



Champaign Public Library Strategic Plan 2011-2012

With Departmental Activities

OUR MISSION

The Champaign Public Library connects our community with the power of knowledge, the world of culture and ideas, and the joy of reading.

We support the essential role of reading for success in life and work, the need for easy and equal access to lifelong learning, and the value of enriching and inspiring experiences.

OUR VALUES

Exceptional service
Customer convenience
Responsible stewardship
Ongoing innovation
Fostering community

OUR SERVICE ROLES & GOALS

Champaign community members will have...

ROLE 1

Information for successful lifelong learning and everyday decisions

- > GOAL 1
Our community will have support for schoolwork and lifelong educational endeavors.
- > GOAL 2
Our community will have the resources to make informed decisions and explore topics of personal interest.

Initiatives

Reach out to local schools and home-schooling families at all levels (preschool through high school) by visiting the schools; hosting library visits for classes and educational groups; and by initiating and maintaining regular communication with teachers, school librarians, and home-schooling parents.

Develop and maintain a collection of materials in print and electronic formats selected to supplement educational goals of local schools, home-schooling families, and to support lifelong learners of all ages.

Guide and assist customers to help them attain the maximum benefit from library resources for educational or personal learning endeavors.

Performance Measures

- # of visits to classrooms; # of children reached in the schools at all levels
- # of classrooms visiting the library; #of children hosted here on those visits
- # of promotional contacts with middle and high school teachers and librarians
- # of uses of online databases and other online resources, including tutor.com
- areas of collection development purchases in support of schoolwork and lifelong learning
- % of titles owned on selected lists of recommended nonfiction titles
- Number of users who report using the library for schoolwork or lifelong learning goals on our annual survey.

Activities & Objectives

1. Contact all 23 early childhood facilities in Champaign to schedule storytime visits (Children's Services).
2. Visit K-5 classrooms in all 18 public and private elementary schools, presenting booktalks and promoting library programs and services (Children's Services and Douglass Branch Library).
3. Invite all 1st grade classes to the library for tours and special activities (Children's Services).
4. Contact parents of all 1st grade students with information and forms necessary to apply for library cards for their children (Children's Services).
5. Continue hosting the Project Next Generation program, which introduces middle school students to computers and other digital technologies (Douglass Branch Library).
6. Sponsor two literacy-related workshops and events for educators and adults each year (Children's Services).
7. Present at least five school nights annually; two at the Main Library (Children's Services) and three at Douglass Branch Library.
8. Establish and encourage communication with middle and high school librarians and teachers with regular emails and in person meetings each semester to promote library programs and to learn of and respond to the needs for materials to supplement current curricula (Teen Librarian).
9. Purchase multiple copies of books assigned for summer reading at the middle and high school level (Teen Librarian and Collection Manager).
10. Stay informed of trends in recommended nonfiction for teens and adults by (Collection Manager):
 - a. Monitoring local middle school and high school reading lists.
 - b. Staying informed of programs offered by local groups such as Krannert and the Park District.
 - c. Note national or local new trends of interest.
 - d. Evaluate "best of" lists in professional or popular journals.
 - e. Monitor lists of guests on news and talk shows.
11. Select and purchase titles from recommended lists, with the following goals (Children's Services, Adult Services, Collection Manager, Douglass Branch);
 - a. Owning 80% of titles selected as "best books" by YALSA (Adult Services Teen Librarian).
 - b. Owning 85% of titles in lists of recommended nonfiction books (Collection Manager).
 - c. Owning 85% of titles selected as Notable Children's Books by ALA (Children's Services).
12. Manage purchase and maintenance of job preparation resources, and test preparation resources to maintain currency and meet demand (Adult Services and Collection Manager).
13. Manage purchase and maintenance of business resources, to maintain currency and meet demand, and to ensure we own 85% of titles on selected "best books" for business lists (Adult Services and Collection manager).
14. Manage purchase and maintenance of print reference resources to maintain currency and meet demand (Adult Services).
15. Maintain the children's collection by annually evaluating specific collections areas. Target areas for this year are nonfiction and picture books (Children's Services).
16. Monitor patron requests or expressions of interest to target subject areas for development (Collection Manager, Children's Services, Adult Services, Douglass Branch).
17. Increase usage of selected databases and online readers' advisory tools through active personal promotion with users, improved website navigational design and other means of promotion including newsletter, lobby TVs, shelf talker displays, and word-of-mouth (Promotions, Adult Services).
18. Increase customer contacts 5% annually with pro-active offers of assistance in all areas of the building, exploring ways to use technology in these interactions to increase customer satisfaction and maximize customer convenience (Adult Services).

19. Promote alternative methods of offering reference service, such as through text message and chat; increase the number of reference questions received by those methods (Adult Services).

ROLE 2

A broad range of resources to engage their imaginations, enrich their lives, and encourage young readers

- > GOAL 3
Our community will find a wealth of popular materials in current formats to provide pleasurable reading, viewing, and listening experiences.
- > GOAL 4
Our community will be inspired by a variety of library programs that inform, enlighten, and entertain.

Initiatives

Acquire and maintain a collection of high demand print, video, audio, and electronic formats and titles that reflects the interests of the community we serve.

Enhance the customer's pleasure and ease of using popular library materials with assistance from knowledgeable staff, a customer friendly catalog, and advisory tools in various formats.

Offer book discussion groups, reading programs for all ages, and other personal or social networks that promote and reward reading for pleasure.

Continually evaluate how well the catalog is meeting the needs of our customers, actively seeking out and implementing improvements that enhance its ease of use and overall experience.

Schedule lectures, programs, and entertainment events for all ages.

Build and cultivate our cardholder base to maximize community use of library programs, resources and services.

Performance Measures

- Circulation turnover of new books, dvds, and cds for adults and children
- Collection age
- % of titles owned on selected lists of recommended popular titles
- Title, author and subject fill rates as reported on our annual survey
- # of programs and # of attendees
- # of children enrolled in Summer Reading
- # of new cardholders
- # of annual survey respondents who report coming to the library to attend a library program

Activities & Objectives

1. Select and purchase materials from lists of popular titles, newspaper and media recommendations, and from patron suggestions in multiple copies as needed to meet demand and to manage the collections to meet the following criteria for age (Collection Manager, Adult Services, Douglass Branch):
 - a. 60% of adult nonfiction titles published within most recent five years
 - b. 65% of teen titles published within most recent five years
 - c. Replace older or worn non-fiction titles with well-reviewed newly published options.
2. Evaluate and acquire emerging formats as needed to meet patron demand and interest, and as budget allows (Collection Manager, Adult Services, Douglass Branch, Children's Services).
3. Complete migration of the library's catalog from the IHLS consortium to the Polaris catalog software hosted here at Champaign Public Library, in partnership with the Urbana Free Library; evaluate library procedures and methods to most efficiently and effectively use the new technology (All departments).
4. Promote use of new catalog features such as saving searches and reading lists, and retaining one's reading history (Promotions).
5. Plan new catalog interface for maximum ease of use, facilitating ability to find materials and increasing promotion of materials, for example, through the ability to show on-order or most popular items (Promotions, Adult Services, Technology, Children's Services, Technical Services).
6. Implement mobile access to the library's catalog (Technology).
7. Explore and implement new online and in-person methods of providing readers' advisory assistance and encouraging patron interaction about books and media, including interactive "Book Match online forms, a coordinated "We Like" campaign using book displays, bookmarks, website, and lobby TVs; the use of Twitter, Facebook, Dear Reader online book services, as well video "Raves" on our website (Adult Services, Children's Services, Douglass Branch, Promotions).
8. Promote reading and highlight our collection resources with regular television interview appearances, and a biweekly newspaper column (Collection Manager).
9. Create at least 8 website booklists annually to meet high demand subject requests (Adult Services).
10. Develop or update at least three methods annually to promote digital resources (Adult Services).
11. Coordinate efforts interdepartmentally to develop a library-wide schedule of training opportunities focused on improving service delivery, staff knowledge and adaptability (Adult Services, Circulation Services, Children's Services, Technical Services, Technology).
12. Conduct at least two staff training sessions annually on readers' advisory services, electronic resources, customer service, and the use of the public catalog (Adult Services).
13. Schedule two in-service training events annually presented by experts in the child development, learning and literature fields to enhance staff knowledge and skills and their ability to enhance family's pleasure in using library materials for children (Children's Services).
14. Conduct an online survey of parents of preschoolers to determine if storytime content is meeting their child's needs.
15. Host weekly preschool storytimes targeting individual families, and preschool and daycare groups (Children's Services, Douglass Branch).
16. Offer at least four seasonal reading clubs for children (infants through fifth grade) and two reading clubs for teens (Children's Services, Douglass Branch, Teen Librarian).
17. Host Summer Reading Game activities for children of all ages, including teens, with the goal of reaching at least 3800 children and teens (Children's Services -- 3400, Douglass Branch -- 250 children and 75 teens, Teen Librarian).
18. Improve and update the *Book by Book* Adult Reading Program to invigorate adults on reading for pleasure and increase participation by 5% (Adult Services).

19. Continue to provide three adult book clubs and explore the possibility of creating additional clubs based on age or reading interests as funding permits. Maintain or grow the two existing book clubs at an average attendance of 12-14 members per session (Adult Services).
20. Host two authors' visits annually, of interest to children and teens, to inspire and encourage their interest in reading for pleasure (Children's Services, Teen Librarian).
21. Plan and present the Biennial Home School Fair to promote resources and programs for homeschooling families in the Champaign-Urbana area.
22. Plan and present weekly programs for middle school students during the school year to entertain and engage their interests in reading, the arts, volunteering, and wellness.
23. Plan and present at least 5 programs annually, for teens, sixth through twelfth grade (Douglass Branch). Some planned programs include:
 - a. Guitar Hero and Band Hero programs.
24. Plan and present at least 500 programs (200 of those programs at the Douglass Branch) and storytimes annually, for children, birth through fifth grade. Some planned programs include:
 - a. *Monarch Award Challenge* for students in grades 1 and 2, to promote reading and help children recognize notable literature (Children's Services).
 - b. *Read for the Record* international reading event to promote reading readiness (Children's Services).
 - c. Offer four *Family Reading Nights* in collaboration with Delta Sigma Theta sorority (Douglass Branch).
 - d. *Battle of the Books* for students in grades 3 through 5, to promote reading books by and about African-Americans (Douglass Branch).
 - e. Offer a "getting ready for kindergarten" program in collation with the Birth to 6 Council to highlight school readiness skills (Douglass Branch).
25. Plan and present at least 50 programs annually, targeting the business community, seniors, millennials, and the general adult population featuring musical performances, author visits, literary and historical discussions, multicultural topics, and special events as well as classes in technology or other topics of interest. Some planned programs include:
 - a. Utilizing grant funds hire a Computer Skills Instructor from September 2011 through May 2012 to provide one-on-one and group instruction to customers new to computer usage, and to strengthen computer literacy skills, including email, internet use, job hunting and online applications (Douglass Branch).
 - b. Offer one-on-one basic computer skills training by appointment on topics such as email, basic internet searching, job applications, scanning, e-reader and iPad use and Facebook (Adult Services).
 - c. Offer at least 10 programs annually to help adults new to computer usage strengthen computer literacy skills, including email and internet use (Douglass Branch).
 - d. Three programs annually on the topics of job hunting information and resume building (Douglass Branch).
 - e. Two programs annually on life skills such as online banking and online health/medical information (Douglass Branch).
 - f. Two staff and public training sessions showcasing new electronics to increase community awareness of and facilitate access to the technologies (Adult Services).
 - g. Two programs annually on the topics of job hunting information, resume building, skills and job counseling (Adult Services).
26. Develop and strengthen relationships with other local organizations, exploring opportunities for collaboration. Some examples of potential partnerships:
 - a. Local workforce centers, and adult education centers (Adult Services, Douglass Branch).
 - b. Parkland College and the University of Illinois to further develop events such as Lifelong Learners programs and the Big Read (Adult Services, Douglass Branch).

- c. The Urbana Free Library, Illinois Public Media, Community Elements, Champaign Park District, Unit 4 School District, Urbana Adult Education, University of Illinois Extension Office to provide programs and events (Adult Service, Douglass Branch).
27. Use e-mail messages monthly to welcome new cardholders and to remind patrons of pending library card expiration (Promotions, Technical Services).

ROLE 3

Inviting spaces for learning, relaxing, and connecting with library resources and each other

> GOAL 5

Our community will have safe, welcoming, comfortable, and well-maintained library spaces and meeting rooms.

Initiatives

Commit resources to maximize the safety and comfort of the library buildings.

Continually evaluate how the buildings and their locations are meeting the needs of the growing Champaign community.

Continually evaluate and improve our web and online presence as a virtual gathering place and promotions vehicle.

Performance Measures

- # of visitors to the library
- # of community groups using library meeting rooms
- # of visitors to the library's website
- # of annual survey respondents who report coming to the library to use a meeting room

Activities & Objectives

1. Move website to new, more flexible content management system, Banzai (Promotions, Technology).
2. Website content managers will review, refine and reduce site content to focus on areas of greatest value and greatest use and to increase visitors to the website by 5%, paralleling the increase in cardholders (Adult Services, Children's Services, Technology, Promotions).
3. Seamlessly integrate the online environment of the new catalog with our existing website, making it easy to find important library information and help functions from within the catalog (Promotions, Technology).
4. Add interactive forms to the library website (e.g. comment form, Friends membership application, volunteer application (Technology, Promotions).
5. Explore option to build next generation of website through Polaris (Technology, Promotions).
6. Explore the use of QR codes to promote library services and increase convenience for customers (Technology, Promotions, Adult Services).

7. Post regularly to social media sites such as Facebook and Twitter; evaluate and add new social media outlets to our communications mix (Adult Services, Teen Librarian, Promotions, Collection Manager).
8. Provide convenient payment options for customers, including online and in-house (Administration, Technology Services).
9. Use Evanced Summer Reader to implement online participation in other reading clubs (Children's Services).
10. Promote the increased computer access at the Douglass Branch made possible by the expanded computer lab (Promotions, Douglass Branch).
11. With financial backing from the Foundation, and to promote reading and appreciation for the arts, install in the Children's Department the colorful mural designed by noted artist, Peter Sis.

ROLE 4

Easy access to the online world

> GOAL 6

Our community will have high-speed Internet connections to ensure equitable access to the online world.

Initiatives

Continually evaluate how our electronic services, equipment, and connections are meeting the needs of library customers, and implement technological improvements to ensure high levels of efficiency and user satisfaction.

Performance Measures

- Total # of customers using library public computers
- # of annual survey respondents who report coming to the library to use a computer
- # of annual survey respondents who report coming to the library to use our wifi network

Activities & Objectives

- 1) Promote "Get Online at DBL" training project to increase computer use and promote attendance at training and one-on-one tutoring sessions for low-income and minority community members at the Douglass Branch (Promotions, Douglass Branch).
- 2) Constantly monitor and evaluate network to ensure that it operates efficiently, and is kept up to date with security and software improvements (Technology Services).