

**FOCUS ON THE FUTURE: THE LIBRARY'S STRATEGIC PLAN**  
**YEAR 2012: STAFF DETAILS**  
*January 2013 Update*

**GOAL 1: Residents of all ages in the Eau Claire area are fully engaged in community life and can enjoy an enriched quality of life in the area by taking advantage of opportunities to interact with their fellow residents/citizens.**

**STRATEGY 1:** Explore ways to enhance cultural programming and to create greater opportunities for civic engagement.

**Administration:** Continue to work with and support as appropriate other organizations and groups in community life and civil engagement activities and efforts. (*Ongoing.*)

**Administration/PRPS:**

- Continue to promote Library meeting facilities to government and school officials as a neutral place to hold hearings/meetings. (*Ongoing.*)
- Provide information on all programs held at the library for the public, whether the library sponsors or not. By doing this, the library will be able to show engagement with other organizations that use library facilities to advance their programs to the public. (*Ongoing.*)

**PRPS:** As opportunities arise, consider programming to engage the public in the contemplation and discussion of the importance of community, civility and compassion in their daily lives. By bringing adult audiences together for programs and events that include reading, viewing, reflection, discussion and civic engagement initiatives, the library will enhance the quality of life and learning in the community.

**STRATEGY 2:** Enhance the quality of meeting room space to include appropriate technologies and more comfortable seating.

**Administration:** Consider possible funding sources including the 2013 library budget, gifts, etc. for new, more comfortable furnishings in the Chippewa Room and improved equipment including hearing loop systems in the Chippewa Room and Board Room, teleconferencing equipment, etc.

**Circulation/Custodial/Reference/Youth Services:**

- Implement new policies, procedures and staffing that resulted from the process improvement effort regarding meeting rooms.
- Continue to streamline bookings of the meeting rooms to give the public an easier way to request a room and a way to view available space.

**STRATEGY 3:** Evaluate the mix of adult programming to include programming by and for groups, organizations and participants not traditionally involved in library programming. (*Ongoing.*)

**Adult and Youth Services:** Have core staff go out to different organizations promoting the library and what the library can offer them. Approach them to see if we could speak at their meeting. *(Ongoing.)*

**PRPS:**

- Continue to engage groups and organizations that have not traditionally participated in library programming and work with them to possibly develop programs of interest to their members.
- Continue outreach efforts and involve new program attendees in evaluation of program offerings.
- Have core staff prepared to go out to different organizations to promote the library and what the library can offer them. Approach different organizations to see if we could speak at their meetings.

**Update on Goal 1**

- *During the fall of 2012, the library provided ongoing information regarding a Shakespeare film series offered by Chippewa Valley Learning in Retirement.*
- *As an ongoing activity, the library posts weekly directories in the lower level meeting room area listing all public programs to be held in the various rooms.*
- *As part of a reciprocal agreement, the library now features on its art exhibit publicity information about many of the art shows being held across the street at the Eau Claire Regional Arts Center (ECRAC)'s Janet Carson gallery. (The library and ECRAC also coordinate their exhibit calendars in order to hold overlapping receptions whenever possible. This allows area art enthusiasts to "make a night" of visiting local galleries and mingling with local artists.)*
- *The meeting room focus group has met and is close to implementing new procedures for online booking of meeting rooms.*
- *The Library Director, the Electronic Resources Facilitator, reference and other library staff continue to be involved in and/or support the activities of Clear Vision Eau Claire, Downtown Eau Claire, Inc. (DECI), Visit Eau Claire's Cultural Tourism Committee, Chippepedia, the Eau Claire Community Forum, the Genealogical Research Society of Eau Claire (GRSEC) and Ticket to Adventure. Working with the Friends of the Library and the Friends Board is an ongoing endeavor.*

**GOAL 2: Preschool children have new opportunities to develop early literacy skills that prepare them to enter school ready to learn and impart the joy of reading and a pattern of lifelong learning.**

**STRATEGY 1:** Focus greater attention on providing early literacy skills for preschool children, for their parents and for their care-givers.

**Administration:** Continue to allocate funding to provide all Youth Services staff with additional education and training opportunities related to early literacy services.

**Youth Services Manager:**

- Develop a Play and Learn portion of the library website so it serves as an extension of what is offered here at the library.
- Continue staff training opportunities.

- Offer workshops using the Every Child Ready to Read materials. Promote the five practices and help parents and caregivers build these into their daily routines to help children get ready to read.

**Youth Services Management and Staff:**

- In general, apply for grants/foundation funding if available.
- Specifically investigate LSTA grants--possibly apply for a specific project in the fall.
- Tour Ridgedale Public Library in Minnesota to see their early literacy spots

**Youth Services Staff:**

- Work with the school district to ensure that library programming is highly compatible with the school district's objectives in regard to reading readiness.
- Arrange staff visits to observe and interact with youth services staff at exemplary libraries.
- Continue to document planning and implementation efforts to benefit other libraries in the future. (*Ongoing.*)

**NOTE:** *This goal and strategy does NOT represent an abandonment of the work that the library has already been doing. Rather it represents a greater emphasis on a component of the youth services program where the library can make a unique contribution; preparing children to enter school "ready to learn."*

**STRATEGY 2:** Work collaboratively with educators to develop strategies that promote reading readiness. Include attention to EL (English Learner) needs.

**Head of Youth Services:**

- Continue ongoing training of youth services staff.
- Prepare a document that outlines how the library program interfaces with other existing pre-literacy and early literacy efforts.

**Youth Services Management and Staff:** Establish specific outcome-based objectives for an early literacy initiative.

**STRATEGY 3:** Maintain a focus on making the introduction to books and reading "fun!"

**NOTE:** *This strategy is included simply as a reminder that one of the Library's unique roles is introducing pre-school children to the world of books and the joy of reading in an enjoyable way that encourages them to become lifelong readers. While the intent of the Goal is to create an early literacy program that is extremely sound from a pedagogical standpoint, it is important to ensure that the "enjoyment" factor remains in place.*

**Update on Goal 2**

- *Youth Services installed a new Play and Learn area in early December. The theme is Community, which staff plans to repeat each year or so. There is a community helper dress up station, the Clearwater Café where kids can cook up a meal, a farmer's market stand with fresh produce, a school and a post office. Also included is a map of Eau Claire with several community spots marked that has a room scavenger hunt to accompany it. The kids are having a great time, especially dressing up as their favorite community helper.*

- *Youth Services is working on an iPad project where staff plans to introduce early literacy iPads to be used by parents and children in the room. Youth Services Manager Shelly Collins-Fuerbringer is working on a user agreement, various protective cases to purchase and all of the other details that go along with a project like this. The hope is to have the iPads available no later than March 1. Each will be loaded with age-appropriate apps for children and parents to play with together.*

**GOAL 3: Residents of the Eau Claire area are offered relevant new resources (electronic databases), services (e.g., downloadable media, iPads) and programs (e.g., programming and training available online) that are increasingly delivered in non-traditional ways (online) that save a new generation of library users their time and money and contribute to their personal success and quality of life.**

**STRATEGY 1:** Continue to work with libraries and other library organizations to obtain the most advantageous pricing on the licensing of proprietary content.

***Administration/Adult Services:***

- Continue to work with IFLS, WPLC and other state government agencies and organizations to collaborate on the purchase of additional e-content and receiving better pricing on the licensing of proprietary content.
- Whenever possible, negotiate with individual vendors on the best pricing available.

**STRATEGY 2:** Continue efforts to raise public awareness of the availability of high quality electronic resources through the Library.

***Adult Services/Information Technology:*** Provide ongoing staff training in using new content sources and new versions of ongoing content resources.

***Information Technology:***

- Work with MORE staff to develop a MORE catalog template scoped specifically to LEPMPL customer access.
- Continue to develop ways to streamline seamless access to LEPMPL website and electronic product content for its customers.

***PRPS:*** Utilize both traditional media sources (newspaper, radio and television) as well as new methods of communicating with a mass audience such as social media sites.

**STRATEGY 3:** Work to implement applications that provide convenient access to relevant information through handheld devices.

***Adult Services/Information Technology:***

- Continue to develop ways to streamline seamless access to LEPMPL website, the MORE ILS and electronic product content for its customers.
- Explore the provision of handheld readers and launching pilot projects to test their viability.
- Continue the involvement of the public in identifying useful and desirable applications.

**STRATEGY 3:** Consider the development of webinars to reach and educate staff and customers regarding the wide range of e-content and downloadable devices available including databases, the library web site, the MORE catalog, search engines, recommended web sites, etc.

***Adult Services/Information Technology/Reference/Youth:***

- Continue to identify what topics need to be presented and who could present them; who could assist in the production of them; and the development and implementation of the webinars.
- Consider programming that highlights the different online databases the library offers as a ½ hour program (e.g., a brownbag series).

**Update on Goal 3**

- *PRPS continues to upgrade the Freegal, Freading, OneClickdigital and OverDrive publicity materials as new upgrades and revisions are issued through these vendors.*
- *The various downloadable media are highlighted in the library newsletter as space allows.*
- *Reference staff is investigating the purchasing of mini iPads for in-house use to give customers a feel for the device before they decide to purchase one--part of the "try it before you buy it" the library has been trying to offer. Reference will also be looking into other devices for future purchase consideration.*
- *Reference staff is looking into starting a blog to advertise and promote their online databases and other offerings to the public.*
- *Reference staff developed a library website page for staff recommended websites which rotates monthly among staff members.*
- *Reference staff continues roaming and offering reference assistance at the point of need in the stacks on both the first and second floors.*
- *Reference staff continues to offer s Text-a-Librarian option for contact by the customers.*
- *Staff also provides information and hands on demonstrations to customers for iPads, Freegal, OverDrive and databases. In addition, staff works with customers who bring in devices such as a Nook, Kindle, etc. to help them get access to library offerings.*
- *Reference continues to expose customer tour groups to the Library's databases and what they offer.*
- *The library continues to receive e-mails about its iPads program and freely shared staff knowledge with those who have requested it.*
- *Staff continues to work with the Chippewa Valley Museum to digitize some of its materials-- especially photographs of the area that will then be available on the Library's web site.*
- *Staff continues to offer proctoring services and obituary services along with local historical information to local and remote patrons via e-mail or mail.*

**GOAL 4: Residents of all ages in the Eau Claire area continue to have convenient access to a wide range of high-quality traditional library resources (e.g., print books, DVDs, music CDs), services (e.g., reference, programming) and programs (e.g., storytimes, home delivery) that contribute to their quality of life and enable them to succeed at work, at school, and in their personal lives.**

**STRATEGY 1:** Continue purchase of print materials that satisfy public demand and maintain a well-balanced collection. (*Ongoing.*)

**Administration:** Continue effort to ensure that budget for print resources remains healthy.

**Adult Services/PRPS:**

- Continue efforts to creatively promote print materials.
- Consider developing personalized reader advisory e-mails for customers. Customers would sign up giving subject interests and Reference staff would send out e-mails letting customers know about new materials that would be of interest.

**PRPS:** Continue media efforts to underscore the continuing importance of print resources while recognizing emerging digital resources.

**STRATEGY 2:** Improve “browsability” of library collections through user-friendly/intuitive arrangement of shelving, enhanced displays and better signage.

**Administration/Adult Services/Circulation/ PRPS:** Continue work to create a uniform signage system that helps the public locate desired resources.

**Adult Services/Circulation:**

- Examine existing new materials area and identify ways to improve.
- Examine shelving reconfiguration to improve visibility and provide better signage.

**Adult Services/PRPS:** Continue efforts to creatively promote library materials.

**Adult Services/Technical Services/MORE Consortium:** Explore mechanisms to make the MORE catalog more “browsable” and interactive.

**STRATEGY 3:** Continue to attempt to address issues related to inequities/inconsistency in the responsibilities of MORE consortium member libraries. (*Continuing.*)

**Administration, Circulation:** Continue monitoring and reporting.

**Administration/Circulation/ IFLS/MORE:** Identify creative solutions that will enable/encourage smaller libraries to comply with principles/rules.

**NOTE:** *This needs to be an ongoing effort. The long-term viability of resource sharing depends on fairness of rules and application of the rules to benefit all.*

**STRATEGY 4:** Address access issues related to the elevator’s existing location.

**Administration:** Implement upgrade of public elevator to use fob system.

**Administration/Adult Services/Circulation/PRPS:** Identify policies and procedures that need to be in place to improve public access to elevator.

**PRPS:** Inform public of increased access to the elevator. Consider new signage as well.

**Update on Goal 4**

- *PRPS is currently working on the design and installation of topic area directory signs to be placed on the ends of ranges in the non-fiction area. An upgrade of color-coding the range-end labels is also underway.*
- *New way-finding signs that direct customers to the elevator on each level were incorporated into the previous phase of the sign upgrade project. PRPS is currently looking into signage on the newly-painted elevator doors. Temporary signs have been placed by the refurbished public elevators indicating that customers now have direct access from the lower level to 1st or 2nd floor; permanent signs may be installed at a later date.*
- *Library staff is considering ways to promote eBooks and Audiobooks in a physical format such as placing stickers on paper titles that are also available in eBook or audio format.*
- *Reference staff continues to offer Reader's Advisory through a rotating reader's advisory table and through Club Read lists on a variety of topics, both in print and on the library's website.*
- *Renovation work on the elevators continues.*

**GOAL 5: The people of the Eau Claire area benefit as the library employs new technologies, adopts best practices and develops strategic partnerships that enhance its capacity to serve the public.**

**STRATEGY 1:** Examine traditional service delivery mechanisms in reference and adult services and consider the implementation of emerging, more interactive models of providing information services.

***Adult Services/Youth Services/Information Technology:***

- Identify changes that would be needed both physically and operationally.
- Consider ways that staff can provide a presence to assist customers on the first and second floors away from the public desks (e.g., roaming).
- Provide information and assistance to customers for using individual computers and mobile devices.
- Continue to promote Meebo and Text-a-librarian as well as looking for and evaluating new technologies as they come along.
- Consider a fax service, scanning and color printing or copying for the public.
- Provide wireless printers for library Wi-Fi customers.

**STRATEGY 2:** Collaborate with other agencies and organizations to expand online access to local information and content.

***Adult Services/Information Technology:***

- Continue to digitize library materials and promote access from different locations such as the State Historical Society, the Chippewa Valley Museum, etc.
- Continue ongoing collaborative activities and develop new ones with the Chippewa Valley Museum including scanning and digitization, local history, etc.
- Continue ongoing collaborative activities and develop new ones with the Genealogical Research Society of Eau Claire.
- Consider ways to work with customers to provide more historical images and documents to the library's history and genealogy databases.

- Implement a process whereby local information can be attained from customers (e.g., a scanning day).

**Update on Goal 5**

- *Reference staff is investigating a public scanner in answer to repeated requests from customers.*
- *Reference staff continues to roam and assist customers at the point of need.*

**GOAL 6: The vitality of the downtown area is enhanced and personal interaction between and among area residents increases as physical improvements to the library building and the surrounding area reinforce the library’s position as an indispensable center of community life.**

**STRATEGY 1:** Work with the City on plans to redevelop the area within one block in each direction from the library.

***Administration:***

- Continue to work with the City on plans for the Downtown Riverfront District.
- Explore the potential for creating more green space in the area immediately surrounding the library.
- Library needs to be seen as a “player” in urban redevelopment. Goal should be that the Library is seen as a partner anytime there is an economic development/ redevelopment effort.

***Board/Administration:*** Advocate for improvements and seek specific improvements (such as permanent free parking in nearby lot).

**STRATEGY 2:** Work with the City to improve the visibility of existing parking as well as pedestrian approaches to the library.

***Administration:*** Implement improvements such as better outside lighting and better signage.

***Administration/City/PRPS:*** Improve exterior signage to help the public locate free/low cost parking.

**STRATEGY 3:** Consider the addition of a café, permanent Friend’s bookstore and/or other amenities that build the library’s reputation as a “destination.”

***Administration:***

- Work with Friends of the Library to discuss desire to make the library a community destination and assess Friends willingness/desire to be involved either as a partial funder of enhancement projects or a partner in the operation of such efforts.
- Assess the Red Cedar Room and determine what changes would be necessary to use it either as a bookstore, a café, a combination of the two or enhancing it to

enhance the library's overall meeting facilities. This strategy is part of an effort to make the library a "destination" in the community. The specifics such as bookstore, café, etc. should be determined.

**STRATEGY 4:** Re-envision current space use to create a friendlier, more engaging first impression upon entering the building.\*

**Update on Goal 6**

- *The Library Director continues to be involved with Clear Vision Eau Claire and DECI (Downtown Eau Claire, Inc.) and serves on both their Boards.*
- *The Library Director continues work as part of Visit Eau Claire's Cultural Tourism Committee.*
- *The Library continues providing free two-hour library parking at 7 South Dewey Street in January 2012 for up to 25 vehicles.*
- *Information about free library parking is now being included on all program publicity flyers; it is also included in all newsletters as space allows.*