FOCUS ON THE FUTURE: THE LIBRARY'S STRATEGIC PLAN
YEAR 2014: 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 the ongoing funding available for 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.

Administration/PCS (Programming and Communications Services): Continue to promote Library meeting facilities to government and school officials as a neutral place to hold hearings/meetings.

PCS:
- 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: With the technology changes complete, consider what might be done for more comfortable or alternative seating options.

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 underwrite ongoing cultural and civic engagement programming.

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 pre-school children, for their parents and for their caregivers.

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

Youth Services staff: Monitor and report on results.

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: Review program goals and objectives in light of results on an ongoing basis.

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: Continue to 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 the early literacy 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 and e-reader 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, MORE, 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.
- Consider funding possibilities to revise and expand the existing iPads and iPad minis program to include newer iPads and other tablets and devices.

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.

Adult Services, PCS, 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, PCS, Information Technology: Continue to provide an ongoing public awareness campaign regarding the relevant electronic resources available through the Library.

Adult Services, Information Technology:
- Continue to target the release of new library applications for use on mobile devices.
- Work with MORE staff to release 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.

STRATEGY 3: Adopt a virtual branch strategy for the ongoing development and enhancement of web-based services.

Information Technology:
- Introduce a reorganized and revamped library website.
- Continue to video stream staff created promotional videos and tutorials from YouTube and consider streaming some library events.
- Continue to 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.
- Continue to encourage less textual content and more images for user cues and navigation on the library website.
- Continue to train and support staff on ResCarta software and continue to digitize documents for ResCarta in-house.
- Investigate the development of a mobile app for material location within library (like Google maps).
- Introduce an in-house scoped version of the MORE online catalog.
- Continued hosting, support and training for Clear Vision, Chippepedia (the Chippewa Valley Museum) and the Eau Claire Genealogical and Research Society websites.
- Continue to develop, add and improve the very popular local obituary database section of the library website.
- Better integrate Freegal, Freading, OverDrive and Comics Plus services into the library website.
- Create a virtual tour of the library showcasing what the library has to offer
- Consider the introduction of additional hand-held devices for checkout and in-house exploration.
  - Consider applying for additional grant funding to maintain and expand this offering.

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:
- Ongoing effort to ensure that budget for print resources remains healthy.
- Consider the conversion of existing "garden areas" to new reader areas that provide both traditional and new customers with additional, pleasant environments to read or use devices.

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

Adult Services/Information Technology:
- Develop an electronic newsletter in-house to aid customers discover new materials
- Develop a process whereby customers and staff can submit video book reviews (or submit video reviews of library materials) for posting on the library's website

Adult Services/PCS:
- 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.

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

PCS: 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.

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

Adult Services, Circulation, PCS: Ongoing implementation of recommendations including:
- small increases in capacity for adult fiction
- adding capacity to adult large print in conjunction with the new adult reader areas project
- audiovisual materials areas lighting enhancements

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

Administration, Circulation: Continue monitoring and reporting.

STRATEGY 3: Address the need for more adult reader and device user areas and space.

Administration: Work with the City Building Supervisor to recommend a plan to the Library Board to convert the library's existing planter areas to new adult reading areas.

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.

Administration:
- The Library Director, Assistant Director and other library staff will volunteer to be on committees relating to Project **WIN** which will begin to attempt to answer questions that will help determine the feasibility and desirability of creating a new three-system shared ILS (integrated library system) (shared catalog) among the **W**isconsin Library Service, **I**ndianhead Federated Library System and **N**orthern Waters Library Service.

- At the Indianhead Federated Library System and MORE Consortium administrative levels, the Library Director will monitor the decision-making process that evolves relating to Project WIN and report back and confer with the Management Team and Library Board as to what stand to make regarding decisions.

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 the live chat service as well as looking for and evaluating new technologies as they come along
- Develop an electronic newsletter in-house to aid customers discover new materials
- Develop a process whereby customers and staff can submit video book reviews (or submit video reviews of library materials) for posting on the library's website

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/Library Board:
- The Library Director, Assistant Director, the staff and the Board will work with City staff to keep the best interests of the Library and its customers in the forefront as work on the Eau Claire River Front District Project continues and the Confluence Project develops; especially as it relates to the streets and areas around the Library.

- Continue to monitor customer use of the free 2-hour parking at 7 South Dewey Street.
- Monitor and provide feedback to how U.S. Bank responds to proposals that affect the U.S. Bank drive-up facility across from the library.
- Monitor and provide feedback on details that develop relating to how the back area of the library might or might not be tied into the city trail system.

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

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, City, PCS: Continue public awareness efforts to let residents of the greater Eau Claire area know that parking availability has been improved.

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

Administration:
- Seek funding for moderate-cost, high impact improvements.
- Implement low-cost, high impact recommendations.