FOCUS ON THE FUTURE: THE LIBRARY'S STRATEGIC PLAN
YEAR 2013: STAFF DETAILS

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 greater access to cultural programming and to create greater opportunities for civic engagement.

Administration:
- Continue to work with and support as appropriate other organizations and groups in their community life and civil engagement activities, efforts and programming.
- Working with the Cultural Tourism Committee of Visit Eau Claire, be involved in grant applications to the National Endowment for the Arts and the Institute for Museum and Library Services.
- Consider the initiation and promotion of "town hall" forums.
- Consider the idea of partnering to offer a "citizen training academy."

Administration/PRPS: Continue to promote Library meeting facilities to government and school officials as a neutral place to hold hearings/meetings.

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.
- Continue to 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.
- Continue to offer the fine programming that LEPMPL has traditionally offered.

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

Administration: Consider changes/better use of Red Cedar Room (a Friends bookstore, café, additional enhanced meeting space, etc.).

Circulation/Custodial/Reference/Youth Services:
- Implement new policies, procedures and staffing that result from the process improvement effort regarding meeting rooms.
- Streamline bookings of the meeting rooms to give the public an easier way to request a room and a way to view available space.
- Streamline meeting room set up and take down.

STRATEGY 3: Evaluate the mix of adult programming and move toward hosting more programming planned with specific purposes/outcomes in mind.

Administration: Continue efforts to support ongoing cultural and civic engagement programming.

PRPS: Establish new measures of success for programming (not just head-count).

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: Provide ongoing training opportunities for both existing and new staff.

Youth Services management and staff:
- Identify ways to reach children at risk.
- Document planning and implementation efforts to benefit other libraries in the future.

NOTES: *This goal and strategy 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.

Youth Services Management and staff:
- Apply measurement and evaluation tools identified throughout implementation of the initiative.
- Visit a variety of early learning environments to obtain techniques/ideas to implement at the library.

STRATEGY 3: Act as a convener of organizations with a stake in providing early childhood and family literacy skills to develop plans for how to maximize the impact of individual organization efforts through cooperation and collaboration.

Information Technology/Youth Services management: Develop a portion of the Youth Services portion of the library's website to distribute current information on early literacy, including activities that are available in Youth Services.

Youth Services staff: Document planning and implementation efforts to benefit other libraries in the future

STRATEGY 4: Acquire additional resources and tools needed to effectively implement early literacy efforts.

Administration: Secure transitional funding to purchase resources necessary to maintain early literacy program.

Youth Services management:

- Identify and purchase special materials/resources to enhance full program.
- Acquire print materials to further develop print resource collection for early childhood educators and those interested in early literacy.

Youth Services Staff: Make special materials/resources available to program participants.

STRATEGY 5: 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.*

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, e-readers and other devices.

Administration:
- Allocate existing funds and/or seek additional ongoing funding to license more downloadable digital content as the public utilizes it more.
- 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.

Adult Services, Information Technology, Youth Services:
- Provide ongoing staff training in using new content sources and new versions of existing content resources.
- Consider the introduction and provision of new devices to customers as well as new uses for those devices.
- Consider the introduction of devices like the Kindle Fire or iPad Mini for in-house use by young adults.

Adult Services, PRPS, Information Technology: Continue public awareness campaign.

STRATEGY 2: Work with other libraries and library organizations to develop and implement applications that provide convenient access to relevant information through handheld devices.

Administration: Continue to support IT staff efforts to develop a "virtual branch"—offering a full array of services, collections, information and more. It's not just about the library website, but about the entire web presence created by the library.

Adult Services, Information Technology, PRPS: Provide an ongoing public awareness campaign regarding the relevant electronic resources available through the Library.

Information Technology:
- Target the release of new library applications for use on mobile devices.
- 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: Adopt a virtual branch strategy for the ongoing development and enhancement of web-based services.

Information Technology:
- Consider the implementation of video streaming for enhanced access to library and other programming, featuring products or services, etc.
- Encourage more YouTube videos for Youth Services events, book reading, programs, tutorials, etc.
- Encourage the development of more staff video featuring products or services in all areas of the library.
- Introduce full mobile capability for the main and kids' websites.
- Better integrate the library's use of Facebook and Twitter including usage tracking.
- Encourage less textual content and more images for user cues and navigation on the library website.
- Train staff on ResCarta software and begin to digitize documents for ResCarta in-house.
- Investigate the development of a mobile app for material location within library (like Google maps).
- Allow in-house PR displays that would allow staff to utilize web slideshow feeds for programs which would reduce the work flow process for staff.
- Migrate all websites to new hosting service which will allow the library to maximize its website presence with resource restrictions.
- Develop and introduce an in-house scoped version of the MORE online catalog.
- Introduce in-house use of iPads to Youth Services for both early literacy and for teens.
- Consider the introduction of additional hand-held devices for checkout (e.g., mini-iPads).
- Experiment with the introduction of an enhanced version of the Freegal music downloading service that would allow customers to stream music on a daily basis.

PRPS: Provide an ongoing public awareness campaign regarding the relevant electronic resources available through the Library.

NOTE: *In some ways, this strategy is a "placeholder." It is presented in an effort to emphasize the importance of the Library's virtual presence by suggesting the creation of a full-service "virtual branch." This is not just an enhanced website. Staff members believe that this cannot be accomplished soon given existing resources.*

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, services and programs 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 traditional/print materials that satisfy public demand and maintain a well-balanced collection.

Administration, PRPS: Implement the final stages of a uniform signage system that helps the public locate desired resources.

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.

Board, Administration: Ongoing effort to ensure that budget for print resources remains healthy.

Circulation, Adult Services: Ongoing staff CE and training regarding retail approaches to marketing print resources.

Circulation, Adult Services, PRPS: Ongoing efforts to creatively "market" print materials (more retail style approach).

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

Friends of the Library: Supplemental funding to ensure continuing strength of specialized/specific print collections.

NOTE: A lot of this is a continuation of what is already being done. Here to remind Library that ongoing efforts are needed to prevent slippage.

STRATEGY 2: Improve "browsability" of library collections through user-friendly/intuitive arrangement of shelving, improved lighting, enhanced displays and better signage.

Administration, Adult Services Management, Circulation, PRPS:
- Implement the final states of a uniform signage system. that helps the public locate desired resources.
- Add improved lighting to the adult media areas.
- Rearrange the New Materials area so that the Queue line "wait here" is more in line with Checkout 1 than Checkout 3.

Technical Services, Administration, MORE Consortium: Implement mechanisms to make the MORE catalog more "browsable" and interactive.

STRATEGY 3: Address issues related to inequities/inconsistency in the responsibilities of MORE consortium member libraries.

Administration, Circulation: Continue monitoring and reporting.

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

*Administration***:** Consider changes/better use of Red Cedar Room (a Friends bookstore, café, additional enhanced meeting space, etc.).

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.
- Besides continuing to roam, consider ways that staff can provide a presence to assist customers on the first and second floors away from the public desks
- Provide information and assistance to customers for using individual computers and mobile devices.
- Continue to promote Text-a-librarian as well as looking for and evaluating new technologies as they come along.
- Consider scanning and color printing or copying for the public.

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.

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 Administration/staff activity in civic engagement and economic development organizations and efforts.

Administration/Board: Target securing funds for at least one new exterior improvement initiative per year.

STRATEGY 2: Explore the potential for creating more green space in the area immediately surrounding the library.

Administration: Target securing funds for at least one new exterior improvement initiative per year.

Administration and City: Explore potential for redevelopment of area on the river side of the building for use for public events and programs.

Administration and Friends: Continue to explore and encourage Friends involvement in future exterior improvements like an electronic sign and a "backyard' cement amphitheater.

STRATEGY 3: Work with the City to improve the visibility of existing parking as well as pedestrian approaches to the library.

Administration: Target securing funds for at least one new exterior improvement initiative per year.

Administration, City, PRPS: Public awareness efforts to let residents of the greater Eau Claire area know that parking availability has been improved.

STRATEGY 4: Consider the addition of a café, permanent Friend's bookstore and/or other amenities that build the library's reputation as a "destination."

Administration:
- Perform necessary renovations, purchase equipment and furnishings for the Red Cedar Room.
- Implement improvements/enhancements to the Red Cedar Room.

Board/Administration: Target securing funds for at least one new interior improvement initiative per year.

STRATEGY 5: Re-envision current space use to create a friendlier, more engaging first impression upon entering the building.

Administration:
- Target securing funds for at least one new interior improvement initiative per year.
- Seek funding for moderate cost, high impact improvements.
- Implement low-cost, high impact recommendations.