

Prescott Public Library

Strategic Plan

2021-2025



Board of Trustees

Anne Kressly

Gerald Klasen

Amy Fiege

Susan Oney

Thomas Oss

Penny Peterson

Erin Kosmalski

Mission

The mission of the Prescott Public Library is to support lifelong learning, provide free access to diverse materials and resources and create educational, recreational, and cultural opportunities for the community.

Vision

To be a center for information and community, where people of all ages come to learn, discover, and connect.

Values

- Access
- Intellectual Freedom
- Lifelong Learning
- Collaboration
- Customer Experience

Community Feedback

In order to gather information from both library and non-library users throughout the City of Prescott and surrounding townships, a Patron Survey was administered online (due to COVID-19). The survey link was posted on the library's Facebook page and website, sent out in the Library's e-newsletter and reminder slips were handed out in curbside bags. It was also shared through the City of Prescott's Facebook page and in the Prescott Area Chamber of Commerce e-newsletter and Facebook page.

The survey's main purpose was to gain the community's input, feedback and awareness about services, resources and programs offered by the library. It also asked participants to comment about space, customer service, and why they do or do not visit the library. The survey was made available May 2020 through December 2020. During those months, 148 responses were submitted.

Of the respondents, 96.7% visit the library ranging from daily to yearly and approximately 3.3% do not visit the library. Of those who visit regularly, the most popular reason is to check out materials followed by to attend programs. Of those who do not visit regularly, the most common answer was they do not visit, but use the library's online services and resources followed by they buy their own materials. The largest group participation was individuals between the ages of 40-49. Apart from those 12 years and under, we received at least two responses in each age range (13 to 80+) and the majority live in the City of Prescott (64.2%) followed by the Township of Oak Grove.

Acknowledgments

The Prescott Public Library would like to thank all who helped in the development of this plan. This includes library staff and board of trustees who shared their ideas, observations, and input. The library would also like to thank the community members who took the time to complete the Patron Survey. The survey helped the library gain multiple perspectives to better understand the needs of the community.

STRATEGIC GOALS

- 1. Develop a marketing and outreach plan to increase awareness and participation of library's services, programs and resources available to the community. Increase outreach by establishing relationships and partnering with local schools, daycares, businesses, groups and individuals.**
 - a. Develop targeted messaging campaign for individuals or specific groups (i.e. emails/e-newsletters for families, teens, homeschooling, etc.).
 - b. Develop a social media plan/schedule and explore new ways to increase engagement and online presence.
 - c. Increase social media presence by incorporating more posts about programming, collection, and resources and services.
 - d. Post flyers/signs/promotional materials throughout the community.
 - e. Create presence at community events (i.e. Prescott Daze, SBS, local festivals).
 - f. Redesign website.
 - g. Explore and develop ways to reach non-library users.
 - h. Create a new logo for the library and market new look and library updates.
 - i. Establish and expand partnership with schools, teachers, and daycares to supplement curriculum and increase opportunities for youth.
 - j. Create a presence at the schools and daycares, with students, teachers, and child-care providers.
 - k. Offer technology outreach to targeted groups or for those seeking assistance on how to use their computer and/or device.
 - l. Explore digital signage to promote library programs and services.

- 2. Update the physical library space to provide an accessible, welcoming, and efficient space that addresses the community's needs.**
 - a. Budget for and implement library updates observed by library staff and community observations addressed in the 2020 Patron Survey. For example:
 - i. Move bank of computers from the front of the library to create more privacy and space for users.
 - ii. Move catalog computers and create standing stations.
 - iii. Expand and rearrange kids' area.
 - iv. Update the paint color/décor of the library to match new logo and colors.
 - v. Explore and create study areas within the library for better privacy.
 - vi. Update library lighting above circulation desk.

- 3. Provide an up-to-date collection that meets and adapts to the needs of the community and reflects a wide range of views, expressions, opinions, and interests.**
 - a. Expand the circulating collection to include items that reflect the needs and interests of the community and/or offer a convenience to community we serve, in-library use or for checkout.

- b. Develop and host focus groups to assess the input and needs of the community in relation to the library collection.
 - c. Collaborate with schools, daycares, local groups, and experts to gain input, ideas, and possible ways to supplement curriculum or trends they are observing.
 - d. Update the item suggestion process.
- 4. Adapt to the evolving technological trends, innovations, and ideas by improving and offering up-to-date technology and how-to resources and services.**
- a. Explore and implement popular technology-related library services and resources to provide to the community through programs and/or check out.
 - b. Plan and implement programs and services that offer technological assistance, information and classes to the community.
 - c. Explore digital learning solutions for early learners.
 - d. Explore possible scheduling apps to increase customer satisfaction and convenience.
 - e. Explore wi-fi printing services.
- 5. Develop a programming plan to enhance and grow the programs and activities offered to the community and create an environment that cultivates relationships and encourages educational, cultural, and recreational interests.**
- a. Implement more book clubs and author visits.
 - b. Incorporate and increase a variety of reading challenges for all ages.
 - c. Explore more options for early literacy programs through collaborations with schools, daycares, fellow librarians, and experts.
 - d. Develop relationships with other organizations and find identify collaborative opportunities to provide cultural, educational, and entertaining programs.
 - e. Increase programs that promote diversity and inclusion.
 - f. Continue to include and explore virtual options for programming opportunities.
 - g. Explore and implement creative and engaging ways for the community to connect and interact.
- 6. Develop a sustainable budget that grows to reflect the community's needs and also increase ways which promote advocacy and support for the library and its resources and services it provides to the community.**
- a. Communicate library budget to local, regional and state agencies
 - b. Work actively with our fellow county libraries and county funding representatives for equitable reimbursement of library services within Pierce County.
 - c. Explore grant opportunities to supplement the library's budget.
 - d. Continue to explore establishing a Friends of the Library.
 - e. Develop a plan for library volunteer opportunities.

- 7. Develop all resources, services, programs and staff to provide the best customer experience possible through increasing satisfaction and convenience.**
 - a. Provide or find regular training and development opportunities for staff, in-person or virtual.
 - b. Evaluate service hours.
 - c. Provide equipment or devices to improve in-library experience.
 - d. Expand newspaper selection by adding digital newspapers.
 - e. Explore digital library card registration options (i.e. register on iPad/tablet)

Approved by the Prescott Public Library Board of Trustees March 18, 2021.