

LANSING PUBLIC LIBRARY STRATEGIC PLAN FOR FY 2013 – FY 2016

Adopted November 15, 2012

MISSION STATEMENT

The mission of the Lansing Public Library is to provide access to informational, educational, cultural and recreational library materials and services in a variety of formats and technologies; to be responsive to the community and to uphold the public's freedom of access to information.

LIBRARY VISION STATEMENT

The vision of the Lansing Public Library is to be the best possible library for the Lansing community. We create opportunities to learn, participate and link by: encouraging lifelong learning, responding to the diverse needs of our patrons, providing materials and events that entertain and inform and offering space for people to share ideas and network. To that end the library works to form partnerships with local educational, governmental, service and cultural institutions. We are committed to being excellent stewards of the physical and financial assets entrusted to the library. We strive to provide excellent service to all.

LIBRARY CORE VALUES

- *Equal Access
- *Intellectual Freedom
 - *Service
 - *Diversity
- *Literacy and Lifelong Learning
 - *Teamwork
 - *Creativity
- *Responsible Stewardship of All Resources

INTRODUCTION

The 2013-2016 Strategic Plan for Lansing Public Library was developed with the help of library consultant Kathy Berggren, the Lansing Library Board and the Library Director and staff.

Five focus groups were held to gather data. The groups consisted of Board and Staff members, Educators, Teens, Twenty to Forty Somethings and Fifty and Better. The information gathered at these meetings was used to help craft this strategic plan.

CURRENT STATE OF THE LIBRARY

Funding: The library currently receives \$1,993,000 in tax revenue from residents of Lansing. The board has not increased the tax levy the last two fiscal years despite the fact that we completed a 1.725 million dollar renovation of the building in February 2012. We are fortunate to not be in a tax capped community so when necessary we can increase our tax levy.

Facilities: The building was equipped with a new roof, new windows, new skylight and sheathed in an insulated metal paneled envelope. The building is now much more energy efficient. The bonds sold for this project will be paid off in ten years with funds from the library's operating budget. The board wants to demonstrate to the taxpayers that the library is fiscally responsible and recognizes the financial difficulties that face many people in Lansing. The library opened in its current location in 1976 so we have challenges with electricity and data wiring. The building was built before the common use of computers so our public computer set ups on both levels need to be addressed. The carpet in the building is sixteen years old. We have no individual or group study rooms. This is something we are asked for almost daily.

Collection: The library currently has 100,472 items in its collection including adult, children and teen in various formats including: print books, magazines, newspapers, DVDs, CDs, audio books, large print books, book kits, online resources and e-books. The collection was extensively weeded two years ago and we continue now on a regular schedule of weeding and inventory always assessing the shifting needs and desires of our patrons. We have seen a decrease in non-fiction demand and an increase in popular fiction and audio visual materials. Demand for e-books continues to grow.

Events: One of our library's strengths is the excellent events we hold for our patrons of all ages. We believe the library is a community gathering space so we hold events that both entertain and inform. Events are planned by our Adult Services, Reference, Computers & Collection and Youth and Teen Services. We have recently expanded our computer classes when we were awarded an EDD grant from the State Library. We now offer a full spectrum of Genealogy classes. Youth Services begins this month to hold Bi-Lingual Story times for families. This February we begin a discussion on World Views. We are constantly reassessing and looking for new events we can hold at the library.

Outreach: Another strength of our library is our outreach to our community. Youth and Teen Services has a tradition of outreach to schools in Lansing. Staff does story times and book talks at many of our elementary and middle schools. When Gail Guzman left the library and became the librarian at TF South High School we have been able to forge a partnership with them. Our teen librarian goes to the high school on a regular basis to share books with the teens. We also conduct the voting for our area schools in the State Children's Choice Awards. This year we joined the Intergovernmental Meetings attended by the Mayor, Park District, District 158 and District 171 and the Chamber. We work with the Chamber, LACE, (Autumn Fest) and other service groups on a regular basis. Patty Higgins is a board member of the South Suburban Genealogical & Historical Society. Adult Services does Homebound delivery for those in need. We are always looking for new opportunities to work with other groups in town. We are

fortunate to have Lansing's Historical Society in our building and we work with them from time to time. When people think of Lansing we want them to think of their library.

Marketing: Marketing is always a challenge. The cost of mailing a newsletter to all households is prohibitive. There are some new programs offered by the Post Office that may enable us to do targeted mailings. Our newsletter is available in house, and on our website. We also place copies in the Village Municipal Center. We have begun to use Facebook and Twitter to get our message out. We put some of our big events in the Village Vision newsletter created by the Village and sent to all households. We use The Times newspaper and The Shopper as well. In house posters, flyers and brochures are created but again they reach a small number of residents. We do e-blasts to those patrons who have email for certain events. We send out Next Read newsletters on various topics via email. We are always included in the Chamber's "You Are the First to Know" e-blasts.

We just had a logo created for the library so we will soon begin the process of branding all library communications with our new logo. We have never really had funds to dedicate to Public Relations but it is something we need to add to our budget and maintain it into the future. For several years funds from our per capita grant were used but the law was changed and that is not possible at this time. We encourage staff to familiarize themselves with what is happening at the library and to share that information when appropriate with others when they are out in the community.

The Village of Lansing is incredibly lucky to have a fabulous local television station in LNN. Neil Murphy and Dave Boomkers the two young men who run the station day to day are a local treasure. They are always promoting our events and frequently tape our concerts and other special events. We also have our own Brandi Smits starring in Hard Cover Feedback on LNN for the last several years. She currently hosts the show with Tracey Hill (former employee) and previous to that it was Kelly Campos (our very own trustee). Brandi also writes a book review column in The Shopper. New materials, events and services are only valuable to patrons if they know about them.

GOALS AND OBJECTIVES

Goal #1: Reconfigure space usage in the library.

FY2013 - 2016

Objective: Meet with architect to discuss use of space – new carpeting or moving what first?

Provide study rooms for individual & group use explore possibility of rooms on both levels.

Provide better seating for computer use on both levels. Provide more access to plugs for laptop use.

Is it possible to create flex space for events on both levels?

Create a Makers Space for media, technology and art for all ages.

Purchase new shelving for picture books, J Fiction and Non-Fiction and new furniture in the Youth area. Add pre-literacy items to pre-school area.

Explore better usage of Historical Society Entry Area.

Open and actively promote the use of our courtyard and purchase new furniture for the area in 2013.

Seriously look at using moveable bookshelves wherever possible.

Goal #2: New signage throughout the building.

When Goal #1 is complete

Objective: After the interior is redesigned to facilitate better wayfaring.

In the interim purchase some electronic signs for service desks.

Goal #3: Expand Services to Job Hunters

FY2013-2014

Objective: Utilize reference and computer staff to assist job seekers.

Continue expanded computer class schedule initiated under EDD grant.

Develop programs on writing resumes and cover letters.

Promote online employment resources.

Utilize Illinois Work Net and any other Federal, State and Local programs that will help the un/under employed.

Goal #4: Create a Salary Schedule for staff

FY2013 - 2014

Objective: To assure we are paying our staff in accordance with area standards.

Enlist assistance from The Management Association.

Re-evaluate job positions and staffing.

Update job descriptions.

Look at staffing allocations and make adjustments as needed.

Goal #5: Redo the parking lots in back of the library

FY 2013 - 2014

Objective: Create a plan for repairing all three lots with assistance from Dan Eallonardo.

Make all necessary repairs to the surface of the lots.

Bring handicapped ramps up to code.

Repair or replace all light poles and signs where needed.

Address grass and sprinkler system issues in the area.

Goal 6: Create a comprehensive Marketing Plan

FY 2013 - 2016

Objective: To create and implement a marketing plan that delivers our message effectively.

Work on branding the library with our new logo.

Continue to expand use of Social Media to promote the library.

Increase usage of visual messaging when appropriate.

Goal 7: Excellence in Customer Service

FY 2013 – 2016

Objective: Create a culture of excellence in customer service by promoting lifelong learning for all staff.

Be a responsive, evolving organization always open to change when dictated by our patrons.

Establish as a part of all positions in the library the importance of lifelong learning of new skills, ideas, and how to use technology and equipment etc.

Ensure that staff understands this expectation.

Allow time in everyone's work schedule to learn and practice new things.

Keep funds in training to facilitate participation in continuing education opportunities.

Objective: Share a clear, inspiring vision and purpose.

Actively practice open, honest communication at all levels.

Ensure that all staff members understand and actively support organizational goals.

Incorporate assessment, continuous improvement and planning for the future into every day operations.

The strategic Plan takes effect upon acceptance by the Board of Trustees, and the Library Director will make a quarterly report to the Board on the plan's progress. The library will execute the FY2013-FY2016 Strategic Plan in a fiscally responsible manner. Adjusts to the plan will be made during the next three years if it is deemed appropriate.