



# Lakeview Community Library

Strategic Plan

2019-2023

The Lakeview Community Library Board of Trustees reviewed and approved this Strategic plan on September 11, 2018.

# Lakeview Community Library Strategic Plan 2018-2022

Lakeview Community Library

112 Butler Street, Random Lake, WI 53075

[www.lakeviewcommunitylibrary.org](http://www.lakeviewcommunitylibrary.org)

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The Lakeview Community Library Board of Trustees thanks the many patrons who voluntarily shared their ideas and suggestions in our survey.

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## Introduction

The Lakeview Community Library, funded by the residents of Adell, Scott, Sherman, and Random Lake, along with reimbursement from participating counties, is governed by the Lakeview Community Library Board of Trustees. The Library has been serving the public since 1957.

The process for this strategic plan began in 2018 when Library Director, Jacqueline Rammer, recognized a need for a future plan on how best to serve patrons and sustain the library, along with a need for assessment on how well the library serves patrons' needs.

The Lakeview Community Library is an organization focused on meeting the needs of the community it serves.

## Vision Statement

Increasing your knowledge, expanding your horizons, and letting your dreams set sail into your future.

## Mission Statement

The Lakeview Community Library represents our supporting communities by providing resources which encourage lifelong learning and the love of reading in order to promote education and enrichment in the lives of the people we serve.

## Planning Methodology

The Strategic Planning Subcommittee researched best practices for creating a strategic plan for libraries, and relied heavily on the reflection of many other libraries' strategic plans.

## Survey

A rather lengthy survey was made available to the community for six weeks starting on March 14, 2018. Surveys were available at the library, on the library's website, on the library's social media, at the village and town halls of all four funding municipalities, and were also distributed to the Random Lake Area Chamber of Commerce members. There were 79 responses.

## Goals, Objectives, and Action Plans

After reviewing the needs of the Library and desires of the Library Trustees and community members, the Plan is organized according to three broad themes:

- Revolutionizing Technology
- Welcoming One, Welcoming All
- Community First
- Building Longevity

The Action Plan for each thematic section includes objectives and action items.

## Revolutionizing Technology

The Library will continue to be a place for technological revolution and will strive to meet the changing needs of the community.

### Objective 1: Provide the latest technology for patrons

#### Action Items:

- Update Public Access Computers
  - Currently, all five public access computers are from 2013. The goal in the next five years is to replace one each year so that we have four new PCs and one new Mac. (\$715 per PC, \$1300 for Mac)
- Create a Local History/Ancestry Hub
  - With the digitization of *The Sounder* so generously funded by The Friends of Lakeview Community Library, one computer will be dedicated to working on ancestry projects and local history. This will replace the microfiche machine. (Possibly use existing computer)
- Purchase a wi-fi hotspot for the Library to loan out to patrons (approximately \$75 per month).
- Include another early literacy station for children, perhaps replacing the current AWE machine. (Approximately \$2,500)
- Purchase a digital screen for the community room, which will be mobile and at least 70” in size for presentations, conference calls, movie showings, and business meetings. Cost ranges from \$4,000-\$10,000.

### Objective 2: Incorporate Technology into Early Literacy Programs

#### Action Items:

- Create a once-a-month storytime that focuses on engaging young children with technology in order to showcase the positive side of “tech time.”
- Host makerspace programs related to coding, electronics, and more.
- Encourage teenagers to use iPads available for checkout in the Teen Room.

### Objective 3: Use Technology to Create a 24/7/365 Branch

#### Action Item:

- Using social media and our website, create a “digital branch” in which 24/7/365 services are made clearly available, such as MonarchCatalog, BadgerLink, Mango, Libby, RbDigital, and more.

## Welcoming One, Welcoming All

The Library will be accessible to all patrons and will focus on providing services for everyone, from programming to materials to spaces within the building.

### Objective 1: Provide an accessible building for everyone

#### Action Items:

- Ensure that the collections are accessible
  - Library staff have been working diligently to make collections more readily accessible to patrons, particularly the elderly who have issues seeing materials on the bottom shelves. Items have been rearranged and collections shifted in order to allow this to happen. While we currently do not have the ability to leave the bottom shelf empty due to our collection size, it is a goal for the future to think of creative ways to ensure visibility of collections.

### Objective 2: Diversify Collections for Our Population

#### Action Items:

- Expand collections to reach users' unique tastes
  - Patrons have commented that they would enjoy more books about specific topics. To that end, library staff are encouraging patrons to fill out more purchase recommendation forms, which are available in person and on the library's website, and the library director is spending more time focusing on developing the library's collection.
- Board Games
  - Something that has been incredibly popular with the community is our large lending puzzle collection, which is made possible entirely by donations. In the future, we will look at lending board games in order to reach more people with our resources.

### Objective 3: Programs of Every Kind

#### Action Items:

- Bring in more programs about a broad variety of subjects in order to diversify our services.
- Specifically, begin a program for Spanish speakers to gain more conversational experience.

#### Objective 4: Staff Training

##### Action Item:

- Work with Library staff to ensure that they are up-to-date on the newest technological advances, library programs, and community events in order to best serve the community.

## Community First

The Library will focus on the needs and desires of the community in order to maintain relevancy and our spot as the “heart” of the community.

### Objective 1: Promote Library Services and Resources to All Residents

#### Action Items:

- Campaign to advertise the many resources we offer, including Libby, RbDigital, local holds on new items, and more.
- Continue to provide outreach to local nursing homes, schools, and more.
- Advertise the Library as an entirely FREE resource. Many people are still unaware what their library can provide for them at no charge.
- Use social media, including Facebook and Instagram, to track the events and outreach that patrons desire using statistics.

### Objective 2: Host Community Talks

#### Action Items:

- Periodically host “community chat” meetings in which patrons can gather to find out about issues impacting their community.
- Tie in programs with the community conversations. For instance, if there is a community conversation about the drug epidemic in the County, host programs regarding this and offer patrons information and resources regarding the topic.

### Objective 3: Start at the Schools

#### Action Presence:

- Maintain a larger presence in local public and parochial schools. Distribute information about every program to the schools to be sent home with children.
- Offer sign-up for the Summer Reading Program at the schools so that children and their families become aware of this program.

## Building Longevity

The Library will focus on the needs of our ever-aging building in order to keep it safe, welcoming, and charming for all.

### Objective 1: Ensure preventative care and repair

#### Action Items:

- Repaint walls (Approximately \$17,000 for both floors)
- Recarpet main level (no quote available at this time)
- Clean and seal main level tile in foyer (\$400-\$600)
- Indoor window washing (no quote available at this time)

### Objective 2: Ease-of-Use

#### Action Items:

- Assess needs for increased outlets at work areas for patrons (no quote available at this time)
- Purchase new mobile tables and chairs for the community room to allow for ease of movement and room rentals (approximately \$6,000)