

# **Lester Public Library First**

## **Lester Public Library**

### **Strategic Plan 2015-2017**

#### **Lester Public Library's Mission:**

Read. Discover. Connect. Enrich. Read, discover new things, connect ideas and people, and enrich your life and community.

#### **Lester Public Library's Vision:**

When out in the community, library staff frequently hears the statement, "I didn't know you had that!" Our vision for the next three years, 2015-2017, is "Lester Public Library First," a vision centered on educating the public about what the library has to offer and encouraging area residents to see the library as an important first step in their information and recreational needs. We will monitor the success of our vision through library statistics that target increases of 20% in door counts, material circulation, and reference questions.

Our approach to this vision is to increase awareness of what the library has to offer, improve access to our building and collections, and increase the usability of our services and facility. Marketing and reaching non-users will be the essential focus of our awareness campaign. To improve access to our building and collections, we plan to expand the library's parking lot and simplify the checkout process by re-organizing the circulation desk area. Additionally, we will work to create and maintain a user friendly collection of e-resources and provide access to library resources "24/7 digitally. To increase usage of our facility and resources we will strive to create, promote and strengthen library programming, outreach services and partnerships within the community.

#### **Goal: Awareness**

Objective 1: Create at least one major marketing campaign annually, to increase visibility in the community of the library and its services.

- Staff will create at least one community marketing campaign annually. These will be communicated as widely as possible and will actively seek to promote the library and its services to users and non-users alike.

Objective 2: Improve internal marketing of services.

- Add digital signage to the circulation area to engage patrons while they wait at the checkout counter.
- Have staff actively promote services and programs while assisting patrons with checking out.
- Provide training at monthly staff meetings that teaches and facilitates readers advisory skills by all staff.
- Create marketing spaces in the circulation redesign so that we can more effectively advertise our programs and services to patrons.

Objective 3: Implement digital newsletters to promote library programs and services.

- Staff will generate an email list sign up campaign with our patrons.
- Digital newsletters will be offered on a monthly basis.

Objective 4: Explore additional advertising and partnership opportunities outside the library walls to reach non-users.

- Examples may include billboards, race cars, buses, pub trivia, or an Ethnic Fest booth.

Objective 5: Expand the reach of the Lester Public Library by installing Little Free Libraries in the community.

- Lead the installation of Little Free Libraries in our community by partnering with local agencies such as Girl/Boy Scouts to install and monitor three to five Little Free Libraries.
- Partner with the Two Rivers Parks and Recreation Department to locate Little Free Libraries in City parks.

## **Goal: Access**

Objective 1: Increase parking for patrons and staff by at least 25 spaces.

- Investigate expanding available parking alternatives via property off 12<sup>th</sup> Street, or partnering with Sauve's Computers and the M & M Diner for 'overflow' parking for patrons and staff.

Objective 2: Improve and simplify the checkout process by re-organizing the circulation desk area.

- Reduce barriers to using self-check machines. Increase self-check usage to 70% of total circs.

- Improve and maintain efficiency and accuracy in materials handling. Evaluate efficiencies with sample tracking reports of mistakes/shelving errors over a one month period two times per year.
- Install clear, simple signage to explain circulation processes to patrons, i.e. returns, library cards, holds, fine payment, etc.

Objective 3: Promote and encourage the use of digital resources that can be used even when the library's doors are closed.

- Feature one e-service quarterly to be promoted systematically by staff, on the website, and in social media; track statistics before and after promotion.

### **Goal: Usage**

Objective 1: Increase library-wide programming attendance by 10% over 2014 statistics by 2017.

- Create more partnerships with individuals and institutions that facilitate adult programming like the Scholar for Life series and the Local History Alive series for adults. Add one new series or 3 new stand-alone programs annually.
- Track and evaluate current programming and marketing of library programs. Develop different marketing strategies as needed for various programs and series.
- Increase support for early literacy programming and attendance by working with county agencies. Implement the "Babies Bloom" campaign to encourage parents to read 100 books to their infant before age one with the goal of having 25 families complete the program every year.

Objective 2: Conduct a market research survey of our service population. The survey will be conducted during 2016. This survey will be instrumental in the planning process for 2018 and beyond.

- Hire an outside company to conduct a survey of a sample of our service population (currently at 17,268) on library usage and possible improvements to services and facility.