



“Sometimes the questions are complicated and the answers are simple”

Dr. Seuss

Wocketville Library Community Resource Project

Strategic Plan 2011-2013

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Emporia State University – LI805XU, Spring 2011



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Executive summary

Wocketville is a small community within the broader Horton City limits. The Wocketville Branch Library has limited physical and monetary resources for its library and is currently closed due to road construction. This strategic plan looks at the projected goals over the next two years for the Wocketville Branch Library in light of these limitations. It is expected that road construction will be complete in September 2011, allowing us to reopen the library doors at that time. This strategic plan includes the two years following the reopening of the library. When the library reopens, we will have taken the following steps to address the library's current limitations.

A goal for the Wocketville Branch Library is to serve a larger portion of the community.

Currently, both the young adult and children services are strong. While we plan to keep these programs strong, we have included plans to strengthen adult services. We will do this by increasing the patron's accessibility to additional resources. Due to limited space, we will address the expanding resources by providing stronger alternative avenues such as improving the courier system (Intralibrary Loan), increasing patron awareness of Interlibrary Loan (ILL), an easier to access website, access to more databases, and more up-to-date electronic resources.

The Wocketville Branch will also begin to provide more adult community events. Currently, the majority of events happening at the Wocketville branch include Story Time and Summer Reading Program. We will begin to incorporate not only community programs for adults such as educational programs and outreach programs, but also community events (book fairs, etc.).

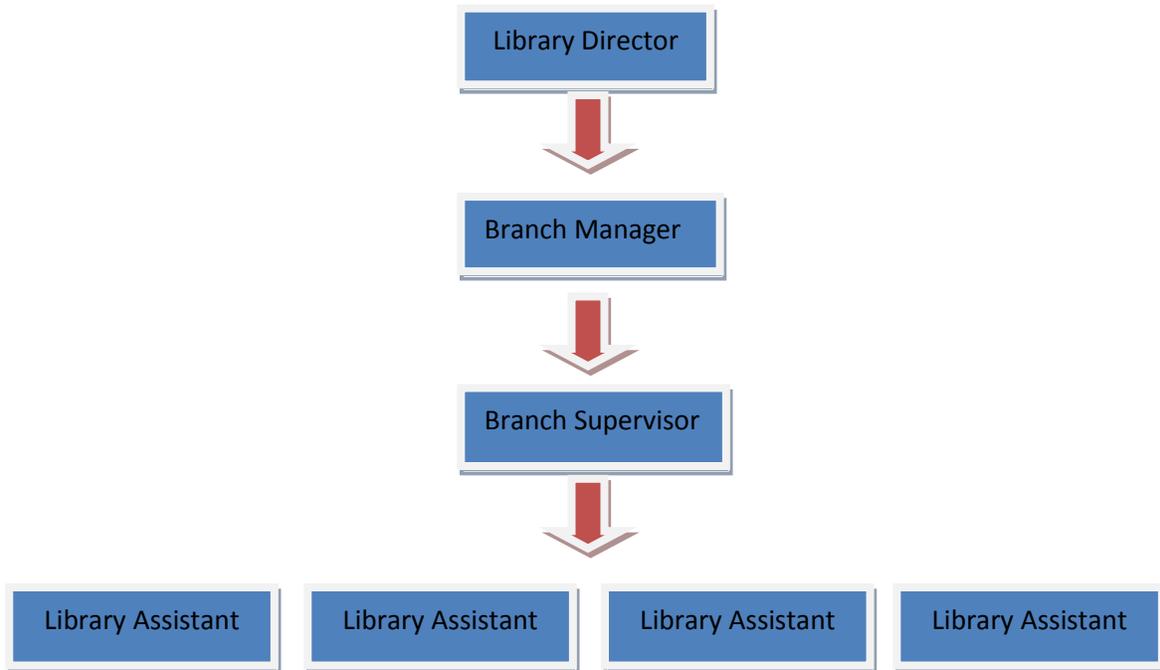
The Wocketville Branch is supported by the D. S. Horton City Library, which allows the branch library to extend services to the community without placing the entire budgeting concerns on the small community. While money has been allocated for the renovation of the library, in order to add all the planned resources the library will need to obtain grant money.

While the Wocketville library is small, it provides a valuable resource to this community. Our strategic plan, which outlines the next two years, will allow us to increase the library's value as it serves a larger portion of the population. It will continue to be a safe and environment where adults and children may come for both learning and pleasure.

Organizational profile

Overview: The Wocketville Branch Library has been closed due to road construction; during this closure, the library board and the administration have implement changes that will allow the library to be more accessible to a larger portion of the community. In the past, the branch has had a good reputation for providing services to children and young adults, but because of limitations the library has not been reaching many other demographic groups. With the Wocketville Branch closed there is an opportunity to revitalize the library and reopen it with a whole new feel. The library will reopen in September of 2011 and this plan covers the next two years. At that point the library can assess, through focus groups, how the community feels about their renewed library and create a new strategic plan based on the needs of the community.

Organization:



Guiding Values: The guiding values of the new Wocketville Branch Library will be to provide information and entertainment without discrimination. There are a few limitations associated with this vision, the first and foremost is financing the project. The Wocketville Branch is anticipating support from the D. S. Horton City Library as well as those in the library’s network, but increasing services still means an increase in expenditures. Another limitation is the size of the library. Adding physical materials could be a challenge in finding the square footage to shelve those same materials. The proposed changes will revolve around increasing access to electronic resources for the most part.

Mission: The Wocketville Branch Library has been a presence in the community since 2006 and has provided a safe environment for patrons to obtain information and satisfy their entertainment needs. The primary purpose in the past has been to offer an outlet for young parents by providing exceptional children's programming along with stocking a comprehensive selection of young adult print materials. While the library could acquire materials for patrons in other demographic groups the focus will be on the younger population. The new strategic plan will focus on retaining the current patrons while reaching out to new segments of the Wocketville community.

Preparation/planning

Library Management Team:

Library Director: The Director will make sure that Wocketville Branch Manager stays within current outlined policies as to branches under the D. S. Horton City Library system. The Director is also involved in collaborating with the Branch Manager in instituting new programs at the Wocketville Branch and reporting policy outcomes to the Library Board.

Branch Manager: The Manager oversees the Branch Supervisor and will draw up new programs with the aid of the Branch Supervisor. This position also reports program outcomes to the Library Director and manages the branch website updating when necessary as to new programs and databases.

Branch Supervisor: The Supervisor collaborates with the Branch Manager as to new programs, is in charge of assembling statistical information in the form of monthly reports to the Branch Manager, of Collaborating with local groups to promote portions of the new policies as the Branch Manager sees fit, and of implementing the Interlibrary Loan (ILL) policy and overseeing day to day activities as they apply to ILL. The Supervisor is also responsible of contacting Horton City about upcoming events to be promoted via the city newsletter.

Library Assistants: Assistants are responsible for promoting the new goals of the library, gathering daily statistical information, conducting surveys of patrons, ordering and receiving ILLs, providing information on workshops and Book Club, and assisting patrons with the computers. The Assistant is also responsible for any programs that are assigned to individuals by the Branch Manager via the Supervisor.

Planning Factors:

Limiting Factors

Branch Library

The Wocketville Branch Library is under the D. S. Horton City Library system and is therefore subject to working within the overall mission of the city library system. The library is limited by what the Library Board will and will not approve and fund.

Physical Space

The library has a limited space for materials and computers. It is hoped that making the library's basement a computer center will alleviate some of the space issues and thereby making workshops more feasible.

Money

The library is limited by monies provided by the D. S. Horton City Library system and approved by the Library Board. The Wocketville Branch will have to prove that the

monies it requests will be used appropriately and that programs will obtain a certain outcome.

Staff

The library has a small staff that may not have time or technical skills to conduct Internet and database workshops. Also shift in programming geared to adults may prove difficult for library personnel who are accustomed to working with children.

Positive Factors

Community

The Wocketville Branch Library is an integral part of the community and has established itself as an interested party in that community.

Opportunity

The library is taking advantage of the road construction to expand the library in order to expand services. This will go along with the growing community and greater access to the library.

Organizational Culture

Change

Patrons and staff may have a hard time adjusting to the additional programming and the drive for technological access. Administration will have to be aware of any concerns dealing with staffing or patron concerns or needs.

Current reality

Environmental Scan: Since 1990, the Wocketville area has experienced rapid population growth. Based on estimates the average annual growth rate for Wocketville was 2.4 percent over the 15-year time period. Horton City was the fastest growing, with its population increasing at a rate of 3.6 percent annually. At present, Wocketville accounts for 23 percent of the Horton City area population.

The population of Horton City has a median age of 31.6 years, compared to the Greater Wocketville area which is 35.7 years. The U.S. median age is 31.2 years.

Wocketville Branch Library opened in 2006 as a new trend among small community libraries in the area. A small building, designed originally as a clubhouse for a new housing development but deemed too small for the purpose, was bought by the city and transformed into a branch library to bring its services closer to the community. Branch libraries are an excellent asset to the communities they serve, and the fact that the staff knows the patrons makes the Wocketville Branch even more inviting.

New road construction in the area, including the closure of the main access to the branch resulted in a significant decrease in the number of patrons using the library's services. According to the library director the road project has really hampered people's ability to get there and as the project progresses, it's going to get worse. The library staff is seeing 25 to 40 patrons a day at the Wocketville Branch, and you can't run a library on that. So on August 5, 2010, the Branch closed its doors for the duration of the road construction scheduled for completion in fall 2011. To take full advantage of the Branch closure Horton City began planned building renovations starting in September 2010. These renovations included ADA upgrades as well as modifications to an existing basement. The basement was equipped with computing facilities that will enable patrons to expand current computer terminals and allow for training sessions away from main library collections. The size of the remodeled library will be more than double that of the current one.

SWOT Analysis:

Strengths

- Well-developed children's collection
- Excellent children's programs: three story times per day
- Proximity to the community
- The feeling of familiarity that knowing the personnel creates
- Located next to the church and school bus stop
- Improved road access after the road construction is finished
- The neighborhood park, with children's play area, tennis and basketball courts, is located behind the library

Weaknesses

- Small size

- Limited budget
- Lack of programs targeting a variety of demographic groups
- Little technology
- Few programs other than children's

Opportunities

- With the construction of the new road, the access to the branch will improve
- Improve ADA accessibility
- Renovating the basement would increase the space and provide opportunities for adding computers and implementing additional programs for other segments of the population

Threats

- Implementing programs that the community may not want
- Budget may be cut proving difficult to implement programs
- Staffing issues (e.g. lack of technical skills)
- The already established perception that the branch only serves a certain segment of the population

Organizational Performance:

Activities/programs/services offered:

- New branch website to contain information about changes and new services offered
- Story time to be continued as before, 3 times per day, Monday-Thursday
- Adding programs for older children: craft sessions, reading contests
- Addition of new computers
- Adding databases
- Training modules for older individuals

Desired performance target:

- Increase in number of patrons visiting the library
- Implemented programs to be used at full or 80% capacity
- Increase in materials circulation: print and digital

Metrics:

- Website usage
- Database usage
- Library usage with increase in operation hours
- Circulation

Gap Analysis:

Successes

Currently the Wocketville Branch Library has very successful children's programming including story time and a Summer Reading Program along with a vast amount of materials geared at the preschool age levels. Also the library has computers that are available to the patrons that see a great deal of usage throughout the day.

Where are we falling short?

While there is extensive programming for school age children the Wocketville Branch Library is lacking in programming for adults. Computers and related technologies need to be increased to keep up with patron demand allowing for additional devices and periodic updates.

New priorities

Strategic Profile: Libraries have, in recent time, had to change how they deliver services in order to stay relevant in a world that is constantly changing. Where libraries use to be book repositories in which librarians guarded the books, they are now places where the patron is the main focus. As technology is evolving more and more rapidly, the library must work to keep up with the community's needs.

Future Vision: With this in mind, the Wocketville Branch Library's vision of the future is one that focuses on the changing needs of their patrons. It plans to reexamine the strategic plan and mission statement every two years in order to determine how the community's needs have changed and what the library can do to meet those changing needs. The Wocketville Branch's goal is to pair the required information with the appropriate person, in the format that is the most suitable and in a timely manner. The library has limited space, preventing it from having on hand all the materials desired, but with good communication between the Wocketville Branch and the main library and with a well-oiled courier system the library will be able to acquire the best possible materials for patrons in a timely manner. The

Wocketville Branch Library also plans to stay apprised of new technology trends in order to take a proactive approach and anticipate the needs of its patrons.

Strategic Initiative: The Wocketville Branch Library has done an excellent job of providing services for young families with its frequent, well executed story time and large children's and parenting print holdings. It will continue to provide for this demographic while working towards expanding services to other groups in the community as well. The library plans to increase services and materials that reach out to the other people in the community. The Wocketville Branch is adopting two new goals to achieve these outcomes.

Goal #1 – Improving Technology Resources

- Objective 1
Adding to the number of available computers will allow greater access to an unlimited amount of resources for all patrons.
- Objective 2
Improve access to the library's website with clear formatting allowing for an increase in usage of available databases without having to build out the library for additional material shelf space.

Goal #2 – Reaching a more diverse patron base

- Objective 1
Adding programs geared toward the older individuals to educate the community in using the Internet and databases.
- Objective 2
Participating in community outreach projects will serve to increase awareness in what the library has to offer, possibly attract new patrons, gain new information about the

community, and ideally reach people who for one reason or another can't make it into the library.

These goals and objective will help the Wocketville Branch Library in its mission to provide information in various formats to all people in the community without bias or judgment.

Action Plan

Strategic Initiatives:

Initiative 1:

Increase digital resources for library patrons allowing greater access to information and empowering the community

Goal 1.1: *Improve Internet access at the Wocketville Branch.*

Objective 1.1.a: Increased number of computers available to the public

Action Steps:

- Add three additional computers to seven existing personal computers
- Implement upgrades to existing and new personal computers every two years
- Document usage of computers for possible future expansion

Resources Needed:

- Three new personal computers and peripheral devices
- IT support from the D. S. Horton City Library
- Staff time

Objective 1.1.b: Increased usage of computers to access information via the Internet

Action Steps:

- Upgrade to new Horton City T1 system for better access to the Internet for personal computer stations within the Wocketville Branch
- Connect Branch to Horton City Wi-Fi system for patron's wireless laptop access
- Document usage of computers for possible future expansion

Resources Needed:

- IT support from the D. S. Horton City Library
- Staff time

Goal 1.2: *Improve access to Wocketville Branch website and databases.*

Objective 1.2.a: Increased usage of Branch website

Action Steps:

- Create a user-friendly website dedicated to the Wocketville Branch holdings catalog, hours of operation / location, ILL information, databases, and other prevalent information pertaining to the branch library in particular
- Monitor website usage statistics

Resources Needed:

- IT support from the D. S. Horton City Library
- Staff time

Objective 1.2.b: Increased usage of state and local databases

Action Steps:

- Allow easier access to statewide databases
- Implement access to Mango language learning database owned by the D. S. Horton City Library
- Monitor statistics of usage of both state and local databases

Resources Needed:

- IT support from the D. S. Horton City Library
- Staff training and time

Initiative 2:

Reaching a diverse population by adding programming for adults and involving the community as a whole with the mission of the library

Goal 2.1: *Add electronic reference programming for adults at the Wocketville Branch.*

Objective 2.1.a: Increase in the number of patrons who are educated in using the Internet

Action Steps:

- Develop and implement workshops to educate patrons on navigating the Internet, social networking sites, and setting up e-mail accounts
- Document patron participation and interest in workshops

Resources Needed:

- Staff time
- Volunteers to teach workshops

Objective 2.1.b: Increase in the number of patrons who are educated in using databases

- Develop and implement workshops to educate patrons on how to use free, state provided databases including but not limited to: newspapers, magazines, genealogy, health, auto repair, career development, education, and e-books
- Develop and implement workshops to educate patrons on library system owned databases

- Document patron participation and interest in workshops

Resources Needed:

- Staff time
- Volunteers to teach workshops

Goal 2.2: *Increase community involvement in the Wocketville Branch service area.*

Objective 2.2.a: Create greater community involvement between the library and the patrons

Action Steps:

- Determine the community's needs in the Wocketville Branch by contacting local schools, senior, and community centers
- Collaborate with groups including Friends of the Library to educate citizens in electronic resources available at the library
- Create a branch specific Interlibrary Loan (ILL) policy and implement that policy
- Establish a Book Club for adult patrons to promote reading
- Provide information to citizens via the city newsletter and library website as to what the Wocketville Branch has to offer to the community

Resources Needed:

- Staff time
- Transportation

Objective 2.2.b: Create an outreach program for individuals within the community

Action Steps:

- Develop and implement an outreach program for shut-ins
- Collaborate with senior centers and other agencies to provide information on items for the visually impaired available through the state library system

Resources Needed:

- Staff time
- Transportation

Performance management:

Synergies: Goals for creating greater access to computers, Internet, and resources databases (1.1 and 1.2) establish a foundation for success in adult programming in courses on navigating the Internet and various resources provided by the library (Goal 2.1).

Goals 1.1, 1.2, and 2.1 also lay a foundation for community outreach (Goal 2.2). Ultimately the library wishes to become a vital and contributing part of the local community.

Potential Conflicts: All of the goals involve every level of the library staff. Staff will be assigned to organize programming, gather statistics, and assist patrons with databases. While it is preferable that the library have volunteers conduct programs and book clubs staff may also be involved to some extent. Staff involvement may take time away from other assigned duties increasing the work load.

Monitoring: The staff will collect statistical data related to computer usage, database usage, and programming participation. Also, as part of the day to day duties the staff will be able to gauge the patron reaction to the new goals of the library and be able to determine the overall satisfaction and/or difficulties.

The timeline is designed to allow for the reporting of monthly statistics as well as an analysis of newly implemented programs. Each program will go through a process of creation, implementation, and review. Upon review programs may be revised.

The staff should be aware of and refer to the timeline in order to keep up with the review process. Each goal will be assessed according to the timeline and adjusted as needed. At the end of the two years a full review will take place.

Budget

Fiscal Years 2011-2013

	2010-2011	2011-2012	2012-2013
Technology			
Computers	\$3000	\$2000	\$3000
Website	\$1500	\$550	\$550
Adult Programming			
Computer Skills	----	\$500	\$500
Book Club	----	----	\$500
Intra and Interlibrary Loan			
Postage	----	\$500	\$800
Community Outreach	----	\$200	\$200
Total	\$4500	\$4250	\$5550

Budget Explanations

Technology:

Computers – Purchase of new computers for computer resource area, 3 computers have been purchased for the 2010-2011 fiscal year. Computers will be replaced in the following manner: two in the fiscal year 2011-2012 and three in the fiscal year 2012-2013. Grant monies will be applied for to help cover capital outlay.

Website – The library will purchase its own basic website at an initial cost and including a yearly renewal fee. Training is included in the pricing.

Adult Programming:

Computer Skills – The library will offer a series of courses for adults including: Navigating the Internet and Navigating Our Databases. The monies will be used to cover any costs for these classes.

Book Club – The library will begin a book club for adult patrons. The monies used will cover the purchase cost of a set number of books per year. Participation will determine if costs need to be increased or decreased after the initial year.

Intra and Interlibrary Loan (courier and ILL):

Postage – While items will be received for free the library will have to pay return postage of items. To benefit patrons there will be no charge for up to three items per calendar month with \$3.00 per items thereafter. The current plan will be that the library will only

be accepting ILLs and will not sending items out to other libraries. Costs will be monitored and adjusted as to necessity between fiscal years 2011-2012 and 2012-2013. Costs may be reduced by borrowing items from other libraries within the D. S. Horton City Library system.

Community Outreach:

An initial amount of \$200 will be allocated for establishing a Community Outreach program. It will be determined if that amount needs to stand, decrease, or increase in subsequent years dependent upon need.

Contingencies

The success of the two-year strategic plan outlined in the document above is based on the following contingencies.

Year One: July 2011

The creation of a library website is contingent on acquiring technology savvy personnel. Currently the branch does not employ anyone with the ability to maintain a website.

Year One: August 2011

The installation of the new computers and update of the old is contingent on achieving funding to purchase the computers and update other technology already at the library. As the funding the Wocketville Branch receives from the D. S. Horton City Library will be insufficient, it may be necessary to obtain the grant specified in the budget.

Year One: September 2011

The grand reopening of the library is contingent on the completion of the road construction. As this construction blocks access to the library, it would be ineffective to reopen the library until all standard roadway access is available.

Year One: September 2011

Our grand reopening of the library is also contingent upon the completion of construction on the interior of the library. Currently we are on schedule to have all changes to the interior of the library completed by August 2011.

Year One: November 2011

The organization of an adult Book Club is contingent on the responses we will gain in the October 2011 survey. We do not anticipate a negative response to our survey, but the number of people who would like to participate will determine the amount of funding we will be able to acquire for the club.

Year One: January 2012

The establishment of adult workshops will be contingent on our ability to find volunteers to teach. The library does not have the funding or technical resources required for the workshops needed in the community.

Year One: March 2012

The establishment of the adult Book Club will be contingent on finding funds to purchase multiple books for the club. This will require receiving funds from the Friends of the Library.

Year Two: September 2012

The continuation of the Navigating our Databases workshop in March is contingent on attendance. We will be reviewing the initial workshop in September to determine if we can continue.

Year Two: March 2013

The promotion of the Summer Reading Programs is contingent on the cooperation of the school librarian and school principal. This will enable us to work with the teachers and school librarian to promote the reading program in the classroom and inform as many individuals as possible about the program.

Conclusion

The relatively new Wocketville Branch Library was established in 2006 but has already become a part of the community. Our implementation of the strategic plan outlined in this document will not only allow this community resource to be utilized by a larger percentage of the Wocketville area, but ensure that the library will be able to meet more of the patrons' technical needs.

The library's mission is to reach out to new segments of the population. Although this branch is small, we wish to meet the needs of as many parts of the population as possible. Our plan to organize various workshops and outreach programs will provide an opportunity for patrons to meet together as a community, and gain valuable learning tools that will assist them in their everyday activities and strengthen community connections.

Our goal to improve the technology at the library will also provide a valuable resource for the community as it provides better access to electronic resources. Currently there are research tools available through public libraries that are not being accessed. We will bring those resources to our community. Improved technology will allow us to provide better access to services already being offered for free, but that are not utilized due to the difficulty of access. Better technology will allow us that access and meet the needs of more of the community.

While this plan has been carefully considered, we recognize that unforeseen events may arise. We have planned for this by allowing flexibility and assessment of the various programs and projected goals throughout the two years. At the end of the two years, we will take a full assessment of the library and prepare a new projected plan at that time.

This two-year strategic plan we have presented will strengthen the Wocketville community as it provides patrons with a place for learning, as well as entertainment. Our goal to meet all the needs of the library may be a daunting task, but we feel this straightforward strategic plan will allow us to accomplish it. As Dr. Seuss stated, "Sometimes the questions are complicated and the answers are simple."

Appendix I: Summary report of team of team project activities

LI 805XU - Leadership and Administration of Information Organizations

Emporia State University

March 30, 2011

Jennifer Hansen, Randalee Gross, Kellie Johnson, Ileana Oprea

Team Narrative

Forming: Our team met for the first time during lunch on the first class weekend. In that meeting the team decided on the temporary team name of the Seussanites (the name became permanent). The team agreed upon Ileana Oprea as the Secretary, Randalee Gross as the Fearless Leader, Kellie Johnson as Thing 2, and Jennifer Hansen as Secretary of Defence Against Ignorance.

Storming: Our first order of business was to come up with the type of library that we wanted to make a strategic plan for. We started by discussing the fields that everyone is pursuing to find some common threads, but we quickly learned that we all have unique interests. One member suggested that we use the Meadow Pointe Lehi Branch library because it's currently closed due to road construction. After learning more about the library the team agreed that it has a lot of opportunity for growth and change. It previously focused on only one segment of the population and has limited space. Also the fact that it is closed gave us the idea that we could revamp the library and have a grand re-opening of sorts when the construction is finished.

Norming: The Seussanites agreed on meeting weekly on Tuesday nights via Skype. It was also agreed upon to set the due date of our strategic plan as March 30th in order to submit the paper early to gain feedback before the final submission. The group then read through the different sections that needed to be included in a strategic plan and decided on which sections everyone would take. After the sections were decided the group agreed to have a rough draft of their first sections posted by the Sunday before the first Skype meeting. The following meeting the team agreed to have read through various strategic plans to get an idea of how everyone's sections will fit in with the final project.

Performing: The Seussanites have worked well as a team by making clear goals and deadlines and then sticking to them. All members try to have their section in the file exchange of blackboard by Sunday so that the others have enough time to read them before the meeting on Tuesday. Any questions that people have are usually answered in these meeting, but e-mail was used if someone wanted help in between our meetings. Ileana set up the team's wiki with meeting minutes from each Tuesday so that if anyone had a question about something that was previously discussed, they could first refer to the minutes.

Meeting Minutes February 5th, 2011

Location: Skype, Blackboard

Prepared by: Ileana

Members present: Randalee, Kellie, Jenny, Ileana

Agenda: select team roles, decide on team/project name, and decide on a plan

Team roles selected:

- Randalee: Leader
- Jennifer: Secretary of Defense Against Ignorance
- Ileana: Secretary
- Kelly: Thing 2

Team name: the Seussanites

Project name: Wocketville Community Resource Project

Project type: small rural library now closed due to nearby construction. Pending re-opening the role of the library needs to be changed from a mom-child-story-time type, to a more complete community resource. Ideas for improvement: ILL, better computer system, book mobile, e-book readers to be offered to those who want to check them out.

Ideas:

- Reaching out to less served segments of community, increasing resources, building a digital collection. Adding services for elderly, like book mobile, electronic resources, training.
- The small size and its proximity to the neighborhoods creates a feeling of community that should be exploited more. Knowing the staff will enhance the experience.
- Does a good job now of bringing the mothers and children to story time, increase the focus of early-literacy skills. Being a community library it should be more customer service oriented.

Vision statement: Community center providing resources for all without bias; free and easy access to all levels of information, with an extensive collection in all formats.

Duties:

Ileana: current realities, impressive representation

Jennifer: overall clarity, concluding, executive summary

Randalee: new priorities, organizational profile

Kelly: action plan, contingencies

Future meetings using Skype every Tuesday @ 9:00 pm.

Next meeting: Skype, 2/15/11 @ 9:00 pm.

Meeting Minutes February 15th, 2011

Location: Skype, Blackboard

Prepared by: Ileana

Members present: Randalee, Kellie, Jenny, Ileana

Agenda: discuss and decide the main points of the strategic plan and ideas about each.

Overview: 2 years span, reach a diverse population.

Values: information, materials for everybody.

Constraints: financial issues and size.

Stakeholders: patrons.

Why: community service.

Prep/planning: all will be involved. We need the opinions of the people who are doing the day to day activities.

Factors: money and size. Maybe we need to cut the children's programs to allow for more adult programs.

City newsletter and website – example: Anythink Library.

SWOT: expand the branch, ADA access, renovate the branch – add basement. Threats: implementing programs nobody would use. Community garden to attract the elderly, pay for plot, maintain your own.

Target and results: circulation, number of people using the programs.

New priorities: two strategic initiatives, more digital resources.

Next meeting: Skype, 2/22/11 @ 8:00 pm

Meeting Minutes February 22nd, 2011

Location: Skype, Blackboard

Prepared by: Randalee

Members present: Randalee, Kellie, Jenny

Agenda: organizational issues, strategic plan ideas

Answering Jenny's Question.

Improving the website because since we don't have space for additional print resources ... talking to patrons about applications for smart phone, additional databases, user-friendly

Does the library have computers? Yes they have 5 but we will be adding 5 more computers because of added database resources.

One person's position will be decreased to ½ time so that the other ½ can be devoted to writing grants to obtain more computers and databases.??

15-20 pages single spaced

For March 1st read the strategic plan on the file exchange to get a better understand strategic plans

Use file exchange for drafts and discussion board for things/documents we want to talk about.

Ileana, Kellie and Randalee will do a rough draft of second section while Jenny looks over the rough drafts for clarity for the next meeting March 8th.

Next meeting: Skype, 3/1/11 @ 8:00 pm

Meeting Minutes March 1st, 2011

Location: Skype, Blackboard

Prepared by: Ileana

Members present: Randalee, Kellie, Jenny, Ileana

Agenda: discuss and decide on goals and objectives

1st goal: attracting and reaching a more diverse population

Ideas for objectives:

- adding programming for adults
- outreach – getting the information out, marketing the library, finding out what the community needs
- collaborating, finding partners for programs, to help with costs. Example: workshops, volunteers.

2nd goal: improve technology

Ideas for objectives:

- adding databases
- portable devices to check out: e-readers (Nook, Sony, not Kindle)
- add more computers
- adding a new website for the branch on the main library's website

Tasks: Ileana will take pictures. Ask for strategic plan and budget.

Everybody: work on their parts and post by Monday at the latest.

Next meeting: Skype, 3/7/11 @ 8:00 pm.

Meeting Minutes March 7th, 2011

Location: Skype, Blackboard

Prepared by: Ileana

Members present: Randalee, Kellie, Jenny, Ileana

Agenda: refine goals and objectives, reassign duties as needed.

E-readers – not realistic we will have resources to have them; maybe kept as an idea for the future vision – under new priorities.

Contingencies: no money, no staff.

Name of the project: Wocketville library community resource project.

Jenny will work on contingencies.

Library assistants: day to day activities added for them.

Minutes to be added by Ileana to the strategic plan document appendix.

Document to be formatted single line. Not 1.5.

By next meeting: Kellie performance management and budget, Jenny will start on conclusion and contingencies, Ileana will finish reality and start on appendix. Randalee starts on narrative and continue with future vision.

Next meeting: Skype, 3/15/11 @ 8:00 pm

Meeting Minutes March 15th, 2011

Location: Skype, Blackboard

Prepared by: Ileana

Members present: Randalee, Kellie, Jenny, Ileana

Agenda: budget, contingencies, other unfinished business.

Planning factors: money and size.

Timeline starting on a different page.

To be added to executive summary: Limited access of patrons because of the road construction.

Physical resources are limited because of the limited size.

Ileana will post updated document in a couple of days.

Citations: decided on no... will wait on feedback.

Next meeting should take longer, group edit before submitting the plan – plan for 2 hour meeting.

Next meeting: Skype, 3/24/11 @ 7:00 pm

Meeting Minutes March 24th, 2011

Location: Skype, Blackboard, Google Docs

Prepared by: Ileana

Members present: Randalee, Kellie, Jenny, Ileana

Agenda: final edit before submitting.

We used Google Docs to simultaneously edit and correct the paper. The strategic plan will be submitted for evaluation before the due date and we will wait for feedback before making other modification.

Appendix II: Timeline

Wocketville Library Community Resource Project

Fiscal Year 2011-2012

<i>Goals/Objectives</i>	<i>July-Aug</i>	<i>Sept-Oct</i>	<i>Nov-Dec</i>	<i>Jan-Feb</i>	<i>Mar-Apr</i>	<i>May-June</i>
<i>Physical Facilities</i>		Grand Re-opening				
<i>ILL & Courier Services</i>	Develop branch specific policy	Promote ILL & courier services	Promote ILL & courier services		Promote ILL & courier services	Perform yearly review
<i>Technology</i>	Install computers; Increase Internet bandwidth; Create and implement website		Determine any problems with new computers and/or software			Perform yearly review of website databases, & Internet usage
<i>Adult Programs</i>		Survey patrons for interest in Book Club	Develop Book Club	Develop "Navigating the Internet" workshop	Develop Outreach	Collaborate with Outreach partners; Promote "Navigating the Internet" workshop
<i>Children's Programs</i>		Promote Story Time			Promote Summer Reading	
<i>Statistical Tracking</i>		Track ILL & courier statistics	Track ILL & courier statistics; Computer usage	Track ILL & courier statistics; Computer usage	Track ILL & courier statistics; Computer usage	Track ILL & courier statistics; Computer usage

Wocketville Library Community Resource Project

Fiscal Year 2012-2013

<i>Goals/Objectives</i>	<i>July-Aug</i>	<i>Sept-Oct</i>	<i>Nov-Dec</i>	<i>Jan-Feb</i>	<i>Mar-Apr</i>	<i>May-June</i>
<i>ILL & Courier Services</i>	Promote ILL & courier services		Promote ILL & courier services		Promote ILL & courier services	Perform yearly review
<i>Technology</i>	Replace computers 5 yrs +; Update software;					Perform yearly review of website databases, & Internet usage
<i>Adult Programs</i>	Book Club signups & book purchases; "Navigating our Internet" workshop signups	Begin "Navigating our Internet" workshop; Begin Book Club	Review Outreach program; Promote "Navigating our Databases" workshop	"Navigating our Databases" workshop signups; Six month report on Outreach program to Library Board	Begin "Navigating our Databases" workshop	Begin review of workshops and Book Club
<i>Children's Programs</i>	Promote Story Time				Promote Summer Reading	
<i>Statistical Tracking</i>	Track ILL & courier statistics; Computer usage	Track ILL & courier statistics; Computer usage; Workshop & Book Club attendance	Track ILL & courier statistics; Computer usage; Workshop & Book Club attendance	Track ILL & courier statistics; Computer usage; Workshop & Book Club attendance	Track ILL & courier statistics; Computer usage; Workshop & Book Club attendance	Track ILL & courier statistics; Computer usage; Workshop & Book Club attendance