

2018-2022 WCPL Long Range Plan

Goal 1:	We believe in Resources and Reading						
Library Service Responses:	<i>*Create Young Readers: Emergent Literacy</i> - 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						
	<i>*Learn to Read and Write: Adult, Teen and Family Literacy</i> - Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens and workers.						
	<i>*Connect to the online world: Public Internet Access</i> - Residents 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						
	<i>Get Facts Fast: Ready Reference</i> -Residents will have someone to answer their questions on a wide array of topics of personal interest						
Possible Objectives:	WCPL will organize and streamline its communication and promotional efforts to better educate and inform all its customers about our resources.						
	WCPL will actively promote the library to non-users.						
	WCPL will continue to be a community leader in early literacy.						
	WCPL will continue to offer quality programs which promote early literacy for children birth to 5.						
	WCPL will train all staff to encourage increased reader's advisory at our public service spaces.						
	WCPL will explore adult literacy programming in Wells County.						
	WCPL will implement a training program for staff on technology and library resources						
	WCPL will expand our commitment to current and new eResources while maintaining our quality physical materials.						
Measures	Year-end Stats	2017	Jan-18	Jan-19	Jan-20	Jan-21	Jan-22
	Increased number of library card holders.	17,566	16,651				
	Continue strong circulation.	277,101	264,565				
	Continue strong program attendance.	19,351	29,229				
	Continue strong door count.	159,946	153,124				
	Increased wireless stats.	20,705	69,296				
	Increased website use. (page loads)	167,784	158,456				
	Increased circulation of targeted collections. Kids	120,312	119,680				
	Teens	11,280	11,955				
	Adults	102,088	97,896				
	Increased Staff Knowledge about library programs and services.						
	Increased newsletter sign-ups.		636				
	Increased user stats for online resources. Sessions	4,965,362	5,251,310				
	Searches	5,217,292	9,007,587				
	Full-text retrievals	1,729	2,022				
Possible Activities:	Successful initiation/continuation/completion of task	Responsible Department	2018	2019	2020	2021	2022
	Consider adding cookie cutters to our cake pan collection	x					
	Simplify and consolidate our communication efforts.	x					
	Make website more mobile friendly.			x			
	Continue to update website.			x			
	Work with local realtors to include library promotional material in their information to home buyers.						
	Implement a digital library card for all patrons.	x					
	Institute a weekly PR focus for staff.	x					

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	Implement a process to keep staff up-to-date on the resources the library offers with a Library Resources Refresher Program						
	Explore the possibility of a library presence at 4-H Fair and other community opportunities.						
	Continue having a presence at Street Fair and Ossian Days		x				
	Explore the possibility of adding Hoopla or a similar service		x				
	Add the State Library's "Ask a Librarian" link to our website			x			
	Explore the possibility of a circulating video game collection		x				
	Reevaluate the use of Library Aware newsletters		x				
	Continue the "Tail Waggin' Tutor" Program		x				
	Explore simultaneous access e-book campaigns for events like One Book One County						
	Investigate Viber(Rakuten messaging app)		x				
	Explore offering a "Read-Aloud Club"						
	HIGHLIGHTS:						
	2018						
	Created daily staff informative emails						
	Created digital cards available to all patrons and student's out-of-county						
	We will not be continuing LibraryAware due to low use by patrons						
	We currently cannot provide the Rakuten messaging app						
	The library will not be offering circulating video games at this time due to the range of game formats.						
	The Library partnered with The Literacy Alliance to provide adult literacy, HSE training and life-skills coaching						
	We streamlined our databases and discontinued those that had low usage						
Goal 2:	We believe in Life-Long Learning						
Library Service Responses:	*Satisfy Curiosity: Lifelong Learning - Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.						
* denotes our main focus	*Stimulate Imagination: Reading, Viewing, and Listening for pleasure -Residents will have materials and programs that excite their imaginations and provide pleasurable reading, viewing, and listening experiences.						
	*Discover your Roots: Genealogy and local history - Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.						
	Succeed in School: Homework Help - Students will have the resources they need to succeed in school.						
	Make Informed Decision: Health, wealth, and other life choices -Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.						
	Understand How to Find, Evaluate and Use Information: Information Fluency - Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.						
	Make Career Choices: Job and career Development -Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.						
	Express Creativity: Create and Share Content -Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.						
Possible Objectives:	WCPL will educate both staff and patrons on current technology.						
	WCPL will offer a variety of lifelong learning opportunities.						
	WCPL will be the best source of local history and genealogy.						
	WCPL will expand its virtual presence and the online opportunities provided.						

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	WCPL will broaden the life experiences of patrons by providing a wide variety of programs.						
	WCPL will continue to serve as a source of information.						
	WCPL will continue to encourage and support continuing education for all staff.						
	Year-end Stats	2017	Jan-18	Jan-19	Jan-20	Jan-21	Jan-22
Measures	Increased number of homebound services provided.	255	223				
	Continue strong program attendance.	19,351	29,229				
	Increased use of the genealogy department. (Programs, Attendance, Visitors and Reference)	2,058	2,074				
	Measure participation for Book-a-Librarian program.		10				
	Increased number of new adult programs.		21				
	Increased number of mulit-generational programming						
Possible Activities:	Successful initiation/continuation/completion of task		2018	2019	2020	2021	2022
	Explore putting book baskets in social service agencies.		x				
	Continue to offer adult programs at Ossian		x				
	Explore offering Teen programs at Ossian		x				
	Continue to offer regularly scheduled genealogy workshops.		x				
	Redevelop the Genealogy Database and access to Genealogy Materials with Portfolio		x				
	Educate staff on the technology available to patrons.						
	Explore library opportunities to involve students and their devices.						
	Offer a monthly or bi-monthly adult program on different topics		x				
	Explore offering food/cultural programs for adults						
	Explore a cookies and canvas program						
	Explore implementing a knitting/crochet program for the after-school crowd						
	Explore the use of Virtual Reality programming for all ages						
	Explore adding a Local Artist Fair, perhaps in conjunction with our Local Author Fair						
	Implement a Book-a-Librarian program.		x				
	Explore the implementation of a makerspace.						
	Continue to offer and expand homebound services		x				
	Encourage staff to seek technology education		x				
	HIGHLIGHTS:						
	2018						
	Special One-time Adult Programs: Action Plan for Healthy Living, Yule Ball, Radio Technician Licensing Course, Homemade Bath Bombs, Secerts to Aging/Ikaria, Greece Travelogue, Rocks and Gems, Canning Demo (Cook, Talk, Taste), Historic Homes Tour, Cemetary Tour, Escape Rooms, Murder Mystery Theatre						
	Bluffton will be starting a Game Night for adults like the popular Game Night at Ossian						
	Looked into placing reading baskets at Social Service Agencies and they already have their own baskets						
Goal 3:	We Believe in Community						
Library Service Responses:	*Know your community: Community resource and Services -Residents will have a central source for informaton about the wide variety of programs, services and activities provided by community agencies and organizations						
* denotes our main focus	*Visit a Comfortable Place: Physical and Virtual Spaces -Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces to support networking.						

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	<i>*Build successful Enterprises: Business and nonprofit support</i> -Business owners and non-profit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations.						
	<i>Be an Informed Citizen: Local, National and World Affairs</i> -Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision-making.						
	<i>Celebrate Diversity: Cultural Awareness</i> -Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.						
	<i>Welcome to the United States: Services for New Immigrants-</i> <i>New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics that they need to participate successfully in American life.</i>						
Possible Objectives:							
	WCPL will actively seek opportunities to collaborate with other community organizations, businesses, and government units.						
	WCPL will actively seek opportunities to assist our community schools.						
	WCPL will investigate the possibility to build a branch in the Southern part of our community.						
	WCPL will seek collaboration with other area libraries.						
	WCPL will seek donations of support for the library and its endowment.						
	WCPL will connect more with non-traditional markets.						
	WCPL will provide a variety of spaces and creative outlets						
	WCPL will provide helpful, friendly customer service.						
	WCPL branches, including its virtual branch, will continue to be community hubs.						
Measures	Year-end Stats		Jan-18	Jan-19	Jan-20	Jan-21	Jan-22
	Maintain the number of patrons visiting the library.	159,946	153,124				
	Increased number of meeting room uses.	1,677	1,535				
	Positive and constructive customer feedback on a variety of customer survey tools.						
	Continue to offer community collaborated programs with the library.						
	Increased number of outreach programs provided by the library.						
	Increased followers to library social media. (Facebook)		1,830				
	Instagram		193				
	Twitter		454				
	Successful initiation/continuation/completion of task		2018	2019	2020	2021	2022
Possible Activities:	Explore community partnership with a "Get Out into the Community" event						
	Be a part of community welcome packets.						
	Continue to develop a partnership with Creative Arts Council, YMCA, Parks Department, the Upper Wabash Conservation and Science Center and the Ossian Business and Professional group.		x				
	Encourage businesses to offer "ask the expert" series at the library.						
	Be more involved in the BlufftonNow organization		x				
	Explore partnering with the American Legion to record oral histories of war vets and Virtual Reality Honor Flight trips						

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	Be more involved in the Ossian Revitalization Committee.						
	Annually update the community resource information at the public service desks.						
	Annually evaluate and expand our community links on website.		x				
	Continue with our Historical Society collaboration.		x				
	Explore adding library information to local Healthcare Facilities' new baby packets.						
	Explore ways to continually communicate and inform teachers of what the library can offer them and their students.		x				
	Increase publicity efforts with other groups.						
	Continue to expand our outreach programs at Southern Wells School.		x				
	Explore the possibility of a branch in our Southern part of the county		x				
	Explore ways the library can share and coordinate services with other area libraries for both financial savings and increased patron service.		x				
	Provide library program information to the people in charge of homeschool newsletters.						
	Explore the possibility of partnering with the 4-H Aerospace and Robotics Clubs						
	Explore the possibility of taking programs to the Boys and Girls Club.		x				
	Explore re-organization of public service areas and staff to better serve the patrons.		x				
	Showcase our customers in our marketing of the library and its services.						
	Continue customer service training for our staff.		x				
	Investigate the addition of a makerspace						
	Add/update technology in our meeting rooms		x				
	Continue to promote the Library's brand "Your Go To Spot..."		x				
	Explore sound damping materials all-over the building		x				
	Explore adding more cameras outside		x				
	Add No-Smoking signs to the outside gathering spaces		x				
	Explore the possibility of a west end emergency exit		x				
	Explore the possibility of adding a nursing space		x				
	Continuously evaluate our buildings for their use and accessibility.		x				
	Work to keep library appearance and displays fresh and de-cluttered.		x				
	Develop a variety of customer satisfaction tools for yearly implementation.						
	Library board will take advantage of opportunities to prepare for future library expansion.		x				
	Explore the opportunities to create a green space.						
	Improve communication between departments		x				
	Put our logo on the balcony in place of the directional graphics						
	HIGHLIGHTS:						
	We hosted another successful Children's Book Festival						
	We partnered with the CAC for the Murder Mystery, The Parks Department and Bluffton Regional for Theatre Thursday, YMCA for summer programming, Community Harvest for Teen/Family food packs, we took part in Parlor City Christmas and Boo-in-Bluffton						
	We partnered with the Historical society to provide Historic Homes tours and a Historic Cemetery Walk						
	We created a digital student card for teachers to allow their students access to our online materials						
	We continued to offer the Chat and Chew bookclubs for 6th, 7th-8th and High School at Southern Wells along with 3 special one time programs						
	We have staff serving on these boards: LIGHT, Parlor City Christmas, Leadership Academy and Leadership Academy Mentors, Historical Society, Genealogy Society, Bluffton NOW!, Bluffton NOW! Event Committee, WRAPP, United Way, Creative Arts Council, Wells County Chamber, YMCA, Chamber Education Committee, YMCA Early Learning Committee						
	We provide a monthly program for the Norwell Life-skills class						

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	We are developing a coupon booklet for new library card registrations						
	We talked with the middle school librarian from Norwell about the possibility of Word Wising their collection						
	Our children's department met with the Marion Library Children's Director to share how they organize their materials for a better function						
	We had staff attend and work with the Bluffton HS Entreprenurial Class						
	We started offering Krafty Kids, Try-it Tuesday, Tween Tech, Discovery Days, Lego and Block Play Days and Game nights to provide a variety of spaces for tech and creative outlets.						