

**Champaign Public Library Goals and Objectives
Five Year Plan – 2007-2012**

A. Our community will discover library resources and programs that anticipate and satisfy their needs for everyday information, enjoyment, and enlightenment.

- A1. Library Administration will present revisions and updates to the Five Year Plan annually during August of each year. Accomplishments will be reported to the Board in January and August of each year.
- A2. Library Administration will begin a strategic planning process during FY 2008-2009 developing new expectations and goals for library service in the new facility.
- A3. Library Administration and Library Board will work to maintain the materials budget at or above the current \$10.29 per capita (FY 2006-2007 budget). The goal is to be at or above the 75th percentile as compared to materials expenditures per capita of twenty selected libraries.
- A4. Increase the total number of library card holders 2% each year from the current (July 2007) 47% of Champaign population.
 - a. Adult Services will promote library card registration for teens and adults by participating in events in the community and at the University of Illinois.
 - b. The Teen librarian will consult with school librarians and PTA/PTSA officers to develop effective ways to reach teenagers and promote registration for cards.
 - c. Children's Services will promote library card registration for children with a variety of special activities during the September Library Card Signup campaign; will participate in sign-up events at local school registration; and will promote library card ownership during all outreach visits, annually.
 - d. Circulation staff will coordinate with others to attend a minimum of five school events each year to encourage families to obtain library cards.
 - e. Douglass Branch Library will promote library card registration in the neighborhood by attending B.T. Washington school registration annually.
 - f. Promotional Services will promote library card registration by publicizing library card campaigns; telephone "hold" messages; media coverage; newsletter articles; and public service announcements, during FY 2007-2008.
 - g. The Bookmobile will promote library card registration by visiting one Champaign elementary school during school registration August 2007.
- A5. Maintain an average 2% increase in Title Fill Rate from 71.19% (July 2006) to 75% by July 2008.
- A6. Maintain a Collection Turnover Rate (average number of circulations per item in the collection) of at least 6 each year. (National average for libraries in our population group is 2.84)

- A7. Maintain a Per Capita Circulation of 24 or higher annually. (National average for libraries in our population group is 9.47.)
- A8. Adult Services will provide a wide variety of programs of interest to a diverse audience of adults and teens by:
- a. Scheduling at least 50 teen programs annually, including Teen Read Week.
 - b. Increasing participation in the high school and middle school book discussion groups by at least 5% annually.
 - c. Increasing participation in adult reading clubs by 5% annually.
 - d. Developing a film series by spring 2008.
 - e. Developing a film series for teens by Spring 2009.
 - f. Planning and implementing a community-wide reading event annually starting in 2008.
 - g. Scheduling at least three programs for adults per month starting February 2008.
 - h. Scheduling at least two business programs per season.
 - i. Continuing to develop relationships with the business community through Info Pro to Go services, annually.
 - j. Scheduling live music events in various locations throughout the library beginning summer 2009.
 - k. Experimenting with a variety of after-school programs for middle school students, with topics to be suggested by the teens, by spring 2008.
 - l. Planning a C-U- Reading community events specifically for teens for the summer of 2008.
 - m. Scheduling live teen music and other performances in the new library building's teen space at least quarterly by July 2009.
 - n. Annually planning and promoting Teen Tech Week, a YALSA initiative aimed at encouraging teens to use library technology, and Teen Read Week, a YALSA initiative aimed at encouraging teen to read for fun.
 - o. Arranging a program by an author of high interest to teens by July 2010.
 - p. Offering a series of programs exploring hobbies for teens by July 2009.
 - q. Bringing one nationally known author to the community annually.
- A9. Douglass Branch Library will provide a wide variety of programs of interest to adults and teens in the neighborhood community by:
- a. Providing at least 12 teen programs during FY 2007-2008, including Teen Read Week.
 - b. Increasing attendance at the Branch Cover-to-Cover book discussion and Books Unlimited Book Clubs by 3% during FY 2007-2008.
 - c. With the Champaign Park District co-sponsoring at least one program during FY 2007-2008, such as Juneteenth Celebration.
- A10. The Bookmobile will participate in the July 4 Freedom Celebration parade at least every other year.
- A11. The Bookmobile will promote its services and neighborhood stops by
- a. Hosting its annual open house at the Main Library, May 2008.
 - b. Continually monitor neighborhood patterns and investigate new stops to maximize the service potential of the Bookmobile.

- A12. Promotional Services will help to coordinate annual library-wide activities and promotions for major observances such as National Library Week, Poetry Month, and others.
- A13. Adult Services, Children's Services, Circulation Services, and the Collection Manager will work together to prepare the collection for moving into the new building by weeding thoroughly and replacing needed titles by September 2007.
- A14. Adult Services staff will develop collections by:
 - a. Continuing to evaluate circulating materials in order to maintain a popular, up-to-date nonfiction collection with 50% of titles published within the last five years by July 2008.
 - b. Adding at least ten new titles to the teen magazine collection to increase circulation and interest, by July 2009.
 - c. Add a circulating video game collection by January 2007.
- A15. Children's Services staff will develop collections by:
 - a. Evaluating and selecting books to be purchased for the Opening Day Collection by September 2007.
 - b. Develop and implement a schedule for evaluating the children's collection annually.
 - c. Continue to expand the graphic novel collection for grades 3-5 by increasing the budget by 100% with the goal of a 10% increase in circulation by July 2008.
 - d. Expand the pop-up collection to meet patron demand by July 2009.
- A16. Douglass Branch Library will develop collections by:
 - a. Evaluating the collection for currency continuously throughout the year.
- A17. The Collection Manager will ensure that the library's collection contains items on a wide variety of topics of interest to our diverse clientele, and available in a timely manner by:
 - a. Annually processing and ordering approximately 900 customer requests within 24 hours.
 - b. Using a wide variety of professional and popular review sources to order materials for teens and adults at least three times each week.
 - c. Owning 90% of recommended titles listed in selected professional lists of "best books" for public libraries at the time of publication of the list, annually.
- A18. The Collection Manager will work with other staff and with our vendor to plan and purchase an opening day collection for the new library building.
- A19. Circulation Staff will ensure that all items in the collection are available for convenient customer use by:
 - a. Shelving all new materials within one hour and all other materials within 24 hours.
 - b. Library Pages will shelf read all areas of the collection as scheduled and the entire collection four times annually, using capabilities of RFID equipment.

- A20. Technical Services will ensure that items selected for the library's collection are available in a timely manner by:
- a. Placing orders for all materials within two business days; for high demand titles within two hours of notification of the selection.
 - b. Ordering, receiving, cataloging, and processing about 60,000 items annually, making them available to the public within five business days of receipt in the department; for high demand titles within 24 hours of receipt, or on the same day they are available in the bookstore.
 - c. Generating quarterly reports for selectors, and other reports that provide accurate, current information about spending and encumbrances as needed.
- A21. Technical Services will keep all materials in the collection clean, attractive, and in good order and condition by:
- a. Mending print and audiovisual materials as needed.
 - b. Re-labeling the Large Print collection with large type labels by December 2007.
 - c. Preparing items in the collection, such as the Storybag collection, for compatibility with the conveyor system by December 2007.
 - d. Conducting a comprehensive inventory of all library collections following implementation of RFID tagging.
- A22. Development Director will work to strengthen library collections and programs by:
- a. Securing gifts and pledges for the Endowment Fund.
 - b. Preparing and assisting staff to prepare one or more LSTA grant proposals, if offerings are applicable to the Champaign Public Library, based on Illinois State Library deadlines.
 - c. Identifying at least two other grant opportunities and preparing proposals based on the library's eligibility and needs.
 - d. Raising private funds through the ongoing solicitation of potential donors.
- A23. Adult Services staff will market library materials and its service program by:
- a. Working with Promotions to update website blogs weekly.
 - b. Creating new book, music, and movie lists for the website monthly.
 - c. Creating three new teen booklists for the website annually.
 - d. Creating and maintaining at least 600 displays of library materials annually.
- A24. Children's Services will promote the use of children's materials by
- a. Continuously updating children's web lists during 2007-2008.
 - b. Developing at least four new genre-based web lists during 2007-2008. Promoting the use of selected non-fiction collection areas by creating focused displays, developing reading clubs, and other activities, to increase the circulation of these collection areas by 10% by July 2008.
 - c. Expand the impact of the Biography Fair by promoting the program to all students from Unit 4 schools and home schools, and increasing circulation of the biography collection by 10% by July 2008.

B. Our community will look to the library for accurate, thorough answers to their questions, guided by friendly, knowledgeable staff.

- B1. Adult Services staff will explore new ways to deliver information to customers through:
 - a. Adding new electronic resources as needed and as feasible annually.
 - b. Responding to all e-mail questions within three hours of receipt and all chat and instant message questions within five minutes of receipt during hours the library is open.
 - c. Ongoing evaluation of current electronic resource needs to include new titles and priorities for inclusion in the annual budget review.
 - d. Developing a presence on at least three social networking sites such as MySpace to promote library services and answer reference questions by June 2008.
 - e. Developing and implementing new staffing patterns to accommodate the additional services points and increased service area in the new building, by January 2008

- B2. Adult Services staff will increase customer interactions by circulating through public areas and achieve a 10% increase in the number of customer contacts annually.

- B3. Library Administration will recruit and hire a diverse and qualified staff, filling openings promptly, with persons exhibiting a high level of customer service skills, continuously, as openings on staff occur.

- B4. Library Administration will continuously monitor staffing levels and patterns to meet service demands in all departments and make adjustments as needed.

- B5. Library Administration will compile a survey of salaries for selected comparable staff positions at libraries in similar communities for presentation to the Board in November 2007 to expand the 2006 salary survey.

- B6. Library Administration will maximize the use of Professional Development funds by identifying a wide range of Continuing Education opportunities and creating a yearly plan for the most valuable and fair use of those funds.

- B7. Library Administration will conduct at least quarterly library orientation sessions (including customer service, budget/organization overview, security) for new staff members and existing staff members that have not completed a session.

- B8. Library Management Team will meet at least twice monthly.

- B9. Library Administration will develop a schedule of job competencies for all library positions to be included in the job descriptions by July 2008.

- B10. Library Administration will work with Managers to develop individual training plans for all positions by December 2008.

- B11. Library Administration will provide in-service training for staff on the topic of preparing for change, by December 2007.

- B12. Library Administration will plan activities for staff to mark milestones toward completion of the move to the new building, and to celebrate with staff and show appreciation to staff at the completion of the move during fall 2007.
- B13. At least 60% of staff will attend continuing education or training events offered outside of the library each year.
- B14. Adult Services staff will strengthen their own knowledge and investigate new methods of service by:
 - a. Scheduling six in-house continuing education opportunities annually.
 - b. Visiting eight libraries online, viewing and evaluating their websites and service program offerings annually.
- B15. Children's Services staff will strengthen their own knowledge and investigate new methods of service by:
 - a. Developing at least four in-service sessions for FY 2007-2008 based on training needs of the staff of Children's Services and the Douglass Branch.
 - b. Visiting at least five libraries to research new ideas for children's programs and services.
 - c. Attending a national or state library conference by July 2010.
- B16. Circulation Staff will strengthen their own knowledge and investigate new methods of service by:
 - a. Creating updated procedure manuals to include specific Horizon procedures and incorporating any new technologies added, by September 2007.
 - b. Visiting at least three libraries each year.
- B17. Douglass Branch Library will strengthen staff knowledge by scheduling two in-services annually with the Adult Services and Children's staff to provide training on various topics.
- B18. Adult Services Volunteer Coordinator will maximize the effectiveness of library volunteers by:
 - a. Maintaining an average of 650 volunteer hours monthly.
 - b. Organizing an annual planning meeting, working monthly with other departments to identify volunteer opportunities, and scheduling at least two volunteer orientation sessions annually
- B19. Security staff will participate in two in-service training sessions on topics such as communication, teen behavior, and safety, each year.
- B20. Adult Services, Technical Services, and Children's Services departments will each host at least two practica students per year from the Graduate School of Library and Information Sciences so that the students can benefit from real-life experiences in a public library and the library can learn from the students' fresh perspective on the library profession.
- B21. Maintenance Manager will develop job descriptions, training, and procedures to be implemented with the addition of three full-time staff members for the new library building, December 2007.

- B22. Maintenance staff will attend ongoing training on mechanical systems in the new library.
- B23. Maintenance Manager will attend at least two in-service sessions on topics such as management skills, maintenance and housekeeping management, etc., each year.
- B24. Technology Services will offer training to library staff on a variety of topics, such as Groupwise email, network basics, StaffNet usage, and other subjects as requested.

C. Our community will have library resources to support schoolwork and independent learning at every age, helping to build skills and interests needed for life-long success.

- C1. Children's Services will support local schools and their curricula by:
 - a. Presenting storytimes and outreach programming in at least 20 early childhood facilities during FY 2007-2008.
 - b. Visiting and presenting booktalks and other literacy enhancement activities at each of Champaign's six private and eleven public elementary schools and increase the number of students reached during FY 2007-2008 by 5% over last year.
 - c. With the support of the Friends of the Champaign Public Library, the department will bring first grade students from at least eight public and private elementary schools to the library during FY 2007-2008.
 - d. Providing at least 2 ½ hours of programming during Turn Off TV week in April 2008.
 - e. Promoting reading clubs during all preschool, elementary school, and after-school program visits to increase club participation by 5% over last year.
 - f. Scheduling annual meetings with school librarians and administrators to promote library programs and services and ascertain needs that could be met through school/library cooperation.
 - g. Scheduling tours of the new building for public, private, preschool, and home school educators and administrators.
 - h. Developing and presenting a Home School Fair to allow families the opportunity to meet with home schooling advocates and agencies in the community and learn more about this educational alternative, August 2008.
 - i. Planning and present the Monarch Award Challenge to students in grades 1-2 to promote reading and help children to recognize notable literature.
- C2. The Teen librarian will increase cooperation with local middle and high schools by:
 - a. Contacting school librarians, teachers, and school administrators and home-schooling group leaders each fall through web forms, email, and/or telephone calls to offer and promote services and materials.
 - b. Providing, on a continuing basis, programming in the schools as needed, including book-talking, supplementing school collections with public library resources to meet demand, and cooperating on grant opportunities.
 - c. Organizing an Educator Open House during fall 2008 to introduce the new teen space to teachers, school librarians, and home-schooling educators.

- C3. Douglass Branch will work cooperatively with the elementary schools in the neighborhood by:
 - a. Hosting at least one “school night” program annually for B.T. Washington and Stratton elementary school students and families.
 - b. Meeting with school librarians and teachers annually at B.T. Washington and Stratton schools to discuss what the Branch can do to assist with class assignments and to inform them of resources available there.
- C4. The Bookmobile staff will work cooperatively and increase outreach to selected elementary schools by taking the Bookmobile to two Champaign Unit IV grade school events by June 2008.
- C5. The Collection Manager will check shelf availability of curriculum support materials once a month to ensure that an adequate number of copies are owned.
- C6. Promotional Services will work with publishers of school and PTA newsletters to include Library news, reaching parents of students at each Champaign elementary school once a year beginning in September 2007.
- C7. Adult services will support and encourage lifelong learning by:
 - a. Offering technology training with individual training appointments and by developing a new slate of group technology training classes by fall 2008.
 - b. Developing and presenting a core set of public computer training classes each month; and four special topics classes each year, by June 2008.
 - c. Annually working with the Collection Manager to identify, update, and acquire materials on continuing education topics.
- C8. Adult Services will meet the needs of seniors in our community by scheduling at least four programs per year of interest to older populations.

D. Champaign’s children will grow up in an environment that is rich in stories and literature, where reading is valued and encouraged.

- D1. Children’s Services will increase overall program attendance by 5% over FY 2006-2007’s attendance of 36,310.
- D2. Children’s Services librarians will appear on WILL radio and WICD television to promote good children’s books to the community of listeners during FY 2007-2008.
- D3. Children’s Services will provide a wide variety of programs of interest to children in our community by:
 - a. Offering seven reading clubs to children of various ages during FY 2007-2008.
 - b. Presenting at least ten programs of special interest to boys in grades 2-5.
 - c. Presenting programs in conjunction with the library’s grand opening theme.
- D4. Children’s Services will celebrate children’s literature and reading by bringing at least one author to present programs at the Main Library, Douglass Branch, the Bookmobile, and other possible venues, during FY 2007-2008.

- D5. Children's Services will sponsor at least one literacy-related workshop per year for educators and adults.
- D6. Children's Services will investigate providing dedicated computer access for preschool – kindergarten level with 1-3 computers reserved for their use with developmentally appropriate computer software and resources by July 2008.
- D7. Douglass Branch will provide a wide variety of programs for children by:
 - a. Scheduling programming for twos during the fall of 2007 and spring 2008.
 - b. Providing reading and activity programs daily for children of all ages.
- D8. The Douglass Branch Library will continue to revitalize the Family Reading Night and increase attendance by 5% (over last year's total of 92 attendees) by June 2008.
- D9. The Douglass Branch Library will continue outreach services to the Latino community by hosting the Even Start program during FY 2007-2008.
- D10. The Bookmobile will partner with Children's Services to plan a weekend program event for children, April 2008.
- D11. Bookmobile staff will coordinate the voting for the 2008 Rebecca Caudill award books, June 2008.
- D12. Children's Services and Douglass Branch will increase total participation in the Summer Reading Club by 10% over FY 2006-2007's registration of 3567.
- D13. Douglass Branch will increase participation in the Summer Reading Club by 5% annually (216 children participated in summer 2007).
- D14. Adult Services will increase online and in-person participation in the Teen Summer Reading Club by at least 5% each year from FY 2007 – FY 2012, by actively inviting a variety of groups to participate, including summer school students.
- D15. Douglass Branch will increase participation in the Teen Summer Reading Club by 3% annually (35 teens participated in summer 2007).
- D16. Douglass Branch will host the Battle of the Books annually.

E. Our community will be drawn to welcoming, safe library environments that reflect the community's changing needs.

- E1. Library staff will work to maintain library customer visits per capita at 9 or above during FY 2007-2008 (National average is 5.64).
- E2. Library Administration will work with the Library Board to review all Library Policies for relevance to features of the new library building by June 2008 and annually thereafter.

- E3. Library Administration will work with the Library Building Committee, architects, and construction management during construction of the new Main Library, September 2005 – December 2007.
- E4. Library Administration will work with all departments to plan and complete the move into the new building, December 2007.
- E5. Support Services will prepare for the move to the new building in the fall of 2007 by:
 - a. Working with Administration and vendors to lease copy machines.
 - b. Weeding and reorganizing the Central files.
 - c. Ordering operating supplies.
- E6. Maintenance Manager and Maintenance Staff will conduct annual maintenance needs inspections of the Main Library and Douglass Branch and create a prioritized list and timetable of repairs, cleaning, etc. needed for each building.
- E7. Maintenance will conduct daily inspections of the building and grounds to monitor for cleanliness and safety.
- E8. Security Manager will schedule and conduct an annual fire drill at both library locations.
- E9. Maintenance and Security Managers will develop a disaster/emergency response manual for the new building, April 2007.
- E10. Adult Services staff will become better aware of community needs, improve visibility of the library, and encourage partnerships by attending at least six meetings annually of organizations such as the Chamber of Commerce meetings, League of Women Voters, Council of Service Providers to the Homeless and other local service groups.
- E11. Douglass Branch Library will improve visibility of the Branch by:
 - a. Contacting the Urban League, Concerned Citizens group, and other church groups to collaborate on community needs.
 - b. Facilitating the use of the Douglass meeting rooms by 100 groups per year.
- E12. Promotional Services will expand Library newsletter e-mail mailing list to 1500 recipients by promoting e-mail subscriptions on the Web site and in the printed newsletter, by July 2008.
- E13. Promotional Services and Technology Services will continually maintain a vibrant, timely, interactive, and technologically up-to-date website by:
 - a. Implementing online reading journals and patron book reviews by January 2008.
 - b. Creating a virtual tour of the new library building and interactive online 'scavenger hunt' by June 2008.
- E14. Promotional Services will increase website page visits per month from 43,145 in July 2007 by 20% by July 2008.