



Long Range Plan 2019-2022

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Colfax Public Library Long Range Plan 2019-2022

Mission Statement

The Colfax Public Library promotes and encourages a love for reading and offers the opportunity to learn and grow.

Library Vision

Colfax Public Library patrons will:

- ❖ Find the library a safe place where everyone is welcome.
- ❖ Have the information they need to succeed at school, at work, and in their personal lives.
- ❖ Have reading, viewing and listening materials and programs to stimulate their thinking, enhance their knowledge of the world, and improve the quality of their leisure time.
- ❖ Discover the joy of reading and develop a love of learning.
- ❖ Have access to electronic resources and an opportunity to develop their computer skills.
- ❖ Think of the Colfax Public Library as a focal point of the community that connects and unites the people of this local area.
- ❖ Use library resources and services & encourage others to use our public library.

Goals and Objectives

Goal 1 –Foster in children a lifelong love of books, reading and learning

Objectives:

1. Continue to offer story time for toddlers and preschoolers.

2. Develop special programs for children and families to encourage reading and learning.
3. Continue to offer Summer Reading programs for children ages five to ten years old.
4. Develop programming for older children and expand Summer Reading to include them.
5. Select materials that benefit children's reading skills and encourage further learning.
6. Develop special programs for children and families to encourage reading and learning.
7. Update and add new links and useful information to the library webpage and Facebook page as needed.
8. Continue to partner with the school district for the Accelerated Reading (AR) program by labeling reading materials with the proper AR information, as well as providing children the opportunity to take Accelerated Reading quizzes on the Public Access computers all year long.
9. Add a dedicated AR Quiz computer to the children's area.
10. Encourage class visits to the library to familiarize students with resources in the library.

Goal 2 – Enhance library service to young adults

Objectives:

1. Select materials that young adults find interesting and challenging.
2. Develop programs for young adults to encourage reading, learning, and use of the library.
3. Update and add new links and useful information to the Young Adult section of the library's webpage and Facebook page.

4. Encourage class visits to the library to familiarize students with resources in the library.
5. Foster a partnership with Colfax School teachers and school librarians.

Goal 3 – Provide current popular materials and programs for adults

Objectives:

1. Continue collection practices that reflect the interests and needs of the community.
2. Evaluate and weed existing collections continually.
3. Provide displays of useful resources related to topics of current interest.
4. Partner with other local organizations or groups to provide programs and topics of interest.
5. Seek opportunities for a variety of programs involving educational and cultural learning.
6. Provide a well-organized presentation of materials for the public.
7. Monitor the flow of materials via the courier system in response to fulfilling customer requests.

Goal 4 – Provide outreach service to the community and local organizations

Objectives:

1. Maintain and provide outreach services (Homebound Program), for local nursing homes, special populations, and for individuals with special physical limitations or needs.
2. Maintain a Homebound policy which will cover library patrons and nursing home residents.
3. Keep ongoing friendly conversation with the local school district administration/staff to institute the sharing of programs and resources.

Goal 5 – Provide up-to-date technology for the Colfax Community.

Objectives:

1. Continue to partner with the Inspiring & Facilitating Library Success (IFLS) to offer access to the M.O.R.E. (My Online Resource) consortium, a web-based integrated system and other electronic resources.
2. Maintain a technology plan and budget to replace, upgrade and add additional computer workstations as necessary.
3. Provide high speed internet service to library patrons using the public access computers and Wi-Fi.
4. Provide staff training to help patrons use technology effectively.
5. Provide individuals with personalized assistance when using electronic databases and the online card catalog.
6. Attend appropriate consortium workshops and seminars to remain current on all consortium software upgrades to deliver an efficient circulation/checkout system.

Goal 6 – Review service needs and standards of the library as it relates to patron usage and resources

Objectives:

1. Annually review library operations and basic service needs by using the current Wisconsin Public Library Service Standards guideline. Standards that will be reviewed include facilities and access, staffing, collections and resources.
2. Strive for appropriate levels of library standards concerning operations and services.
3. Evaluate, manage, and enhance library collections to meet or exceed Wisconsin Public Library Standards.
4. Annually Review operating budget and training allocations to meet the goals, objectives and selection material needs.

5. Implement an annual survey to solicit comments of library users regarding library services, customer service and hours of operation.
6. Actively promote library services to the community to stress literary importance for all.
7. Work with the Dunn County Library Plan Committee to promote and develop guidelines for library services within the county.

Goal 7 – Work to provide an accessible and attractive library facility that meets the current and future needs of the community

Objectives:

1. Implement ways to keep library space attractive, safe, accessible and efficient for users.
2. Continue working in collaboration with the Village of Colfax, Colfax Municipal Building Restoration Group, Colfax Woman’s Club, and Colfax Commercial Club to explore possible funding opportunities for the addition of an elevator, improved handicap accessibility, and a usable basement through grant sources, low-interest loans, and a letter-writing campaign.
3. Inform decision makers of changing service and facility needs.
4. Keep up-to-date on facility improvements, such as carpet, shelving units, furniture, and lighting for efficiency of library operations and improved workflow.
5. Advocate for sufficient financial resources to provide a well maintained facility.

Goal 8 - Develop public relations to promote library services and awareness

Objectives:

1. Will promote our library services and events via the library webpage and the library Facebook page and occasionally the local newspaper.
2. Review the effectiveness of the library brochure and update when needed.
3. Promote library functions and programs with signage around the village of Colfax and on social media.
4. Collaborate with local businesses to offer special library promotions or incentives to library users. (Examples: Culver's provides coupons to children who read 100 books during the summer months; Subway donates cookies to their local library for a holiday open house.)
5. Develop strategies for attracting people who do not use our local library and determine why these people choose not to use the public library, and use those findings to implement a plan for attracting non-users.
6. Continue to update the library webpage and Facebook page with additional help from IFLS and library staff.
7. Work with local groups to advertise scheduled programs and information as it relates to the subject matter.

Goal 9 – Maintain a high quality staff by providing on-going training and continuing education to insure professional skills and excellent customer service

Objectives:

1. Encourage library staff to attend and complete continuing education classes or workshops on an annual basis.
2. Continue to provide funds in the budget for reimbursements for travel costs, wages and other costs for staff and board trustees to attend continuing education events, conferences and workshops.
3. Ensure the director maintains proper certification requirements on an annual basis by submitting an Annual Summation of Continuing Education clock hours to IFLS.

4. Develop a pool of trained adult volunteers to provide assistance to staff when needed.
5. Review service demands and related training needs locally and within the MORE consortium.
6. Evaluate staff work-flow for circulation and courier delivery system as it pertains to the MORE consortium. Re-train frequently when workflow changes.

Acknowledgement

Adopted March 19, 2019 by the Colfax Public Library Board of Trustees:

Library Board

Krista Ottinger

Mark Halpin

Olivia Landon

Lori Halpin

Nancy Baumgartner

Gary Stene

Eve Suckow

Library Administration

Lisa Bragg-Hurlburt, Director