

Chatham Area Public Library District

LONG RANGE PLAN – MORE THAN BOOKS



2013-2017

*A planning document for the
Chatham Area Public Library District*

*Adopted by the Chatham Area
Public Library Board of Trustees
November 20, 2012*

Introduction: For over 25 years, the Chatham Area Public Library District (CAPLD) has continued to serve the Chatham area community. Due to the generous support and growth of the community, the library was able to move into its current building at 600 East Spruce Street and was able to more than double its size in 2009. The previous long range planning document allowed for many of features of today's existing locale. These features include the Friends' Bank and Trust Café/Bahlow Bookstore, Opal Lee Chatham Local History/Genealogy Room, computer lab, and meeting room spaces, including five meeting rooms and four study rooms. This long range plan aims to continue to meet and exceed the expectations of our community.

Planning Process: The Library began a nine-month strategic planning process in early 2012. In the spring, a community-wide survey was conducted for the first time in CAPLD history. During the summer, meetings with the Director, Assistant Director, and a CAPLD Trustee, who also served as the facilitator for the planning process, were conducted. The library staff was included in this process, including a meeting where all staff were invited to participate and give their ideas for the future. As the strategic planning process cumulated in the fall, two meetings were held with community representatives. During the staff and community portions of the long range plan, the SOAR (Strengths, Opportunities, Aspirations, and Results) method was used to further explore the long range planning process for CAPLD. Members of the Library Board and staff were also present at these community meetings. At the meetings, the community members were encouraged to revisit the library mission and vision statements as well. The survey, meetings with the staff and community resulted in the five-year plan included in this document.

Survey Outcome: In the spring of 2012, 105 respondents completed the library's long range plan survey. The survey was distributed in our newsletter, inside the library, and online via the library's website. Among the highest recommendations from the survey results included increases in a variety of Adult and Young Adult programming, and Marketing.

Summary: The community representatives felt that CAPLD needs to increase its visibility within its community. The biggest outcome from the community meetings has resulted in the library putting a large focus on the marketing of its programming, services, and needs. Other objectives include outreach to area organizations, increased adult programming and continued awareness of the ever-changing technology environment. Partnerships and collaborations with the community will also continue to be an important part of the library's mission. By continuing to provide a strong sense of community, cutting edge technology, proactive vision in collection development, programming, a knowledgeable staff, and adequate space, the library is positioned to meet and exceed the needs of the public.

Acknowledgements

Twenty-seven citizens donated their time, energy and intellect to create the plan for our library's future.

The Chatham Area Public Library District is indebted to the Long Range Planning Committee members and the organizations they represent for this Planning Document.

Sheila Battin - Chatham Area Public Library Staff
Jasen Best – Business/Community Representative
Therese Cole - Chatham Area Public Library Staff
Julie Edwards – Community Representative
George Fairchild – Community Representative
Susie Fairfield - Chatham Area Public Library Trustee
Eric Fitzgerald – Chatham Area Public Library Trustee
Vivien Graf – Friends of the Library
Jason Ground – Community Representative
Ron Hallberg – Friends of Genealogy/Community Representative
Karen Hansen – Friends of the Library
Chuck Hunt – Community/Business Representative
Amy Ihnen – Chatham Area Public Library Staff
Bill Jarvis – Community Representative
Rhona Kelley – Friends of the Library
Pat Kittilstad – Art Committee/Community Representative
Patrick Lam – Community/Business Representative
Jim and Marilyn Logan – Community Representatives
Linda McCall – Friends of Genealogy/Community Representative
Mary Lou McLaughlin – Community Representative
Laura Mitkos – Chatham Area Public Library Staff
Fr. John Nolan – St. Joseph's Church
Philip Schumer – Chatham Fire Protection District
Gina Snow – Chatham Area Public Library Trustee
Carrie VanAlstine – Ball-Chatham School District
Christine Westerlund – Chatham Area Public Library Trustee

Goals, Mission and Vision Statements

The Long-Range Planning Committee believes that our Library District can best serve the public in future years by choosing to concentrate on the follow areas:

- Provide cultural and diverse educational, informational and recreational services, and programming for people of all ages.
- Increase the community's awareness of library collection, services and programs, as well as the needs of the library
- Provide public space for meeting and gathering for people of all ages that is recognized as neutral and safe for individuals and community groups
- Continue to have knowledgeable and resourceful Library Personnel and Library Board of Trustees

Mission Statement

The Chatham Area Public Library District provides materials, services, programs, and access to technology to help library users meet their lifelong, learning, literacy, and recreational needs. The library emphasizes stimulating and fostering children's interests and appreciation for reading and learning. The library serves as a community meeting place for people of all ages.

Vision Statement

We envision our library as being community centered, responding to the needs of a growing and diverse population.

Tag

More Than Books

2013-2017 GOALS

One: Programs and Services

Goal: Provide cultural and diverse educational, informational and recreational services, and programming for people of all ages.

Objective: Maintain programs for toddlers, preschoolers, and elementary students

- Continue to promote the day care outreach program
- Maintain and strengthen the collaboration with the Ball-Chatham School District on reading (Lexile testing) and core standards (displays in library)
- Continue to offer fifth grade research tours for all classes at BCSD

Objective: Develop volunteer opportunities for young adults to encourage library use

- Research the possibility of having a tween/teen advisory council

Objective: Expand adult and senior programs

- Strengthen partnerships with local businesses, organizations and governmental units, and create opportunities for their involvement in our programming
- Partner with organizations to offer multi-cultural programming
- Develop library awareness outreach at the senior center, senior events, and retirement communities
- Utilize part-time staffing to assist with adult programming
- Promote literacy within our programming and outreach
- Survey community regarding their programming interests and needs during FY13-FY14
- Seek grant funding to provide additional computer/technology classes
- Utilize Friends of the Library volunteers to assist with Home Bound Delivery services and the Friends of Genealogy to offer genealogy assistance to patrons

Objective: Increase services that the library provides

- Research benefits of providing a notary service
- Develop a way to offer voter registration services
- Provide more resources, such as magnifying glasses and a large computer screen, for those that are visually or hearing impaired
- Research the possibility of offering payment of fines and lost/damaged materials by credit card

Objective: Upgrade information access technology

- Complete five year contract with ICN (to FY16)
- Participate in IHLS (SHARE) migration to the Polaris system (FY 13)
- Maintain a technology plan and review it annually
- Maintain the same Microsoft Office suite as the local schools in the computer lab
- Research continued wireless and networking capabilities, such as wireless and/or networked printers
- Advance the technology skills of our community by providing classes, tutorials, and databases
- Evaluate texting, web and email methods to reach our patrons
- Keep pace with evolving technologies and remain aware of those that need access to older technologies
- Maintain social networking connections

Objective: Provide an exceptional library collection

- Continue to develop a broad collection of print and non-print materials
- Highlight collection with displays, book clubs, and reader's advisory services
- Maintain a collection size of 84,000-90,000 items
- Remove outdated audio/visual items as needed for space
- Maintain and update periodical resources, look into more electronic resources as needed by our community, including databases and e-book formats
- Increase reader's advisory services within all departments
- Increase Large Print materials budget
- Increase awareness and encourage usage of the collection in the Opal Lee Chatham Local History/Genealogy Room

Two: Marketing and Outreach

Goal: Increase the community's awareness of library collection, services and programs, as well as the needs of the library

Objective: Develop a marketing plan

- Organize how information regarding the library should be disseminated
- Create a logo and branding for the library
- Create a committee, with the assistance of the Friends of the Library, to focus on promotions that the library could utilize

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- Maintain quarterly newsletter, monthly e-newsletter, and use of local print media and increase online, radio and television relationships
- Provide articles for Ball-Chatham schools, Churches, Chatham Chamber of Commerce, and Village of Chatham
- Research new technologies, such as social media, to reach more community members
- Provide bookmarks, flyers and posters to area schools, daycares, businesses and organizations
- Promote the library's programming and services through an accessible, dynamic website
- Enhance the library's Internet presence
- Promote all services that are less known, such as talking book, young authors, magazine donations, and digitization project
- Highlight the spaces within the library, such as the Children's area, Friends' Bookstore and Café and study spaces
- Investigate the need for more signage within the library
- Work with the Village of Chatham Department Works for more street signage on Park, Walnut, and Gordon Drive
- Research funding sources and needs for electric outdoor sign
- Consider utilizing electronic signage or media near the front desk to highlight library programming, events, services and meeting room schedules
- Develop and utilize clear, concise messages regarding what the library has to offer
- Create awareness about the Friends of the Library and Friends Library Foundation and encourage each organization to review their mission to the library
- Measure residents' awareness of library collection by conducting surveys and recording statistics in circulation and program attendance

Objective: Provide outreach to area organizations, clubs, Ball-Chatham Schools, daycares, and other local institutions

- Create a library presence in local events, such as Chatham Homecoming, Jaycees Sweet Corn Festival, school events, and Senior Fairs
- Highlight local history of service organizations in the Opal Lee Chatham Local History Genealogy Room, such as the Fire District, Jaycees and American Legion

Objective: Work with the Friends of the Library and Friends Library Foundation to promote fundraising and volunteerism

- Coordinate with the Friends Library Foundation to promote the Foundation's appeal for donations, bequests, and long-term giving
- Coordinate with the Friends of the Library to promote their fundraising activities and volunteer efforts

Objective: Create and Maintain partnerships with the community

- Maintain and strengthen the connection the Ball-Chatham School District
- Maintain and grow relationship with the local art community
- Remain a leader in the local, regional, state and national library community
- Maintain memberships in OCLC, ALA, PLA, ILA, SHARE, and IHLS, as well as the Chatham Chamber of Commerce
- Connect with local organizations, businesses, and governmental bodies by focusing on what the library has to offer them

Three: Community Access

Goal: Provide public space for meeting and gathering for people of all ages that is recognized as neutral and safe for individuals and community groups

Objective: Assess and configure current library space

- Create a tween space for ages 8-13 year-olds
- Utilize the outdoor space, including patio and south lawn for programming, such as the Friends' Stargazing Event
- Combine new and back periodicals near North Reading Bay to promote usage of the space
- Reorganize Adult Fiction and Non-Fiction so that it is easier to locate space and to adapt for growth
- Create large print area near West Reading Bay to promote collection and providing ample seating
- Maintain patron comfort with meeting and study rooms, play space and seating
- Provide safe space for our patrons and protect our collection against misuse

Objective: Evaluate future space needs

- Assess, annually, the need for meeting and study room space

Objective: Maintain the library facility and campus

- Maintain library landscaping
- Work with St. Joseph's Church to provide adequate parking needs
- Focus on leak issues on the North portion of the building
- Research the urgency and necessity to purchase new HVAC units to replace those purchased in 1995
- Update equipment and materials as needed in meeting rooms
- Research needs of art display and/or book display spaces

Objective: Search for additional funding

- Continue to research grant possibilities, and when appropriate, apply for funding
- Explore fund development opportunities in conjunction with the Library Foundation

Four: Library Personnel and Library Board of Trustees

Goal: Continue to have knowledgeable and resourceful Library Personnel and Library Board of Trustees

Objective: Foster a desirable work environment and resourceful staff

- Assess staffing needs annually and address issues as funding is available
- Provide competitive wages and benefits for library staff
 - Investigate competitive wages
 - Investigate implementation of a pay scale
 - Meet minimum wage increases
- Provide training and continuing education resources for staff
 - Focus on reader's advisory, technology skills, programming, emergencies and grant writing
- Increase cross-training skills of all staff members
- Increase communication within staff
 - Utilize the Intranet
 - Continue to conduct department heads meetings, department meetings, staff meetings, and one on one meetings
- Provide annual evaluations with all library staff
 - Streamline evaluation process

Objective: Maintain high level of trust with the Library Board of Trustees

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- Continue to follow all Open Meetings Act and FOIA requirements, mandated by the State of Illinois
- Provide an annual report that is provided to all district resident that highlights the events and statistics that have occurred every year
- Advertise all Library Board of Trustees vacancies and in the case of an appointment, interview all interested candidates for the open position
- Provide at least one Library Board of Trustees training opportunity a year
- Abide by all federal and state laws, including the Illinois Confidentiality Act and the Freedom of Information Act