

Clintonville Public Library Long Range Plan 2009-2013 Background

The planning process undertaken by the Clintonville Public Library's Board of Trustees in the spring of 2002 and completed in the fall of 2005 was implemented by a board-appointed committee: two trustees (Jerald Schoenike and Sandy Loberg); the library director (Kathy Mitchell); one staff member (Gale Hoffmann); and two representatives from the Friends of the Library (Barb Newton and Tim Sweet). Rick Krumwiede, Director of the Outagamie Waupaca Library System (OWLS) and Greta Thompson, Assistant Director of OWLS provided input and assistance throughout the process as requested by the board and committee.

After an initial meeting with the board Rick Krumwiede developed a planning process specifically for the Clintonville Public Library. The process involved three major steps: an evaluation of the library's current services and programs, a community analysis conducted through focus groups and interviews, and then the development of a mission statement and service plan. Detailed reports on the first two steps may be found in the documents *Summary of Step One: Evaluation*, prepared for the Board in November 2003 and the May 5, 2004 Planning Committee Report on the community analysis phase of the planning process. What follows here is a brief review of the committee's major findings.

Evaluation of Current Services and Programs

The general conclusion the Planning Committee reached is that the Clintonville Public Library has a lot of strengths which include a strong, well organized board, a well trained staff, a beautiful and functional facility, strong children's programming, a large collection, an adequate number of public use computers, the Wisconsin Room collection, strong telephone reference service, the OWLSnet online catalog, and great support in all aspects of library service from the Outagamie Waupaca Library System. The library meets virtually all of the qualitative standards contained in the *Wisconsin Public Library Standards*, which were developed by the state for public libraries. Several areas that were marked for future consideration included public relations, weeding goals, and services to various population groups in the community. Public relations or the need to make the library more visible to the community was identified as the library's greatest weakness. Included in this, is the need to reach out to young adults, the need to train people to use the online catalog and databases, the need to reach out to non-library users, and the need to work with other groups in the community. The library compares favorably with the quantitative *Standards* as well and in most cases provides an excellent or enhanced level of service. In relation to peer libraries, Clintonville has many strengths, for example, in programming, staffing, and the facility.

A review of the library's policies indicated that in general they were up-to-date and excellent. While the library has a fine foundation to build on for future polices, areas such as collection development, circulation, and interlibrary loan need to be addressed.

Even though the library facility, which was built in 1991, seems impressive for this size community, according to *Public Library Space Needs: A Planning Outline*, the 14,132 feet building is actually 854 feet under the minimal recommendation. The Children's Area has already expanded into half of the meeting room and a lack of small conference rooms was noted. The committee concluded that it will be necessary to either use space more efficiently or if library service levels continue to increase, additional space will be needed. After further discussion, the Library Board concluded that the emphasis should be on using space as efficiently and effectively as possible during the period covered by this plan. While there may be a need to expand the building in the future, it is likely that will become a priority only after 2012.

Community Analysis

In April 2003 Rick Krumwiede and Greta Thompson from OWLS prepared a *Proposal for Step II: Community Analysis* for the Clintonville Public Library Planning Committee which recommended that the committee seek information primarily about the community rather than the library. Four major tools were used in this phase of planning: demographic data, focus groups, an open meeting, and individual interviews. Krumwiede and Thompson also recommended that the committee's role in this phase should be limited and they offered to conduct the focus group sessions and open meeting.

The conclusions drawn from the second phase of the planning process were based on thirteen different meetings and interviews with area residents including young adults, senior citizens, educators, business people, adult patrons, and community leaders held in the fall of 2003.

A report on the community analysis phase was prepared by Krumwiede and Thompson in January 2004. Certain themes recurred in every group, providing a significant base of common perceptions. These themes can be state briefly:

- Clintonville is a friendly and safe community
- It is, however, a community divided between people who feel it is a storybook American small town and those who feel it is in a downward spiral with no sign of revitalization on the horizon.
- Underserved groups in the community include seniors, young adults, and Hispanics.
- Sports are popular with all age groups but a variety of cultural activities are lacking.
- The location is near to natural areas and provides many outdoor recreational activities.
- Great educational programs and facilities are provided by the Clintonville Public School District, area parochial schools, and the Fox Valley Technical College Regional Center.
- There is a need for economic development and support for local business.

While the meetings and interviews focused on the community rather than the library, across the board, people recommended that the library could meet community needs by holding more programs, plays, speakers, concerts, exhibits, and other cultural events, particularly for adults and young adults. (They felt the children are already being served.)

Development of a Mission Statement and Service Plan

The third and final step of the planning process was to develop a mission statement and plan, based on the data collected in the previous steps. The Planning Committee continued to meet through 2004.

On June 15, 2005 the library board adopted the following mission statement:

The Clintonville Public Library functions as an information center for the Clintonville area. The library is committed to inform, entertain, enrich, and to foster self-learning through free access to its collection, services, and facilities.

Finally, in early December 2005 five members of the library board and the library director met with Krumwiede and Thompson to identify the main themes and priorities that had emerged from the planning process. That meeting resulted in a draft plan, which the board reviewed and adopted at its December 21, 2005 meeting. The plan was reviewed by the staff and board in 2006, 2007, and 2008. The current revised plan was adopted at the March 19, 2009 board meeting.

It should be noted that this plan does not mention all of the library's activities or services, which the library will, of course, continue providing during the period covered by this plan. The goals and objectives describe specific areas that the library board and director intend to emphasize during the next five years.

Goals and Objectives

GOAL I: To seek funding for services and programs that adequately meet the needs and interests of the community.

Objectives:

1. Work to maintain or increase the current level of municipal funding (2009-2013).
2. Maintain and, if possible, extend the number of hours the library is open (2009-2013).
3. Assess the adequacy of the current compensation plan for employees with special attention to the hourly staff (2009).
4. Continually evaluate whether staff is being used optimally and whether additional staff is needed (2009-2013).

5. Explore ways of using volunteers to free staff time for work that would otherwise be delayed or remain undone (2009-2013).
6. Work actively with OWLS to seek compensation for the services provided to non-residents both within and outside the system (2009-2013).
7. Annually meet with area Town Boards to let them know how much service the library is providing to their residents. (2009-2013)
8. Appoint a committee to explore and report to the board on alternative sources for funding (2009)
9. Work with the Friends group to continue to develop useful contributions (2009-2013).
10. Promote contributions to the library's Trust Fund (2009-2013).

GOAL II: To secure technological resources that will enable the library to provide optimal services.

Objectives:

1. Maintain a plan and budget to replace, upgrade, and add workstations as necessary and feasible (2009-2013).
2. Provide training for staff so that they can use, and help patrons use, technology effectively (2009-2013).
3. Provide classes to help the public use the catalog and other electronic resources knowledgeably and effectively (2009-2013).
4. Train staff and patrons to use the self-check workstation (2009).
5. Implement PC Management System (2009).
6. Investigate use of e-commerce for collecting fines, etc. (2009-2010).
7. Replace the current microfilm reader/printer with a comparable digital model (2010).

GOAL III: To provide rich and varied materials that inform, entertain, enrich, and foster self-learning.

Objectives:

1. Develop procedures and a timetable for weeding the collection (2009-2010).
2. Evaluate the collection of resources on genealogy, local history, and state history that are housed in the Wisconsin room (2009-2010).
3. Provide access to online genealogical resources on the computer in the Wisconsin Room. (2009-2010).
4. Continue to work with volunteers, staff, and OWLS to index the obituaries in the Clintonville newspapers and make the index available through the library's website. (2009-2013).

GOAL IV: To increase the community's awareness of the variety of services and programs that the library offers.

Objectives:

1. Work with OWLS staff to develop a brand for the library, including a logo for all publications (2009-2010).
2. Update the library's general information brochure and increase its distribution, including mailing it with utility bills (2009-2010).

3. Redesign the library website with help from OWLS staff using Drupal (2009).
4. Promote the library among local and county decision-makers by inviting them to hors-d'oeuvres, dinner, or dessert in the library (2009-2010).
5. Develop strategies for attracting people who do not currently use the library (2009-2013).
6. Continue to alert teachers in the community to the services, resources, and programming the library provides for children and families (2009-2013).
7. Encourage displays in the library from area schools and other community organizations (2009-2013).
8. Investigate the feasibility of publishing an email newsletter four times a year (2010).
9. Add a line in the budget for public relations and marketing (2011).
10. Explore ways of supporting and capitalizing on the statewide Campaign for Wisconsin Libraries (2009-2013).

GOAL V: To maintain services and programs for young adults.

Objectives:

1. Promote to students and parents the availability of the Learning Express Test Preparation database (2009-2013).
2. Plan and hold special library programming for young adults (2009-2013).

GOAL VI: To engage in continuous planning in order to set appropriate priorities for maintaining and improving the library's services and programs.

Objectives:

1. Annually evaluate progress and update objectives at the board and staff level (2009-2013).
2. Collect statistics on the use of the library by doing output measures each year (2009-2013).
3. Engage in a planning process to produce new goals and objectives (2010).