

Long Range Plan

for the

**Pender County Public Library
North Carolina**

FY 2007 – 2012

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Table of Contents

Executive Summary	2
Introduction	4
Motivation for Planning	
The Planning Process	
Participants	
Community Needs	7
Library Service Responses	8
Mission Statement	10
Service Priorities, Goals, Objectives, and Representative Activities	11
Stimulate Imagination	
Satisfy Curiosity	
Create, Encourage, and Support Young Readers	
Discover Your Heritage	
Visit a Comfortable Place	
Appendix 1. Grid of Objectives, Service Responses, and Goals.....	23

Executive Summary

Beginning in March 2007, a community-based planning committee met and helped develop a five-year strategic plan for the Pender County Public Library. A library staff committee provided input and feedback to the community planning committee throughout the process. The final plan is a combination of ideas and effort by the community planning committee, the library staff committee, and library consultant Dr. Robert Burgin.

Mission Statement

The Pender County Public Library seeks to meet the informational, educational, and recreational needs of county residents through multimedia library resources that enrich individual and community life.

Library Service Priorities and Goals

STIMULATE IMAGINATION: READING, VIEWING, AND LISTENING FOR PLEASURE

Goal 1: People of all ages and backgrounds will find a wide variety of current and popular materials to satisfy their personal reading, viewing, and listening interests.

Goal 2: Library users will have opportunities to interact in a community setting with other readers.

SATISFY CURIOSITY: LIFELONG LEARNING

Goal 1: People of ages and backgrounds will find information and answers to questions related to work, school, cultural, civic, and personal life.

CREATE, ENCOURAGE, AND SUPPORT YOUNG READERS

Goal 1: Pre-school children and their caregivers will have access to a variety of early literacy programs and materials to support pre-emergent literacy development.

Goal 2: School aged children will have access to collections, programs, and resources to support their recreational and educational information needs.

Goal 3: Young adults age 12 – 18 will have access to collections, programs, and resources to support their recreational and educational information needs.

DISCOVER YOUR HERITAGE: GENEALOGY AND LOCAL HISTORY

Goal 1: Individuals seeking resources on local history and genealogy in the library will find guidance and referrals to support their needs.

Goal 2: Individuals seeking resources on local history and genealogy in the library will find collections to support their needs.

VISIT A COMFORTABLE PLACE: PUBLIC AND VIRTUAL SPACES

Goal 1: Residents will have access to more user friendly library facilities.

Goal 2: Residents will have open and accessible virtual spaces that satisfy their personal reading interests and informational needs.

Goal 3: Residents will be more aware of the library as a vital informational, recreational, and cultural resource institution.

Introduction

Motivation for Planning

In January 2007, the Pender County Public Library received a federally-funded LSTA (Library Services and Technology Act) grant to develop a strategic plan for its library system by implementing the planning process outlined in the Public Library Association's publication, *The New Planning for Results*.

The Planning Process

The Pender County Public Library chose to use the planning process outlined in *The New Planning for Results*. This planning process was developed by the Public Library Association of the American Library Association to encourage public libraries to define their services in light of the needs of the individual communities being served. *The New Planning for Results* was specifically written for small and medium sized public libraries and emphasizes a streamlined, community-based approach to planning.

The planning process outlined in *The New Planning for Results* is based on the assumption that excellence must be defined locally and that excellence results when library services match user needs, interests, and priorities. Consequently, *The New Planning for Results* process asks key community stakeholders to identify a vision for the community served by the library. This vision is intended to help library planners determine how the library can make a contribution toward achieving the community vision.

Participants

The key community stakeholders for the Pender County Public Library's planning process formed the library's community planning committee. This committee included:

- Todd Brohaugh, Hampstead
- Mimi Caplan, Ivanhoe
- Dana Corcoran, Rocky Point
- Kay Guimond, Hampstead
- Jenny Keech, Watha
- Darlene Lewis, Rocky Point
- Debra Lewis, Currie
- Catherine Moore, Burgaw
- Connie Raysin, Burgaw
- Edelmira Segovia, Atkinson
- Ashley Seitter, Burgaw
- Chris Smith, Burgaw
- Sue Talbert, Hampstead
- Sam Thompson, Hampstead
- Patricia Williams, Burgaw
- Charles Wilson, Hampstead

A staff planning committee, made up of members of the staff of the Pender County Public Library, was also involved in the planning process. The staff planning committee included:

- Mike Taylor, Library Director
- Marsha Dees, Hampstead Branch Manager
- Ann Mendenhall, Youth Services
- Aimee Boese, Reference
- Nancy Lukens, Administrative Support
- Misty Smith, Circulation
- Cindy Goodin, Technology
- Kathy Bickler, Circulation

The Pender County Public Library's planning process was facilitated by Dr. Robert Burgin, a library consultant with more than 30 years of experience in library education, library consulting, and library administration.

Community Needs

The first task of the community planning committee was to identify the most important needs of the community served by the Pender County Public Library. The community planning committee then identified the needs that the library is well suited to meet or provide support for and suggested service responses for the library.

The community planning committee identified the following community needs.

- After-school programs
- Better ways of getting around on foot (No sidewalks)
- Transportation
- Fund raising – Public
- Preschool literacy
- Programs for teachers
- Book clubs for 6th-12th grade students
- Computer literacy for adults
- English as a Second Language
- “Home school” library programs
- Family history and genealogy
- Increased volunteers in the community
- Communication, including the need to communicate the services already in place at the library
- Increased technology
- Computer training for adults
- Better library Website
- Increased interlibrary loan between the school and public libraries
- Increased bilingual books
- Increased number of Spanish-speaking volunteers

Library Service Responses

Based on the community needs identified by the community planning committee and its understanding of the library's strengths and weaknesses, that committee suggested a number of potential service responses for the Pender County Public Library, based on seventeen such service responses created in January 2007 by the authors of *The New Planning for Results* with input from the library community.

The staff planning committee then met to consider these suggested service responses. The staff planning committee examined the strengths and weaknesses of the library as well as the opportunities and threats presented by the suggested service responses. After consideration of these issues, the staff planning committee gave its support to five of the responses suggested by the community planning committee:

- Stimulate Imagination: Reading, Viewing, and Listening for Pleasure, which focuses on the library's role in helping residents who want materials to enhance their leisure time find what they want when and where they want them and have the help they need to make choices from among the options.
- Satisfy Curiosity: Lifelong Learning, which emphasizes the library's role in helping residents have the resources they need to explore topics of personal interest and continue to learn throughout their lives.
- Create, Encourage, and Support Young Readers, which emphasizes the library's role in providing programs and services designed to ensure that children of all ages will learn to read, write, and listen.
- Discover Your Heritage: Genealogy and Local History, which focuses on the library's efforts to provide residents and visitors with the resources they need to explore their heritage, to connect the past with the present through their family histories, and to understand the history and traditions of the community in which they live.
- Visit a Comfortable Place: Public and Virtual Spaces, which emphasizes the library's role in providing safe and welcoming physical places to meet and

interact with others or to sit quietly and read and will have open and accessible virtual spaces that support social networking.

The responses selected by the staff planning committee were taken to the community planning committee, which recommended that the Pender County Public Library adopt the five service responses supported by the library staff committee. The community planning committee then provided input on a mission statement for the library and on goal statements for each of the recommended service responses.

The staff planning committee then met to discuss the recommendations of the community planning committee. The staff planning committee began drafting a mission statement for the library and identifying goals, objectives, and activities to implement the service responses over the next five years. The mission statement, service responses, goals, objectives, and representative activities are listed below.

Mission Statement

Based on the discussions of the Pender County Public Library's community planning committee, the staff's understanding of the strengths and weaknesses of the library system as well as the opportunities and threats presented by the environment in which the library system operates, and the service responses recommended by the Pender County Public Library's Community Planning Committee, members of the community planning and staff planning committees created the following mission statement for the Pender County Public Library.

The Pender County Public Library seeks to meet the informational, educational, and recreational needs of county residents through multimedia library resources that enrich individual and community life.

Service Priorities, Goals, Objectives, and Representative Activities

The goals, objectives, and activities of the Pender County Public Library support the service responses that were developed and approved by the community planning and staff planning committees.

Library Service Priorities and Goals

STIMULATE IMAGINATION: READING, VIEWING, AND LISTENING FOR PLEASURE

Goal 1: People of all ages and backgrounds will find a wide variety of current and popular materials to satisfy their personal reading, viewing, and listening interests.

Goal 2: Library users will have opportunities to interact in a community setting with other readers.

SATISFY CURIOSITY: LIFELONG LEARNING

Goal 1: People of ages and backgrounds will find information and answers to questions related to work, school, cultural, civic, and personal life.

CREATE, ENCOURAGE, AND SUPPORT YOUNG READERS

Goal 1: Pre-school children and their caregivers will have access to a variety of early literacy programs and materials to support pre-emergent literacy development.

Goal 2: School aged children will have access to collections, programs, and resources to support their recreational and educational information needs.

Goal 3: Young adults age 12 – 18 will have access to collections, programs, and resources to support their recreational and educational information needs.

DISCOVER YOUR HERITAGE: GENEALOGY AND LOCAL HISTORY

Goal 1: Individuals seeking resources on local history and genealogy in the library will find guidance and referrals to support their needs.

Goal 2: Individuals seeking resources on local history and genealogy in the library will find collections to support their needs.

VISIT A COMFORTABLE PLACE: PUBLIC AND VIRTUAL SPACES

Goal 1: Residents will have access to more user friendly library facilities.

Goal 2: Residents will have open and accessible virtual spaces that satisfy their personal reading interests and informational needs.

Goal 3: Residents will be more aware of the library as a vital informational, recreational and cultural resource institution.

**STIMULATE IMAGINATION:
READING, VIEWING, AND LISTENING FOR PLEASURE**

Goal 1: People of all ages and backgrounds will find a wide variety of current and popular materials to satisfy their personal reading, viewing, and listening interests.

Objective 1.1

Each year the library will seek an appropriation for the materials budget to match or exceed the most recent median for material expenditures of NC county library systems as reported by the State Library.

Objective 1.2

Users will be able to borrow a book title already owned by the library within 6 weeks.

Objective 1.3

During the next five years the library will develop and revise a plan for its non print materials that takes into consideration new product technologies and library infrastructure for the delivery of content.

Objective 1.4

The library will purchase all book titles on the New York Times Bestseller lists and consider customer requests, in addition to using a core of professionally recognized sources for book acquisitions.

Goal 2: Library users will have opportunities to interact in a community setting with other readers.

Objective 2.1

The library will offer at least two author talk events annually at each branch.

Objective 2.2

The library shall offer an adult reading program, such as book clubs or “one book, one community” during at least one of the five years of the plan.

Representative activities to support these goals include:

- Identify and invite local authors, set date, write and implement publicity/ signage for a local authors’ festival featuring talks and signings.
- Include areas that can be used for exhibits in the design of the new Hampstead Branch Library, as well as a larger meeting room.
- Check *NY Times* bestseller lists weekly to order new titles not already ordered or owned.
- Run circ reports weekly comparing number of holds to number of copies owned of a title to maintain a 3 request per copy ratio.
- Consider a rental book plan if the library cannot maintain holds per copy ratios due to economic limitations.
- Investigate collaborating with New Hanover County in a regional community read event.

SATISFY CURIOSITY: LIFELONG LEARNING

Goal 1: People of ages and backgrounds will find information and answers to questions related to work, school, cultural, civic, and personal life.

Objective 1.1

The library will subscribe to at least 1 additional online databases not included in NC Live.

Objective 1.2

The library will supplement online computer tutorials with introductory computer workshops to the public at least twice a year.

Objective 1.3

The library will provide at least four speakers per year on topics of community interest such as crafts, health, finance, etc.

Representative activities to support this goal include:

- Organize a speakers series of topics of popular interest, such as a quilt collector to talk about styles of antique quilts along with an exhibit his collection.
- Seek to bring to borrow an exhibit from NC State University's D.H. Hill Library on B.H. Wells, pioneer ecologist and the "Big Savannah" of Pender County.
- Create book displays on various nonfiction topics to highlight the topics represented in the collection.

CREATE, ENCOURAGE, AND SUPPORT YOUNG READERS

Goal 1: Pre-school children and their caregivers will have access to a variety of early literacy programs and materials to support pre-emergent literacy development.

Objective 1.1

Public story times will be presented at each branch each week during the school year.

Objective 1.2

A majority of the licensed daycare/home facilities in the county will register to use the Early Literacy Outreach program by 2011.

Objective 1.3

By 2009, every licensed daycare/home facility in the county will have been actively recruited by personal contact to participate in the Early Literacy Outreach (ELO) service.

Objective 1.4

Two series of "Every Child Ready to Read" workshops will be held annually at each library branch.

Goal 2: School aged children will have access to collections, programs, and resources to support their recreational and educational information needs.

Objective 2.1

The Library will purchase at least one copy per branch of all titles on reading lists for public school reading programs such as NC Battle of the Books, NC Book Awards & required reading selections as provided by Pender County Public Schools.

Objective 2.2

The library will plan and promote at least one open house event for home school families at each branch annually.

Objective 2.3

Every elementary school in the county will be contacted annually promoting a public library visit and program as a field trip during the year.

Goal 3: Young adults age 12 – 18 will have access to collections, programs, and resources to support their recreational and educational information needs.

Objective 3.1

The library will establish a Teen Advisory Committee in 2008.

Objective 3.2

The library will develop a Strategic Plan for services to young adults in 2009.

Objective 3.3

By 2008, the library will sponsor at least one young adult program/event per branch per year.

Representative activities to support these goals include:

- Update/maintain Family Theme Bags.
- Strengthen budgetary communication and track expenditures by collection to better monitor collection development.
- Review and strengthen written policies/procedures for Early Literacy Outreach.

- Determine our message to the various school divisions to increase student use; identify and seek cooperation with key school personnel who can help facilitate library use information distribution.
- Conduct a “poetry/unplugged music” event in a coffee house style format.
- Seek cooperation with the schools to distribute introductory information or library cards to students.

DISCOVER YOUR HERITAGE: GENEALOGY AND LOCAL HISTORY

Goal 1: Individuals seeking resources on local history and genealogy in the library will find guidance and referrals to support their needs.

Objective 1.1

The library will create a permanent part-time position increasing work hours by 50% to provide services in this area in 2007 and will seek funding for a full time equivalent position(s) by 2012.

Objective 1.2

The library will provide at least one staff training event in genealogy/ local history per year.

Objective 1.3

The library will hold at least one “how to” genealogy workshop a year.

Goal 2: Individuals seeking resources on local history and genealogy in the library will find collections to support their needs.

Objective 2.1

The historic photograph collection will be scanned, cataloged, and on-line by 2009

Objective 2.2

The library will develop a plan and implement digitization of the local history vertical files by 2012.

Representative activities to support these goals include:

- The library will develop a pathfinder and/or a brochure for collection orientation and promotion by 2009.
- The library will solicit donations and copies of local history information, photographs, and genealogies.
- Volunteers will clip newspaper and magazine articles about Pender County to add to the vertical file collections.
- The library will buy microfilm rolls of public records to support history/genealogy research.
- The library will collaborate with volunteers who are compiling information from information sources to create indexes, listings, etc.

VISIT A COMFORTABLE PLACE: PUBLIC AND VIRTUAL SPACES

Goal 1: Residents will have access to more user friendly library facilities.

Objective 1.1

The Library Board will review policies and consider recommendations for changes to make the library a more inviting place to visit and meet.

Objective 1.2

By 2008, the library will develop a county-wide building program to address future and existing library facilities.

Objective 1.3

The library will seek funding to implement the county-wide building program.

Goal 2: Residents will have open and accessible virtual spaces that satisfy their personal reading interests and informational needs.

Objective 2.1

By 2008, the library will provide wireless access at both branches.

Objective 2.2

By 2008, library users will have access to a web page offering a menu of online genre themed newsletters, monitored literary blogs, and an email service promoting new titles.

Goal 3: Residents will be more aware of the library as a vital informational, recreational, and cultural resource institution.

Objective 3.1

The library will produce a quarterly system newsletter by 2008.

Objective 3.2

The library will develop a detailed marketing and advertising plan by 2009.

Objective 3.3

By 2009 the Library will develop a plan to attract new library card applicants, inform them of all library services, foster library volunteerism, and encourage them to support the library.

Representative activities to support these goals include:

- Devise a more formalized volunteer program with registration, interest/talent inventory, job descriptions, and annual recognition.
- Design, write, and print informative brochures and web pages with information about programs and services in addition to loan policies.
- Schedule a library trustee review of new customer service ideas and what changes in library policies might be needed to support user friendliness of library facilities.
- Seek funding to reduce the circulation workload per staff FTE to the median of NC county library systems in order to maintain night and Saturday hours to the public, as well as provide programs and services in support of the strategic plan.

Appendix 1

Grid of Objectives, Service Responses, and Goals

Many of the objectives listed above contribute to multiple service responses and goals. The grid below shows these interactions.

Objectives Each Objective contributes to accomplishment of the goals indicated on the right	Service Responses and Associated Goals											
	1 Stimulate Imagination		2 Satisfy Curiosity		3 Create, Encourage, and Support Young Readers			4 Discover Your Heritage		5 Visit a Comfortable Place		
	1	2	1	1	2	3	1	2	1	2	3	
<u>Objective 1.1</u> Each year the library will seek an appropriation for the materials budget to match or exceed the most recent median for material expenditures of NC county library systems as reported by the State Library.	X		X	X	X	X		X		X		
<u>Objective 1.2</u> Users will be able to borrow a book title already owned by the library within 6 weeks.	X		X									
<u>Objective 1.3</u> During the next five years the library will develop and revise a plan for its non print materials that takes into consideration new product technologies and library infrastructure for the delivery of content.	X		X		X	X	X	X				

Objectives	Service Responses and Associated Goals											
	1 Stimulate Imagination		2 Satisfy Curiosity		3 Create, Encourage, and Support Young Readers			4 Discover Your Heritage		5 Visit a Comfortable Place		
	1	2	1	1	2	3	1	2	1	2	3	
<u>Objective 1.4</u> The library will purchase all book titles on the <i>New York Times Bestseller</i> lists and consider customer requests, in addition to using a core of professionally recognized sources for book acquisitions.	X		X									
<u>Objective 2.1</u> The library will offer at least two author talk events annually at each branch.		X	X								X	
<u>Objective 2.2</u> The library shall offer an adult reading program, such as book clubs or “one book, one community” during at least one of the five years of the plan.		X	X								X	
<u>Objective 1.1</u> The library will subscribe to at least 1 additional online database not included in NC Live.			X								X	
<u>Objective 1.2</u> The library will supplement online computer tutorials with introductory computer workshops to the public at least twice a year.			X				X	X		X	X	

Objectives	Service Responses and Associated Goals											
	1 Stimulate Imagination		2 Satisfy Curiosity		3 Create, Encourage, and Support Young Readers			4 Discover Your Heritage		5 Visit a Comfortable Place		
	1	2	1	1	2	3	1	2	1	2	3	
<p>Each Objective contributes to accomplishment of the goals indicated on the right</p>												
<p><u>Objective 1.3</u> The library will provide at least four speakers per year on topics of community interest such as crafts, health, finance, etc.</p>	X		X								X	
<p><u>Objective 1.1</u> Public story times will be presented at each branch each week during the school year.</p>				X								
<p><u>Objective 1.2</u> A majority of the licensed daycare/home facilities in the county will register to use the Early Literacy Outreach program by 2011.</p>				X								
<p><u>Objective 1.3</u> By 2009, every licensed daycare/home facility in the county will have been actively recruited by personal contact to participate in the Early Literacy Outreach (ELO) service.</p>				X							X	
<p><u>Objective 1.4</u> Two series of “Every Child Ready to Read” workshops will be held annually at each library branch.</p>				X							X	

Objectives	Service Responses and Associated Goals											
	1 Stimulate Imagination		2 Satisfy Curiosity		3 Create, Encourage, and Support Young Readers			4 Discover Your Heritage		5 Visit a Comfortable Place		
	1	2	1	1	2	3	1	2	1	2	3	
<p><u>Objective 2.1</u> The Library will purchase at least one copy per branch of all titles on reading lists for public school reading programs such as NC Battle of the Books, NC Book Awards & required reading selections as provided by Pender County Public Schools.</p>	X				X							
<p><u>Objective 2.2</u> The library will plan and promote at least one open house event for home school families at each branch annually.</p>					X						X	
<p><u>Objective 2.3</u> Every elementary school in the county will be contacted annually promoting a public library visit and program as a field trip during the year.</p>					X						X	
<p><u>Objective 3.1</u> The library will establish a Teen Advisory Committee in 2008.</p>						X					X	
<p><u>Objective 3.2</u> The library will develop a Strategic Plan for services to young adults in 2009.</p>						X						

Objectives	Service Responses and Associated Goals											
	1 Stimulate Imagination		2 Satisfy Curiosity		3 Create, Encourage, and Support Young Readers			4 Discover Your Heritage		5 Visit a Comfortable Place		
	1	2	1	1	2	3	1	2	1	2	3	
<u>Objective 3.3</u> By 2008, the library will sponsor at least one young adult program/event per branch per year.						X					X	
<u>Objective 1.1</u> The library will create a permanent part-time position increasing work hours by 50% to provide services in this area in 2007 and will seek funding for a full time equivalent position(s) by 2012.							X					
<u>Objective 1.2</u> The library will hold at least one "how to" genealogy workshop a year.			X				X				X	
<u>Objective 2.1</u> The historic photograph collection will be scanned, cataloged and on-line by 2009								X		X		
<u>Objective 2.2</u> The library will develop a plan and implement digitization of the local history vertical files by 2012								X		X		
<u>Objective 1.1</u> The Library Board will review policies and consider recommendations for changes to make the library a more inviting place to visit and meet.		X							X		X	

Objectives	Service Responses and Associated Goals										
	1 Stimulate Imagination		2 Satisfy Curiosity	3 Create, Encourage, and Support Young Readers			4 Discover Your Heritage		5 Visit a Comfortable Place		
	1	2	1	1	2	3	1	2	1	2	3
<u>Objective 1.2</u> By 2009, the library will develop a county-wide building program to address future and existing library facilities.									X		
<u>Objective 1.3</u> The library will seek funding to implement the county-wide building program.									X		
<u>Objective 2.1</u> By 2008, the library will provide wireless access at both branches.			X				X	X		X	X
<u>Objective 2.2</u> By 2008, library users will have access to a web page offering a menu of online genre themed newsletters, monitored literary blogs, and an email service promoting new titles.	X		X	X	X					X	X
<u>Objective 3.1</u> The library will produce a quarterly system newsletter by 2008.											X
<u>Objective 3.2</u> The library will develop a detailed marketing and advertising plan by 2009.											X
<u>Objective 3.3</u> By 2009 the Library will develop a plan to attract new library card applicants, inform them of all library services, foster library volunteerism, and encourage them to support the library.											X