

Strategic Plan

2008-2011
Summary

Approved by the Wright Memorial Public Library Board of Trustees
June 16, 2008

Wright Memorial Public Library
1776 Far Hills Ave.
Dayton (Oakwood), Ohio 45419
(937) 294-7171
www.wrightlibrary.org

Mission

The Wright Memorial Public Library is a community focal point that helps fulfill patron needs for information and entertainment materials; meets the learning needs of patrons on topics related to work, school, and personal life; and encourages learning and intellectual growth from the earliest ages. The library provides high levels of efficient, friendly, personal service; and fosters an atmosphere of intellectual liberty in the American tradition of free ideas.

Vision

Wright Memorial Public Library has a distinctive role in the community as an institution that fuels the intellect and imagination of people of all ages. Wright Library recognizes that libraries are no longer just physical places containing inventories of books, but have become channels through which knowledge flows to patrons from many sources. The Library strives to serve all patrons, whether on-site or virtual, by providing the resources they seek promptly, completely, accurately, and in a comfortable environment. The Library partners with other organizations to project its reach in the community and strives to expand physical and virtual access to its resources. Wright Library seeks to play an active role in preparing preschoolers to learn, helping students succeed in school, and supporting lifelong learners by providing a broad range of viewpoints, formats, and programs. Wright Memorial Public Library actively works to connect patrons with resources that will enrich their lives.

Executive Summary

A committee of community stakeholders met with library board members, administration, and staff to select library service priorities for the next four years. The advisory group identified six purposes for the library to fulfill for its patrons: to stimulate imagination, help students succeed in school, create young readers, satisfy curiosity, to be a comfortable place to visit, and to furnish access to the online world.

The overall direction of the 2008-2011 Strategic Plan is to enhance some of the library's offerings to serve the community better, to maintain current services, and to accomplish needed property maintenance and technology upgrades. The improvements are aimed at encouraging more library use by making it easier and more convenient, and by providing more desirable services, while staying within budget by careful planning and management of resources.

The major improvements planned for 2008-2011 are:

- Create a more inviting and child-friendly Youth Services Department on the lower level of the building and move the Audio-visual Department to the upper level, a remodeling project that will make it practical to re-open the library's back entrance for patrons' convenience.
- Acquire more copies of popular titles to reduce waiting time for holds.
- Replace floor covering and repaint walls.
- Upgrade automated catalog and circulation system.
- Provide additional patron access to the Internet and hands-on computer training.
- Enhance the library's Web site with interactive features and provide more functions on public computers.
- Increase the library's hours by at least six hours per week by the end of the planning cycle in 2011.

A detailed version of this plan, which includes objectives and representative staff activities for each goal, is available at www.wrightlibrary.org.

Introduction

The strategic planning process for 2008-2011 began in the fall of 2007. Jan Haines, Library Development Consultant from the State Library of Ohio was engaged by the Board of Trustees to facilitate the planning process following guidelines of the Public Library Association. These guidelines are published in the book *New Planning for Results* by Sandra Nelson and updated by *Public Library Service Responses, 2007* by June Garcia and Sandra Nelson.

The Library Board, administration, and staff assembled a community advisory committee of residents, local business people, and representatives of the city and the schools. The community group met twice in November to discuss life in Oakwood and what roles the library should have in the community. Census data and other facts about the community and the library were used as background information. The community group selected six main service areas for the library.

Staff teams drafted a plan with measurable objectives based on information gathered from the community. The plan was presented to the Library Board of Trustees and to the community advisory group for further comment. It was approved by the Board on June 16, 2008. The plan will be used to guide decisions on library services, collections, and facilities for the next four years.

Many thanks to the members of the community advisory group: City Manager Norbert Klopsch, Oakwood Board of Education member Elizabeth Reger, Oakwood High School Media Specialist Marianne Woeste, Maureen Anderson, Bill Clark, John Ferneding, Healy Jackson, Joyce Kazprzak, Jill Kollars, Trudy Krisher, Tim McCauley, and Joan Milligan. Thanks also to the Strategic Planning Committee of the Library's Board of Trustees: John Green, Alan Halpern, Lori Mitchell, and Rick Smith, to Fiscal Officer Debra Schenk and staff members Anne Frantz and Linda Cosgrove who attended the meetings and provided information, and to the other library staff members and community residents who contributed ideas while the plan was being drafted.

Ann Snively
Library Director

Service Goals

The community group chose these service goals for the library:

- **Stimulate Imagination:** Reading, viewing and listening for pleasure. Library patrons will have materials and programs that excite their imaginations and provide pleasurable reading, viewing and listening experiences.
- **Help Students Succeed in School:** Homework help. Students will have the resources they need to succeed in school.
- **Create Young Readers:** Early literacy. Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.
- **Satisfy Curiosity:** Lifelong learning and life choices. Patrons will have the resources they need to explore topics of personal interest and continue to learn throughout their lives. Patrons will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.
- **Visit a Comfortable Place:** Physical and virtual spaces. Patrons will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.
- **Connect to the Online World:** Public Internet access.

Patrons will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Goal #1: Stimulate Imagination—Reading, viewing and listening for pleasure

Library patrons will have materials and programs that excite their imaginations and provide pleasurable reading, viewing and listening experiences.

Patrons will have:

- Shorter waiting time to receive books placed on hold.
- Popular titles available for checkout the same day they are available in bookstores.
- An increase in the number of downloadable books, videos, and music.
- An increase in the number of large print titles.
- Materials in a variety of useful formats—written & electronic, audio & visual
- More programs for adults and children

Goal #2: Help students succeed in school

Students in kindergarten through twelfth grade will have the library resources they need to succeed in school.

Patrons will have:

- Coordination and cooperation between Wright Library and Oakwood School libraries.
- Materials in a variety of formats to supplement K-12 curriculum.
- Youth Services staff to help young patrons, parents, and teachers find what they need for schoolwork.
- A Teachers' Resources page on the library's Web site by December 31, 2008.
- Online forms for teachers for requesting classroom collections and books to be held in the library for assignments by December 31, 2008.
- More hours to use the library, an increase of from 56 to 62 hours per week, by December 31, 2011.
- Online interactive homework help by the beginning of the 2009-2010 school year.
- Materials and resources for homeschooled students and their parents.
- A location for studying, working in small groups, or tutoring by December 31, 2010.

Goal # 3: Create Young Readers—Early literacy

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Patrons will have:

- Materials that help parents prepare their children to read and to enjoy literature.
- Programs for children aged five and under that incorporate early childhood educational principles.
- Educational opportunities for parents on how to help their children learn.
- Early literacy programs presented at day care centers.

Goal # 4: Satisfy Curiosity—Lifelong learning and life choices

Patrons will have the resources they need to explore topics of personal interest and continue to learn throughout their lives. Patrons will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Patrons will have:

- A broad selection of up-to-date nonfiction in a variety of formats.
- Expert help from librarians in person, by telephone, and online.
- Reliable information for consumers, students, professionals, and lifelong learners available 24/7 on the library's Web site.
- At least four informational programs each year for adults.
- An annual tax information program for senior adults.
- A discussion program on current events or public policy, such as the National Issues Forum, by December 31, 2010.

Goal # 5: Provide a Comfortable Place to Visit

Patrons will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Patrons will have:

- An attractive, well-maintained building.
- Wireless Internet service in upper and lower levels of the library.
- Access to the library building through the back door by June 30, 2009.
- A Youth Services department on the lower level of the library so that all Youth Services materials, supplies, and programming are located on one floor in a bright, child-friendly atmosphere by June 30, 2009.
- A relocated and remodeled audio-visual department on the upper level of the library in the space formerly occupied by the Youth Services department by June 30, 2009.
- Improved conditions for quiet study, with Youth Services and Adult Services each having a separate floor of the building.
- An option of after-hours access to the library meeting room by January 2, 2010.
- An area to purchase snacks and beverages by January 2, 2010.
- New floor covering by December 31, 2011.
- Freshly painted interior walls throughout the library by December 31, 2011.
- Wider parking spaces by December 31, 2011.
- Access to selected library materials in community gathering places.

Goal # 6: Connect to the Online World—Public Internet access

Patrons will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Patrons will have:

- Enhanced, up-to-date services on the library's Web site, such as podcasts and videocasts, RSS feeds, and the Wright Library toolbar for downloading by December 31, 2009.

- A download/preview station in the library—a designated workstation for downloads of eBooks, music and videos and previews of DVDs and CDs by June 30, 2009.
 - More computer functions at the library, including downloading to personal storage devices such as CDs or flash drives, the ability to listen to audio, and a full suite of office-type software by December 31, 2009.
 - An improved library catalog and circulation system by June 30, 2010.
 - At least six more computers for using the Internet by December 31, 2010.
 - At least two hands-on instructional programs on technology topics each year.
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Timetable for Key Improvements

2008

- Increase number of copies of books to fill holds
- More partnering with other organizations on programs
- Online registration for library programs
- Online requests for Teacher Collections and reserved book collections for class assignments
- Teachers' resource area on Web site
- Library card sign-up contest at the elementary schools
- Building maintenance plan
- Online readers' advisory database
- Interactive spaces for patrons to share what they're reading, listening to and viewing, as well as offer reviews
- Quarterly newsletter for teens
- Move all youth programs to the meeting room
- Fill in the children's room "story pit"

2009

- Move Youth Services to the lower level
- Move Audio-visual Services to the upper level
- Re-open the back entrance of the library
- Self checkout machine on the lower level
- New area for teen nonfiction books
- Recruit a search committee to help with selection of a new automated system
- Download/preview station for audio-visual formats
- More functions available on public computers
- Podcasts, videocasts on Web site
- RSS feeds of library updates
- Library toolbar available for downloading
- Online interactive homework help

2010

- More programs for adults/seniors
- A book fair or festival
- Use the meeting room for quiet study on weekday afternoons
- Host a current affairs discussion, such as National Issues Forum

- Provide an option for after-hours access to the meeting room
- Have an area for snacks and beverages
- Add laptops, or some other means for increased Internet access and hands-on computer training
- Replace automated catalog and circulation system

2011

- Increase hours by six per week
- Paint walls in areas not remodeled in 2009
- Replace floor covering in areas not remodeled in 2009
- Widen parking spaces on Telford Avenue