

Wall Lake Public Library
Strategic Action Plan
2019-2022



Approved
February 12, 2019

Mission Statement

The Wall Lake Public Library is a comfortable and welcoming place where people of all ages can learn to be informed citizens, enjoy recreational interests, and pursue a lifelong love of reading and learning.

The Chosen Service Responses of the Wall Lake Public Library

(Based upon a community planning project in August 2008)

Stimulate Imagination: Reading, Viewing, Listening for Pleasure

Visit a Comfortable Place: Physical and Virtual Spaces

Satisfy Curiosity: Lifelong Learning

Create Young Readers: Early Literacy

The Library's strategic plan for 2016-2020 had four goals. The first goal was to assist patrons in their reading, viewing and listening for pleasure. The Library continues to enroll in the Bridges database and has seen an increase in usage by library patrons. The Book Club has seen an increase in members in the last year after staying level the first several years. The library statistics have shown a decrease in books and DVD use, but an increase in Bridges use. Book Page was added – a free monthly book review magazine that is offered free to our patrons. A charging station for patron devices was another new service.

The second goal was for the library to be a welcoming place for our patrons. We have increased our programs, but library visits have decreased the last two years. The library computers have been updated on a two year plan – with all computers now from 2017 and 2018. We are working on a designated computer for the children's room – we have a child's desk and chair that was received in December of 2018.

The third goal was to assist our patrons in lifelong learning. The Learning Express database has had no use even with promotion at the schools and pamphlets, plus cable channel info. Brainfuse is to replace Learning Express. Computer use has increased. We are offering programs for the teens with small attendance. The library has increased programming for adults with increased attendance noted. The objective to track wifi statistics with a new router has not been funded at this time.

The fourth goal is for our young readers and early literacy. We started the 1000 Books before Kindergarten program and had increased circulation of easy readers for the first year. Several of the children have met their goal and now circulation has decreased. One suggestion is to increase the story time from 6 months a year to 9 months a year. The library has received the Pilcrow Foundation grant in January of 2019 and has received over 100 new children's books.

Wall Lake Public Library Long-Range Plan 2019-2022

MISSION STATEMENT: The Wall Lake Public Library is a comfortable place where people of all ages can learn to be informed citizens, enjoy recreational interests, and pursue a lifelong love of reading and learning.

COMMUNITY INPUT DATA:

- (a) In November of 2018, the Hometown Pride Committee conducted a survey in the community of Wall Lake. The Wall Lake Public Library was allowed one question on the survey. The question asked which programming topics, sponsored by the Library, would community members be interested in attending. The top 3 choices were craft kits, movies and Home and Garden programs. With these answers, the library will plan programming on these topics, see GOALS & OBJECTIVES below
- (b) In 2018, the Wall Lake Library staff completed the Edge Assessment. Several of the Edge results identified goals including offering classes on digital scrapbooking, tech topics, photo sharing, and assistance on tech devices. In addition, our Edge results revealed the need to maintain website links; links to state, local and federal resources; and provide privacy for patrons while conducting sensitive transactions. With these Edge results, the library will plan to address these points, see GOALS & OBJECTIVES below.
- (c) According to the State Data Center, 24% of Wall Lake's population is 0-19 years old; 35% is 20-55 years old and 40% is 55 years and older. 41.4% of the residents of Wall Lake have a high school education with 21.2% having some college education but no degree. The average drive time to work is 13.2 minutes. 58% of the residents of Wall Lake are of German heritage and 100% are white. The main occupations are sales and office positions; management, business, science and arts occupations; service occupations and production and transportation occupations. 28.6% of the residents are female householders, no husband present and the poverty level is 13.9%. With these statistics, the library will target our programming, services, and technology assistance with this data in mind.

GOALS & OBJECTIVES:

Stimulate Creativity/Imagination:

Reading, Viewing, Listening and Creating for Pleasure

Goal 1: Adults and senior citizens will have access to variety of library services, to improve creative expression and socialization.

Objectives:

1) By spring 2019, the Library will apply for the ALLI grant and host art programs to stimulate creativity and encourage socialization of community members 55 years and older.

2) In 2019 and each subsequent year of this plan, the Library will host 6 craft programs per year for adults.

3) In 2019 and each subsequent year of this plan, the Library will host at least 1 home and garden programs.

4) By spring of 2020, the Library will investigate options for movies for adults (possibly family movie nights or afternoon movies).

5) By spring 2020, the library will investigate promoting books suggested by famous people - Oprah, Reese Witherspoon, etc. on Facebook or Instagram or Twitter.

6) By spring 2020, the library will investigate using the Quik app to advertise new books in the library weekly on Facebook.

7) By spring 2021, the library will purchase a keurig to encourage visits and socialization in the library.

8) By spring 2022, the library will investigate options for a makerspace for adults and a Brother cricut for public use.

9) The Library will offer outreach programs (preschool story times) to the long term care residents 6 times per year.

10) The Library will re-enroll in the Bridges consortium annually.

Goal 2: Children will have access to a variety of programs, to stimulate reading and literacy.

Objectives:

1) In each year of this plan, the library will host a summer library program.

2) By fall of 2019, the library will have a computer designated for children located in the children's room with educational websites.

3) By 2020, the library will investigate options available for a makerspace in the children's room.

4) By 2021, the library will investigate new programming ideas to encourage children to use the library.

Goal 3: Teens will have access to a variety of programs, encouraging their socialization skills.

Objectives:

- 1) By Spring 2020, the library will coordinate with the high school book club (The Nerd Herd) to advertise books available on their reading list.
- 2) In each year of this plan, the library will investigate ideas for teen programming.
- 3) In each year of this plan, the library will offer a teen maker camp.

Goal 4: Edge Assessment Goals: Library users of all ages will have access to updated computer hardware, software, website content, and new technology-related classes at the library.

Objectives:

- 1) By fall 2019, the library will install and maintain website links on a semi-annual basis.
- 2) By fall 2019, the library will install and maintain links to state, local and federal resources on a semi-annual basis.
- 3) By spring 2020, the library will work with an IT person to offer classes on digital scrapbooking, tech topics like Facebook, Instagram and Twitter; photo sharing and tech devices like iphones, ipads, kindles.
- 4) By spring 2021, the library will provide privacy for patrons at the computers by installing privacy screens or installing partitions between workstations.

PLAN EVALUATION: In October of each year, the Wall Lake Library Board will evaluate progress on achieving the plan's goals and objectives. This evaluation will include reviewing areas of success, as well as determining whether (a) unmet goals / objectives are still valid to continue working on into the new year and (b) whether new goals/objectives need to be added.