

## Lee County Library

### Five Year Plan 2016-2021

1. To provide library services in compliance with applicable State and Federal laws to all residents of the political subdivisions supporting the library namely communities in and around Lee County with regard to the library mission statement.
  - a. To review annually demographic and service data from the various communities served by the Lee County Library and Broadway branch, outreach services and web presence at [www.leecountync.gov/library](http://www.leecountync.gov/library)
  - b. Review 2014-2015 Annual Statistical Reports with the Library Board of Trustees and Staff. (September 2015)
2. To submit board bylaws to the State Library of North Carolina on an annual basis and review board bylaws at least once every three years.
  - a. Review existing bylaws for clarification of purpose, content, and consistency. (2015-2016)
3. To hold Board of Trustee meetings monthly except for July each year in accordance with the North Carolina Open Meetings Law.
  - a. To create a monthly meeting date schedule at the beginning of each fiscal year. (2015-2016)  
Currently, 1<sup>st</sup> Wednesday 5:15 p.m. of the month except the Board does not meet in July.
4. To provide support for trustee training through various workshops and ongoing education programs provided by the State Library, the North Carolina Library Association, or other relevant organizations.
  - a. Determine annually the needs and availability of such training. (2015-2016)
    - i. Encourage board members to participate in State Librarian webinars.
    - ii. Send documents to new appointees that relate to Lee County Library and trustees duties (July 2015)
    - iii. Meet face to face with each new Board Member individually or in groups after appointment. (August 2015)
5. To raise awareness of the library as an essential resource by fostering ongoing public dialog through community assessment, strategic planning, and collaboration.
  - a. To gather regular input from Board members who serve also on other boards and community groups. (2015-2020)
    - i. TBA during local Board meetings
  - b. The Library Director will continue to maintain extensive involvement with organizations, agencies, boards and groups in Lee County and uses those interactions for library advocacy, service awareness, needs assessment and feedback. (2015-2020)
    - i. Director's Activities Report updated and reported monthly at Board meetings Achieved Monthly
  - c. To provide regular communication with communities through newspapers, radio, social media,
    - i. To maintain a Facebook page, Twitter and other social media venues for Lee County Library. (2015-2017) Achieved and ongoing
    - ii. Increase Lee County Library's presence and postings on Facebook and Twitter using county approved accounts
  - d. Develop list of media contacts (Fall 2015)
    - i. Place special news events in local newspaper and community websites once or twice per month.
    - ii. Encourage staff to submit monthly input for library website and newsletter related to their library activities Achieved
    - iii. Investigate having a monthly story time on public access cable channel (2016)
6. To distribute financial information on a consistent and reliable basis.
  - a. To provide these data to Lee County as requested with an Annual Report in July annually. Achieved
  - b. The Library publishes its own annual report in April of each year as a newsletter (2015-2017) Achieved
    - i. Financial reports provided quarterly at board meetings

7. To encourage board members and friends to formally and informally advocate for library funding and status with all elected and appointed officials who have fiscal and policy influence over the library.
  - a. To encourage increased membership in the Friends Group (2015-2017) Completed annually
    - i. Try to build membership with diverse members of the community from different parts and towns in county when vacancies occur.
  - b. To continue to support the efforts of the Friends of Lee County Public Library. (2015-2017)
    - i. Provide assistance with book sale books and collaborate on initiatives Handled daily and annually
  - c. To encourage a renewed effort among the Friends of the Lee County Public Library to try different fund raisers. (2015-2017)
    - i. In process (Fall 2015 when annual meeting of FOL planned)
  - d. To encourage all board members and friends to participate annually in Library Legislative Day at the local, state and national levels. To attend in person or participate virtually with emails, phone calls and letters to legislative/government officials at all levels. (2016-2018) Done annually
8. To cultivate and empower volunteers willing to act as advocates for public libraries at the local, state, and national levels and also help with library programs.
  - a. To work with the Friends of Library to develop a plan that will encourage volunteers to become advocates and to honor their efforts. (2015-2020) Plan a thank you volunteer event.
9. To include a marketing plan that reflects community needs and interests as part of the public relations program.
  - a. To create a written public relations/marketing plan. (2015-2017)
10. To designate staff member(s) to coordinate public relations activities within the library and between the library and other local agencies.
  - a. To establish this role among the several staff members at library. (2015-2017) Completed
  - b. The Library Director will coordinate these efforts and support local community outreach. (2015-2020)
    - i. A media contact list to be completed by September 2015 staff team meeting
    - ii. Identify staff to do publicity for children's YA and adult programming
  - c. Collaborate with other organizations on childhood literacy, workforce development, and lifelong learning
11. To develop a customer-friendly web and social media presence to provide access to library services and information about them. Have control of the content so that it can be updated and maintained at any time by library staff.
  - a. To review and assess the current website, modify and update as needed. (2015-2017) Version 2.0 to be completed by December 2015 Version 1 Completed
    - i. Repeat this annually. (2015-2020)
    - ii. Do weekly updates and needed
12. To provide an easily accessible method for public feedback.
  - a. To develop a plan and process for implementing this strategy. (2015-2016)
  - b. Survey of customers completed 2015
  - c. Suggestion box installed 2016
13. Revise set of Lee County Library policies and procedures to govern library personnel, operations and services
  - a. Staff to review updated Lee County policies and procedures Accomplished June 2015
  - b. To develop a written set of policies and procedures that guide operations and services at library. (2015) 1. Accomplished Spring 2015. 2. Revised March 2016.
  - c. To review the County and State Records Retention Policy for Libraries. (2015-2020) To be accomplished by 2016.
  - d. To ensure that all library policies, goals and objectives are easily accessible by library staff, public. To place existing policies and procedures on the website and revise /add new as reviewed revised and approved. (2015-2020) Accomplished July 2015 Review Annually
  - e. Place notebooks of printed policies at circulation desk. Accomplished July 2015
14. To communicate the library's goals and objectives, and progress toward meeting them, regularly to the public and to the library's governing authority.

- a. To post long-range and annual goals and objectives on the website after Board discusses and votes. (2015-2020) Review Annually
  - b. Director report monthly using the Annual Plan as a guide, to Boards, FOL group and the general public through regular board meetings, meetings of county and town councils, reports in the local newspapers, monthly newsletter, and on the Regional Library website on activities and achievements. (2015-2020)
  - c. To engage the community in the planning process.
    - i. To conduct a client survey annually (2015-2020)
    - ii. To provide a suggestion box at each library, a telephone number and email where any suggestions, criticisms and problems can be reported. (2015-2020) In place 2016.
    - iii. The Library Director will continuously monitor needs and accept feedback during board meetings and other gatherings of community service groups and citizens and report on progress at the library to achieve library mission. (2015-2020) Ongoing monthly
  - d. To ensure the long-range plan is accessible to library staff and the public.
  - e. To post the current and revisions of the 5 Year Plan and annual plans on the Regional website.
15. To provide a clean well-designed interior in good repair that encourages self-directed and group use of the library, supports staff efficiency, and promotes eco-friendly practices.
- a. Current and ongoing operational policy reflecting keeping the library furnishings in good condition. (2015-2020)
  - b. To engage local library staff and Board of Trustees in a dialog to determine the space and utilization needs of each library as well as money required for upkeep, changes, and renewal. (2015-2020)
  - c. Replace furniture cushions and deaccession broken items Completed
  - d. Use signage that offers information at the point of need and frames that information from the customer perspective.
  - e. To review all signage in each library. (2015-2016)
  - f. To include signage review on an annual "to consider" checklist.
  - g. To review eco-friendly practices/green practices of Lee County and the Library and develop written policy statements for the Library department to guide them. (2015-2020)
  - h. Policies to be written from current practices during Spring 2016.
  - i. Find low cost ways to freshen up the children's room
    - i. Chalkboard drawing table. Completed 2015.
    - ii. Replace or repair partitions that have tears
  - j. Facilities inspection of main library to be made quarterly and coordinate repairs with General Services
    - i. In FY2016-2017 investigate repair options for skylight to find permanent solution to the rain leaks, sun glare and heat. On CIP list for FY 2016-2017.
16. Consideration of grounds and exterior committee to be formed to do an annual inspection in February. Input will be solicited at each spring Board meeting.
- a. Crepe Myrtle tree on Hawkins street side needs pruning or be cut down. New landscaping to be completed on Hawkins St. side Spring 2016.
17. To meet current safety and fire codes, and be accessible to all members of the community, conforming to American with Disabilities Act (ADA) Standards. In progress
- a. To review each library for compliance. (2015-2020) Investigate ways to be ADA compliant
  - b. To fully meet the requirements of the ADA Standards. (2015-2020)
  - c. Main library and Broadway are in compliance with safety and fire codes in all areas.
  - d. A videophone for the deaf installed in August 2015 at the main library.
  - e. All Computers have features to increase font size aiding the visually impaired by hitting control and turning the mouse wheel.
  - f. In progress the purchase of an ergonomic mouse and ADA keyboard for public computer area.
6. Library now owns enlarging machine.

18. To provide, sustain, and refresh the library's technology plan each year and infrastructure to appropriately support library operations and services.

- a. Add four Wi-Fi access points at main library (In progress August 2015) and Wi-Fi to Broadway
- b. To administer and implement the two LSTA 2014-2015 grants as approved by the State Library of North Carolina.
- c. Add two more public desktops to computer lab. (In progress August 2015)
- d. Create the mobile laptop lab teaching basic computer classes using Smartboard. Fall 2015
- e. Create a Maker Space in the library and research grant funding to provide resources for the schools and community such as a 3 D printer, digital media, robots, etc. (in Progress Summer 2015) Static Control donated 3 D Printer
- f. To have sufficient devices and bandwidth to build, stimulate, and accommodate user demand to meet the needs of the community.
- g. Install and implement 60 mbps bandwidth connectivity with Charter, changing from our current IT provider, Windstream, in August 2015 ensuring participation in digital technology for all people.
- h. To review current digital literacy options in each community and determine the extent to which the library can fill knowledge and service gaps for all residents. (2015-2020) Completed 2015
- i. Explore the whitespace left from analog televisions and programs using this space for broadband Wi-Fi to surrounding communities.

19. To implement the Edge Initiative Action Plan to improve our grade on specific parts of the initial survey <http://www.ala.org/pla/advocacy/edge> Began spring 2015 and continuing as an ongoing project. Some items on Action Plan have been accomplished and rest are an ongoing project

20. To develop a long-range facility plan. (2015-2020) Two part long range plan to be initiated summer 2015, one for needs of current facility and begin planning a needs assessment for wanted features of a future new library. To prepare a long-range facility plan that addresses projected growth and changing community needs

- a. To review facility plan annually and revise plan at least every 5 years.
- b. To be included with 5 year Plan (2015-2020)

21. To ensure library staff have the necessary knowledge, computer literacy, and library skills to provide exemplary library services and meet our mission statement objectives.

- a. Offer State Library 's monthly free training opportunities to staff
- b. Computer literacy added to all position descriptions
- c. Provide 2-3 hours of webinars to increase skills and in person workshops
- d. As funding is available find way to restore the two MLIS positions RIF'd in 2010 during the economic downturn with emphasis

- i. Seek funding for Reclassification of Systems Specialist position that became vacant March 20, 2016 to MLIS degreed Digital and Systems Librarian position.

This is key position who will take the lead on all digital training, maintenance of all computers and tech equipment, and be the second in command in the Director's absence.

- ii. Seek funding for new MLIS Adult/Teen Programming Reference Librarian to full time staff or reclassify an existing full time position when it becomes vacant through retirement. The Library Technician position is retiring at the end of June 2016. Library Senior Programming & Outreach Specialist position has 30 years service with the county but has not announced any plans for retirement. There is an opportunity to reclassify the position in July 2016 but I don't really need a MLIS cataloging librarian. A better match would be the reclassification of the Library Senior Programming & Outreach position when that position becomes vacant.

22. Each year in or before August set goals for the year based on 5-year plan prior to the time frame of sending in the State Aid packet. In progress

23. Training

- a. To provide monthly staff team meetings at which some aspect of library service is learned or reinforced, especially new developments, services and available external programs. (2015-2020 using the laptop lab.) Accomplished 2015

- b. To encourage staff participation in webinars on a monthly basis and other online learning through such opportunities as Web Junction and State Library sponsored programs. (2012-2017) Accomplished monthly in 2015

- c. Each staff member maintains a list of these for themselves.
  - d. To take advantage of State Library ongoing education provided regionally. (2015-2020)
  - e. Staff has attended several in person workshops 2015
  - f. To encourage participation in library and related professional conferences as appropriate. (2015-2020) Several staff members will attend the Biennial NC Library Association conference on October 2015 in Greensboro
24. To develop a Plan and review regularly as part of the library's long range planning process.
- a. To develop a written Collection Maintenance Plan not only for purchases but for maintaining the collection on the shelves.
    - i. Find replacements for bestselling author books that have become dirty and worn. (2015-2017)
  - b. To provide assistance and training in the use of technologies necessary to access resources.
  - c. To review all technology and digital literacy efforts to determine the need for changes in current service based on the 2016 user survey and input from current users. (2015-2020)
    - i. Investigate and draft a needs assessment for technology literacy and library services in community
    - ii. Determine additional technology and digital/information literacy needs. Fall 2015 and Spring 2016
    - iii. Meetings with Hispanic community to determine all literacy needs including technology and digital/information. Fall 2015 and Spring 2016 and continue Outreach begun Spring 2015
    - iv. To develop a comprehensive plan to provide such training and education for patrons and staff as needed. (2015-2017)
    - v. To provide programs and services that support adult literacy for both books and technology.
    - vi. To review all adult literacy programs and services to determine the need for changes in current service based on the 2016 user survey and input from community and find ways to fund more materials (2015-2016).
    - vii. To develop a comprehensive plan to provide adult beginning reader materials to support these programs (2015-2016)
    - viii. Begin basic computer instruction classes for beginners in both English and Spanish (In progress August - September 2015)
    - ix. Hold introductory programs for e-readers and tablets (Fall 2015)
25. Implement the Edge Initiative region wide <http://www.ala.org/pla/advocacy/edge> beginning Fall 2015 continuing to build on the multi-year program of measuring/evaluating our technology and creating an action plan. Retake the Edge Survey of Lee County Library Technology.
26. To ensure efficient and effective customer service for all library users.
- a. To support continuous improvement in public access technology services by sharing expertise and best practices with other providers locally, regionally and nationally.
27. The Library Director to attend NCPLDA meetings that can budgeted, monitor the NCPLDA and State Library listservs, and take advantage of online continuing education opportunities as related to local library needs. Currently, Director only attends the meeting in Southern Pines of the three NCPLDA meetings per year. The Wilmington and Mountain meetings are cost prohibitive to amount of funding available in that line item for conferences and travel. She participates in relevant webinars.
28. Develop additional, alternate, one time grant or permanent sources of extra funding for purchase of equipment or items the library needs but cannot fit into the budget.
- a. Investigate creating a 501 c 3 nonprofit Foundation to raise funds for equipment and materials to augment the donations from the Friends of the Library and the public. The goal would be to have funding to buy items that cannot be squeezed in to the regular annual budget. In these economic times, having multiple sources of funding provides more success in reaching our goals.
    - i. Attend Fundraising Summit held annually in Charlotte Achieved
    - ii. Create database of potential donors
    - iii. Create list of fundraising ideas sharing with nonprofit Friends of the Library

- iii. Do campaign for endowments for library Foundation
- 29. Create Training system so all library training is consistent
  - a. Notebook for new hires in 2016 and transition checklist
  - b. Computer skills proficiency/competency
  - c. Library skills competency
  - d. When completed have all current staff review
- 30. Outreach to Hispanics, elderly, nursing homes, and homebound
  - a. Website can be translated into Spanish
  - b. Distribute Flyers about Pronunciator handed out to Hispanic stores/churches
  - c. In addition offering crate delivery to nursing homes and homebound patrons, offer donated Large Print books to nursing homes
  - d. Build the collection of adult and children's books in Spanish
- 31. Broadway Branch
  - a. Inspect premises and grounds annually and make list for maintenance
  - b. Change out book collections with regularity
  - c. Meet with Women's Club once a year
  - d. Participate in Broadway Our Way event
  - e. Maintain schedule of story times
  - f. Clean facility on regular basis