

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	16490	15053		
	Continue strong circulation.	277,101	264,565	254249	193588		
	Continue strong program attendance.	19,351	29,229	22966	4452 in-person 36,170 virtual		
	Continue strong door count.	159,946	153,124	142338	69577		
	Increased wireless stats.	20,705	69,296	67726	39919		
	Increased website use. (page loads)	167,784	158,456	148940	115019		
	Increased circulation of targeted collections. Kids	119,680	120,312	118736	82688		
	Teens	11,955	11,280	11451	8546		
	Adults	102,088	97,896	89388	57334		
	Increased Staff Knowledge about library programs and services.		x	x	x		
	Increased newsletter sign-ups.		636	661			
	Increased user stats for online resources. Sessions	4,965,362	5,251,310	3829988	54007		
	Searches	5,217,292	9,007,587	3937702	60427		
	Full-text retrievals	1,729	2,022	791	321		
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	x	x		
	Simplify and consolidate our communication efforts.		x	x	x		
	Make website more mobile friendly.			x	x		
	Continue to update website.			x	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	x	x		

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	Institute a weekly PR focus for staff.		x	x	x		
	Implement a process to keep staff up-to-date on the resources the library offers with a Library Resources Refresher Program				x		
	Explore the possibility of a library presence at 4-H Fair and other community opportunities.				x		
	Continue having a presence at Street Fair and Ossian Days	x	x	n/a			
	Explore the possibility of adding Hoopla or a similar service	x	x	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	n/a	n/a			
	Continue the "Tail Waggin' Tutor" Program	x	x	x			
	Explore simultaneous access e-book campaigns for events like One Book One County			x	n/a		
	Investigate Viber(Rakuten messaging app)	x		n/a			
	Explore offering a "Read-Aloud Club"			x			
	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						
	2019						
	Began re-evaluating WordWise and updating subjects as needed.						
	Library finished up a complete website redesign to make it more mobile friendly and we are making edits as needed to streamline the menu options.						
	We added cookie cutters to the cake pan circulating collection and have seen an increase in circulation						
	2020						
	Read-aloud book club: Next Chapter Book Club requires training (\$30) and a one-time membership fee (\$350). Will look at again in Aug. 2020.						
	Created To-Go kits for all ages, which were a hit, for COVID work around						
	Added menu options on Website Mobile						
	Added Database spotlights on multiple pages and cleaning up the look of Database page						
	Added Genealogy Database pages online						
	Added Teen YouTube channel						
	Virtual Storyhours						
	Created Virtual Promotional package for the schools from SRP						
	Created Monthly book chats on Instagram						
	Attended Plaza Market, Parks Department and BlufftonNOW events for community presence						
	Kept Calm and Carried on during a file crisis in which we lost the U: and P: drive to ransomware						
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.						

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	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.						
	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	195	556		
	Continue strong program attendance.	19,351	29,229	20431	4452 in-person 36,170 virtual		
	Increased use of the genealogy department. (Programs, Attendance, Visitors and Reference)	2,058	2,074	2053	369		
	Measure participation for Book-a-Librarian program.		10	27	14		
	Increased number of new adult programs.		21	13	52		
	Increased number of multi-generational programming			1	10		
Possible Activities:	Successful initiation/continuation/completion of task		2018	2019	2020	2021	2022
	Explore putting book baskets in social service agencies.	We were told no	x				
	Continue to offer adult programs at Ossian		x	x	x		
	Explore offering Teen programs at Ossian	Snacks	x				
	Continue to offer regularly scheduled genealogy workshops.		x	x	N/A		
	Redevelop the Genealogy Database and access to Genealogy Materials with Portfolio		x	x			
	Educate staff on the technology available to patrons.			x	x		
	Explore library opportunities to involve students and their devices.			x	x		
	Offer a monthly or bi-monthly adult program on different topics		x	x	x		
	Explore offering food/cultural programs for adults			x	x		
	Explore a cookies and canvas program			x			
	Explore implementing a knitting/crochet program for the after-school crowd						
	Explore the use of Virtual Reality programming for all ages			x	x		
	Explore adding a Local Artist Fair, perhaps in conjunction with our Local Author Fair						
	Implement a Book-a-Librarian program.		x	x	x		
	Explore the implementation of a makerspace.			x			
	Continue to offer and expand homebound services		x	x	x		
	Encourage staff to seek technology education		x	x	x		

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	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								
	2019								
	Cook Talk Taste monthly program had increased attendance as we offered new programming ideas.								
	Completed a five-session "Try-It Tech" class during Senior Explorations, which included two sessions using augmented reality apps. Also tested this with the iPad Club group.								
	We increased our Book-a-Librarian bookings by 270%.								
	We provided a "canvas and mocktails" program during the Summer Reading Program.								
	Increased pages read in the Adult Summer Reading Program by 150 percent.								
	Ran "Try-it-Tuesday" programs for teens in the Spring that focused on trying various types of technology. Bloxels was a favorite that allowed teens to create their own video games and share them with others in the group.								
	Special One-time Teen Programs- Chocolate Creations, March Mystery Mania, After Hours Glow Party, T-shirt Make Over, Space themed Escape Room, Galaxies Galore, Lunar Labyrinth and Landing Challenge, May the Forks be With You, Star Wars Night, Perfect Picnic Program, Awesome Apples, Thanksgiving Escape Room, Christmas Around the World.								
	Continue to provide monthly programs for teens including book club, Teen Advisory Board, and Manga Club.								
	Added children's books to our existing Wait'n'Read baskets.								
	2020								
	Many of our programs and activites planned for in-person were cancelled due to COVID-19.								
	We Kept Calm and Carried On during a pandemic								
	Greatly increased our online presence- online story times, book chats, Teen Tuesdays, Teen Youtube channel, Instagram posts increased								
	Implemented Curbside Pick-up to allow better access to information								
	Staff have learned to use multiple online meeting platforms and virtual technology								
	Hosted a VR kit from the state library in October and November								
	Adult programs-Day of the Dead, Cook, Talk, Taste, Charlie Deam Program, Genealogy,								
	Teen/Children with devices: Minecraft, Tween Tech								
	Added 5 study rooms of varying sizes to promote life-long learning and community. Were used greatly for eLearning, virtual workplaces and virutal programming.								
	Had staff perform database exploration/education during COVID								
	Modified Summer Reading so it could be distributed virtually and still offered a program								
	Did offer some in-person programming in the Fall for storytimes, teens and book clubs with no complications. Parents were vocal in their appreciation of the programs offered								
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.								
	*Build successful Enterprises: Business and nonprofit support -Business owners and non-profit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations.								
	Be an Informed Citizen: Local, National and World Affairs -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.								
	Celebrate Diversity: Cultural Awareness -Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.								

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	Welcome to the United States: Services for New Immigrants- <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	142338	69577			
	Increased number of meeting room uses.	1,677	1,535	1734	1048			
	Positive and constructive customer feedback on a variety of customer survey tools.							
	Continue to offer community collaborated programs with the library.		x	x	x			
	Increased number of outreach programs provided by the library.							
	Increased followers to library social media. (Facebook)		1,830	2125				
	Instagram		193	283				
	Twitter		454	469				
	Successful initiation/continuation/completion of task		2018	2019	2020	2021	2022	
Possible Activities:	Explore community partnership with a "Get Out into the Community" event	This event was discontinued but we have done our own events in the future we want to ask			x			
	Be a part of community welcome packets.				x			
	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.	Upper Wabash Conservation is discontinued	x	x	x			
	Encourage businesses to offer "ask the expert" series at the library.							
	Be more involved in the BlufftonNow organization		x	x	x			
	Explore partnering with the American Legion to record oral histories of war vets and Virtual Reality Honor Flight trips							
	Be more involved in the Ossian Revitalization Committee.		x	x				
	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	x	x			
	Explore adding library information to local Healthcare Facilities' new baby packets.							

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Explore ways to continually communicate and inform teachers of what the library can offer them and their students.		x	x	x		
Increase publicity efforts with other groups.		x	x	x		
Continue to expand our outreach programs at Southern Wells School.		x	x	can't due to Covid		
Explore the possibilty of a branch in our Southern part of the county	offering holds pick-up to SW students	x				
Explore ways the library can share and coordinate services with other area libraries for both financial savings and increased patron service.		x	x	COVID		
Provide library program information to the people in charge of homeschool newsletters.			x	x		
Explore the possibility of partnering with the 4-H Aerospace and Robotics Clubs	Contacted but no response					
Explore the possibility of taking programs to the Boys and Girls Club.		x		COVID		
Explore re-organization of public service areas and staff to better serve the patrons.		x	x	x		
Showcase our customers in our marketing of the library and its services.			x	COVID		
Continue customer service training for our staff.		x	x	x		
Investigate the addition of a makerspace	Add items in Adult Services and Makerspace kits that can be checked-out?		x			
Add/update technology in our meeting rooms		x	x	x		
Continue to promote the Library's brand "Your Go To Spot..."		x	x	x		
Explore sound damping materials all-over the building		x	x	x		
Explore adding more cameras outside		x	x	x		
Add No-Smoking signs to the outside gathering spaces		x	x	x		
Explore the possibility of a west end emergency exit		x	x	x		
Explore the possibilty of adding a nursing space		x	x	x		
Continuously evaluate our buildings for their use and accessibility.		x	x	x		
Work to keep library appearance and displays fresh and de-cluttered.		x	x	x		
Develop a variety of customer satisfaction tools for yearly implementation.			x			
Library board will take advantage of opportunities to prepare for future library expansion.		x	x	x		
Explore the opportunities to create a green space.						
Improve communication between departments		x	x	x		
Put our logo on the balcony in place of the directional graphics	after construction project decided not to do this					
HIGHLIGHTS:						
	2018					
We hosted another sucessful 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 Cemetary 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						
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						

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	We had staff attend and work with the Bluffton HS Entrepreneurial 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.							
	2019							
	Sponsored the "Kid Row" area at the Olde 303 Music Festival in partnership with Bluffton NOW! and the kid's area at the Parlor City Plaza Grand Opening.							
	Created a community bulletin board using post-it notes to try to facilitate feedback and engagement using one of the Harwood: The Institute for Public Innovation's "Ask Tool" questions. Got some participation but need to modify this tool to get better qualitative data information.							
	Finished the coupon booklet for new library card registrations and gained more participation from area businesses throughout the year.							
	Partnered with the YMCA for a Nerf Night during the Summer Reading Program.							
	Partnered with the Southern Wells Schools to provide "Chat and Chew" book clubs.							
	No smoking sign decal was added to the picnic table area							
	Did a PR push during the bond process specifically asking the public to write letters to our County Council sharing their library stories and the importance of the library. Highlighted several of these on social media with pictures of those library users and why the library is their "Go-To Spot." Also highlighted numerous "Did You Know" facts about the library, along with a library infographic.							
	Worked with the Friends of the Library group to get "We HEART our library" yard signs throughout the community for National Library Week.							
	We have staff serving on these boards: 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, Optimists							
	2020							
	Added material to our Spanish collection and highlighted the collection with all ages displays on Latinx Culture							
	Cataloging Historical Society material, had a women's suffrage program planned but did not present b/c of COVID.							
	Hosted CCC Camp model and historical display, worked with State Park and local historian							
	Offer virtual storytimes in preschools and special needs classes							
	Offered tour of building and services for Bluffton's Life Skills class							
	Sent a school email for services for teens							
	Worked with schools to add Libby and Tumblebooks to all student devices and inform on process to obtain a digital library card							
	Added sound system to Parlor and Storytime room. Added projector to storytime room.							
	Finished the library construction project with many positive comments from the community							
	Created an online community during the COVID-19 event and beyond							
	Participated in Light Up Wells during COVID							
	Decorated windows for Parks Department's Community Safari in place of Touch-a-Truck							
	Because of community needs, we opened our building during construction and opened as quickly as possible/found creative ways to offer services during COVID							
	Participated in multiple Bluffton NOW! events							
	Added digital services to website highlighting what people could do during quarantine							
	Designed and implemented a curbside service while closed during quarantine and will continue to offer curbside services in good will for all patrons post COVID							
	Highlighted new building to the community with a 3 day open house offering tours, a historical video of the library through the years, a virtual building tour and celebration perks							