indicate that staff was helpful in finding information or materials to explore a topic of personal interest.

- Each year, a minimum of 90% of adults surveyed who attended a library sponsored or co-sponsored life-long learning program will evaluate the program as very good or excellent.
- Each year, a minimum of 80% of adults surveyed who were looking for information or materials to explore a topic of personal interest will indicate the library's collection was very good or excellent.

Activities:

- ✓ Staff will attend professional development training and explore methods of programming
- ✓ Work with local media to promote program/collection
- ✓ Annually evaluate, weed, plan and develop all collections and e-resources
- ✓ Survey patrons concerning collection, programming and resources

2. Adults age 60 and older will have the resources and services they need to explore areas of personal interest.

- Each year, at least 80 adults 60 and over will participate in a library sponsored or cosponsored event to explore an area of personal interest.
- Each year, circulation of large print materials will increase by 3%.
- Each year, outreach circulation will increase by 2%.
- Each year, a minimum of 70% of adults over 60 surveyed will say they learned about a topic of personal interest at the library.

Activities:

- ✓ Outreach staff will promote collection and programming to this target group.
- ✓ Annually evaluate, weed, plan and develop all collections and e-resources.
- ✓ Survey patrons concerning collection, programming and resources

3. Adults and Teens will have the resources they need to explore arts and culture which will stimulate minds and curiosity.

- Each year the library will offer at least 2 unique arts/culture programs for teens and adults.
- Each year at least 200 adults will participate in a library sponsored or co-sponsored arts/culture life-long learning program.
- Requests for such programming will increase by 20% a year
- Each year, a minimum of 90% of adults surveyed will indicate that programming was educational and inspiring.
- Each year, a minimum of 90% of adults surveyed who attended a library sponsored or co-sponsored arts/culture program will evaluate the program as very good or excellent.
- Each year, a minimum of 20% of adults surveyed who attended a library sponsored or co-sponsored arts/culture program will request more information or materials about the topic.

Activities:

- ✓ Staff will attend professional development training and explore methods of programming
- ✓ Staff will explore arts/culture opportunities from known and new contacts
- ✓ Work with local media to promote program/collection

- ✓ Annually evaluate, weed, plan and develop all collections and e-resources
- ✓ Survey patrons concerning collection, programming and resources.

IV. *Connect to the Online World: Public Internet Access & Media*

1. Library visitors will have current computer technology and high speed access to the internet
 - Average wait time of public access internet stations will be less than 5 minutes
 - 90% of users will say that library's technology service is good or excellent.

Activities:

 - ✓ Annually evaluate technology and update/replace according to technology plan
 - ✓ Survey patrons concerning satisfaction of technology
 - ✓ Work with ISP to insure proper working of all outside connections
2. Library visitors will have opportunities and resources to develop their computer skills
 - Each year, the library will offer 12 computer related training programs.
 - 80% of participants will indicate increased fluency in computer language and/or computer skills.

Activities:

 - ✓ Create programming that highlights basic computer literacy
 - ✓ Provide up-to-date technology for learning
 - ✓ Survey participants to determine growth levels
3. Library visitors will be able to connect with information covering a wide variety of e-resources
 - Each year, the library will offer classes on how to use library databases.
 - Each year, the library will offer 4 classes on e-government, medical or educational resources.
 - 80% of participants will indicate the programs were very good or excellent.

Activities:

 - ✓ Department heads will pass on training to the public via library technology
 - ✓ Promote programs using local media and partner with local organizations
 - ✓ Survey participants to determine satisfaction

V. *Discover your roots: Genealogy & Local history*

1. Genealogy and Local History Room visitors will have a thorough collection and trained staff available.
 - 80% of books written about the community will be purchased.
 - 90% of visitors will receive the information sought or directed to an outside source.
 - 90% of people who receive one-on-one assistance will indicate that the staff was knowledgeable and helpful in relation to genealogy/local history.

Activities:

 - ✓ Annually evaluate, weed, plan and collect in the department
 - ✓ Organize information for easy access
 - ✓ Provide training/workshops to reference staff to keep them abreast of topic
 - ✓ Survey participants to determine satisfaction

2. Library visitors will have opportunities and resources to develop their genealogical and local history knowledge.
 - Each year, quarterly programs will be offered on various genealogy or local history topics.
 - 80% of participants will indicate that the programs were informative and useful.
 - Activities:
 - ✓ Promote programs using local media and partner with local, state or federal agencies
 - ✓ Survey participants to determine satisfaction

COLLABORATION AND EVALUATION

As opportunities present themselves WCPL will engage in strategic conversations with other public libraries and community partners to address the five service priority areas. We cannot predict what solutions, innovations or initiatives will develop from such partnerships which is why it is impossible to make a specific listing of additional activities to support priorities. What you will see is a dynamic library system that adapts to the changes in our community. The Board of Trustees will review this plan; evaluate objective successes/failures; update goals; update budgeted amounts and other needed corrections/ amendments annually at the January meeting.

FINANCIAL RESOURCES AND SUSTAINABILITY

The library is a city tax supported single entity. This public library's primary source of funding comes from a tax levy on the property owners of the city of Washington. The library budget for the year 2013 is \$482,200 and is appropriated into the following categories:

▪ Personal Services	53%
▪ Supplies	2%
▪ Other Services and Charges	35%
▪ Capital Outlays	14%

The administration and board of WCPL makes it a priority to be good stewards of taxpayer money and service priorities and goals will be considered in all decisions relating to the allocation of the library's financial resources through each year. In addition, the library continually seeks addition financial resources through donations, gifts and grants to supplement the library's budget to insure sustainability for projects.

ASSESSMENT OF FACILITIES, SERVICES, TECHNOLOGY AND OPERATIONS

An assessment of facilities, services, technology and operations is completed annually by the library director in accordance with Public Library Standards set by the Indiana Library and Historical Board. Public libraries are required to meet the standards in order to receive any state

or federal funds disbursed by the Indiana State Library in the form of grants or monetary awards. The current standards are found in the Indiana Administrative Code 590 IAC 6.