2023-2027 WCPL Long Range Plan

Goal 1:	**WCPL is a Welcoming community spot**					
Library Service Responses:	***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.					
Secondary Service Responses:	***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.					
	Connect to the online world: Public Internet Access - 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					
	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.					
	Welcome to the United States: Services for New Immigrants - *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.*					
Possible Objectives:	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.					
	WCPL will stay savvy and current as a technology resource for the community.					
	WCPL will stay current on foreign language material needs.					
	WCPL will continue to ensure ADA compliance.					

Measures	Year-end Stats	2023	2024	2025	2026	2027
	Monitor number of library card holders.	15,070				
	Monitor program attendance.	20,072				
	Increased number of patrons visiting the library in both its physical and virtual branches.	**374,902**	**0**	**0**	**0**	**0**
	Physical Visits	140,809				
	Wireless stats.	75,566				
	Track website use. (page loads)	158,527				
	Monitor and evaluate circulation across multiple item types.					
	Physical Material	**240,284**	**0**	**0**	**0**	**0**
	Kids	137,148				
	Adults	89,132				
	Teen	14,004				
	eMaterial	**80,918**	**0**	**0**	**0**	**0**
	eKids	12,770				
	eAdults	61,037				
	eTeen	7,111				
	Foreign Language	**1,422**	**0**	**0**	**0**	**0**
	kids	817				
	adult	533				
	teen	72				
	eForeign Language	**287**	**0**	**0**	**0**	**0**
	kids	58				
	adult	191				
	teen	38				

		2023	2024	2025	2026	2027
	Increased number of meeting room/study room uses.	3,626				
	Attendance	14,890				
	Increased Staff Knowledge about library programs and services.	x				
	Increased newsletter sign-ups.	8,042				
	Increased followers to library social media.					
	Facebook	3,265				
	Instagram	792				
	Twitter/X	462				
	YouTube	62				
	Perform occasional patron surveys					
Possible Activities:	**Successful initiation/continuation/completion of task**	**2023**	**2024**	**2025**	**2026**	**2027**
	Have circ staff ask if new library card users would like to sign-up for newsletter.	Automatic				
	Assess the handicap spot placements at Ossian.	x				
	Move adult foreign language fiction to end of Fiction shelves.	x				
	Investigate a survey platform. Maybe with smiley faces.	x				
	Reintroduce our self-checkout machine					
	Increase outdoor seating with charging stations	x				
	Overnight pick-up lockers at Ossian, Bluffton and Southern Wells	x				
	Translate signage and marketing material to Spanish					
	Investigate placement of promotional materials at Ossian					
	Replace Ossian's outdoor sign	x				
	Perform an internal annual ADA audit	x				
	Offer customer service training for staff yearly	x				
	Offering more bridge programming for Tweens	x				
	HIGHLIGHTS:					
	2023					
	All new library card users get a set of four welcoming emails that are spaced out over several weeks that outline all the services.					
	We now automatically add new library card users directly to the email newsletter via Patron Point and they can unsubscribe as they like.					
	Ossian's outdoor sign has been replaced with a higher-resolution sign that can be updated remotely.					
	Overnight pickup lockers have been installed at Ossian, Bluffton, and Southern Wells					
	ADA software has been used on the website to determine how to make it more ADA compliant. Slow steps have been taken to increase compliance.					
	Several customer service webinars and trainings were added to Niche Academy					
	Passive programming meant for tweens & teens consistently available in Teen Zone, refreshed typically every 2 weeks					
	Teen Spanish language collection created					
	Teen ematerial in Spanish, Ukranian, & Russian purchased					
	Children's Spanish collection has tripled in size since 2021.					
	Building a braille collection for Children's material					
	2024					
	2025					
	2026					
	2027					
Goal 2:	**WCPL is a collaborative community partner**					

2023-2027 WCPL Long Range Plan

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					
Secondary Service Responses:	***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.					
	Succeed in School: Homework Help - Students will have the resources they need to succeed in school.					
	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.					
Possible Objectives:	WCPL will serve as a source of information including community referrals.					
	WCPL will actively seek opportunities to assist our community schools with youth literacy efforts.					
	WCPL will actively seek opportunities to collaborate with other community organizations, businesses, and government units.					
	WCPL will seek collaboration with Southern Wells community to increase use of library.					
	WCPL will seek collaboration with other area libraries.					
	WCPL will seek donations of support for the library and its endowment.					
	WCPL will seek out program opportunities throughout the community.					
	WCPL will promote curbside services.					
	Year-end Stats	**2023**	**2024**	**2025**	**2026**	**2027**
Measures	Increased number of community collaborated programs offered at library.	26				
	Increased number of outreach programs provided by the library.	200				
	Monitor number of homebound services provided.	426				
	Measure curbside utilization.	181				
	Track locker usage by location.					
	Bluffton	42				
	Ossian	35				
	Southern Wells	12				
Possible Activities:	**Successful initiation/continuation/completion of task**	**2023**	**2024**	**2025**	**2026**	**2027**
	Create an online donation pathway and promotion.	x				
	Collaborate with in-home daycares and preschools.	x				
	Continue to collaborate/network with Continuous Improvement Group.	x				
	Collaborate with another Eagle scout or organization to put a Story Walk up at an additional park.					
	Investigate availability of patron passes at various area museums.	x				
	Investigate reciprocal borrowing with Montpelier and Warren.	x				
	Promote Library giving.	x				
	Continue to work with various community groups.	x				
	Continue to work Literacy Alliance.	x				
	Investigate a pro bono lawyer in the library program.	x				
	Investigate Legal Form kiosk.	x				
	Investigate a gardening club at Ossian. (Tabled after investigation)	x				
	Promote Sora to area schools.	x				
	Continue to promote Summer Reading and other events at area schools.	x				

		x					
	Pursue funding replacement for Children's Book Festival.	x					
	Pursue more robust fundraising with our Friends of the Library group.	x					
	Programs with skilled community members ie: Basket making, Cake decorating, painting, breadmaking, gardening w/native and pollinating plants.	x					
	HIGHLIGHTS:						
	2023						
	Library was represented at Career Expo for county high school students.						
	Held a table at the BHMSD Freshman Orientation & SW parent-teacher conferences to promote library services & card sign-ups.						
	BrainFuse was added to provide online tutoring services to k-12 students.						
	Lockers installed at Southern Wells to hopefully increase circulation for patrons in that part of the county.						
	Patrons can donate on the library via Square and fill out a Google Form. It's still currently set up that they can pick a donation level for outside improvements or write in an amount.						
	Outside Impovement Giving Campaign was completed and plaques placed on tables, benches, and in the garden area outside the Main Library.						
	A Pro Bono Day was held in collaboration with Sprunger and Sprunger in August 2023. Nine appointments were held with two separate lawyers. They were happy with the turnout and also scheduled additional appointments in their office for it for those that couldn't attend on that day.						
	Mini Golf event was held in February 2023 and will likely become an annual fundraiser for the Friends of the Library						
	The Library partnered with Doug Sundling to work on a grant and to put on a display and program for the anniversary of the Flood of 2003.						
	Added passes to the Fort Wayne Museum of Art and Black Pine Animal Sanctuary						
	Continued partnerships with the Literacy Alliance, Parks Department, Creative Arts, Parlor City Christmas, and more.						
	Cindy talked with Tammy Slater about future funding for Children's Book Festival						
	Hosting programming for IDD classes for all school ages with Bluffton Schools						
	Offered programs on Service Dog skills/certification, food preservation, and a writing workshop with local talent.						
	2024						
	2025						
	2026						
	2027						
Goal 3:	**WCPL promotes its services and collection**						
Library Service Responses:	*This goal supports all the service responses*						
Secondary Service Responses:							
Possible Objectives:	WCPL will organize and streamline its communication and promotional efforts to better educate and inform all its customers.						
	WCPL will actively promote library to non-users.						
	WCPL will connect more with non-traditional markets.						
	WCPL will streamline and evaluate our electronic resources and databases.						
	WCPL will actively pursue translating marketing and informational materials in Spanish.						

Measures	Year-end Stats	2023	2024	2025	2026	2027
	Increased number of community partnerships.	10				
	Increased number of library card holders.	15,070				
	Increased circulation, program attendance and door count.					
	Circulation	326,554				

		2023	2024	2025	2026	2027
	Program Attendance	20,072				
	Door Count	140,809				
	Increased number of community collaborated programs offered at library.	26				
	Increased number of outreach programs provided by the library.	200				
	Monitor number of homebound services provided.	426				
	Measure curbside utilization.	181				
	Track locker usage by location.					
	Bluffton	42				
	Ossian	35				
	Southern Wells	12				
	Measure Social Media use					
	Facebook	3,265				
	Instagram	792				
	X/Twitter	462				
	YouTube	62				
	Successful initiation/continuation/completion of task	**2023**	**2024**	**2025**	**2026**	**2027**
Possible Activities:						
	Promote to Realtors.	x				
	Promote services to businesses.	x				
	Promote to Healthcare Facilities.	x				
	Promote to Social Services.	x				
	Educate staff on existing Social Services.	x				
	Deliver collections to daycares/preschools.	x				
	Continue to participate in Fair/parade activity.	x				
	Increase outreach efforts. ie: programming off-site	x				
	Create training schedules, library lingo and department definitions.					
	Reevaluate databases offered and promote those worth promoting.	x				
	Continual education of staff for services and collections	x				
	Continue attending local school events to promote services & library card sign-up	x				
	HIGHLIGHTS:					
	2023					
	Started New Home packets with the title companies					
	Presented at the non-profit Chamber Business During Hours program					
	Presented at Chamber Career Fair					
	Presented at the YMCA Lunch and Learn on Library Services					
	Presented to Bluffton MSD 4th grade about library services and careers					
	Promoted library services and databases at the Bluffton HS freshman orientation					
	Teen and Children's services were present at Southern Wells parent/teacher conferences to promote library card sign-ups					
	Patron Point has allowed us to streamline communication and highlight library services and collections					
	Continue to update NICHE academy for staff training on services inside and outside the library ie: Homelessness in the Library, A Trauma-Informed Approach for Libraries, De-Escalation-Recognizing and Responding to Tense Situations, First Amendment Audits at the Library, Health Emergencies & AED training, NoveList Plus, Office 365 Tutorial, Collection Development Basics-Weeding, Access Suicide Prevention Hotlines and Resources, Addiction & Recovery Resources, Veterans Resources, New Services for Patrons with Intelectual Disability, Internet Basics, Library Dementia Services, Active Shooter Training and program training.					
	Continue to do homebound and collection changes for nursing homes					
	Presented a storytime and card craft with children and nursing home residents					
	Made cards for nursing home residents during Hometown Christmas					
	Continue to promote and assist Bowen Center and other supervised visits					
	Added Brainfuse database to assist Literacy Alliance as well as patrons					
	Offsite programming includes: nursing home storytime, brewery trivia nights, 4-h fair programming, Touch-a-Truck, and Bluffton NOW partnering					
	Parade/Fair type activities: Ossian Days, Street Fair, 4-H, Parlor City Christmas, Hometown Christmas, Children's Book Festival, and Boo-in-Bluffton					

	Community Partnerships: Bluffton Parks Department, Historical Society, Parlor City Brewing, Ouabache State Park, YMCA, Bluffton NOW!, AARP Tax Assistance, Parlor City Christmas Committee, and Literacy Alliance					
	2024					
	2025					
	2026					
	2027					
Goal 4:	**WCPL is a learning connection**					
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.					
Secondary Service Responses:	***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.					
	Create Young Readers: Emergent 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					
	Learn to Read and Write: Adult, Teen and Family Literacy- 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.					
	Connect to the online world: Public Internet Access - 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					
	Get Facts Fast: Ready Reference -Residents will have someone to answer their questions on a wide array of topics of personal interest					
	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.					
	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	2023	2024	2025	2026	2027
	WCPL will be a community leader in early literacy.						
		Year-end Stats	**2023**	**2024**	**2025**	**2026**	**2027**
Measures	Monitor homebound services provided.		426				
	Increase program attendance.		20,072				
	Outreach programs		178				
	Outreach program attendance		7,059				
	Track use of the genealogy department.						
	Programs		8				
	Attendance		48				
	Visitors		895				
	Measure participation for Book-a-Librarian program.		391				
	Increased number of programs for ages 18-30.		7				
	Increased number of multi-generational programming.		9				
Possible Activities:		**Successful initiation/continuation/completion of task**	**2023**	**2024**	**2025**	**2026**	**2027**
	Continue adding applicable training sessions to employee Niche portals.		x				
	Continue to educate staff on social services available to patrons in need.		x				
	Continue trivia nights/DND and explore program opportunities for ages 18-30.		x				
	Investigate concurrent child/adult programming.						
	Increase outreach programming efforts.						
	Explore a partnership to offer ESL classes.						
	Start a staff recon mission to visit other libraries throughout the year.		X				
	Explore the purchase of property around our main branch to add a green space.		x				
	Continue to explore social media platforms and virtual programming applications.		x				
	Continue to offer technology education classes.		x				
	Continue to offer amazing children's programming for all wee ones.		x				
	Continue to be active with senior partnership programming.		x				
	Explore a senior information brouchure to put on the WOW bus.						
	Explore offering a senior expo.						
	Start monthly genealogy programs again.		x				
	Continue to partner with our local history society.		x				
	Continue to digitize maps for easier accessability.		x				
	Creating a Veteran's obituary database.		x				
	Digitize funeral home records.						
	Reassess our database offerings.		x				
	Continue August Author nights and Oct Talks-Opposite years as CBF						
	Continue to offer varied Teen programming to support life skills & hobbies		x				
	HIGHLIGHTS:						
	2023						
	Almost all staff went on a Recon Mission to an area library (a few had a visit scheduled in 2024). About half of the groups did reports to the staff at the fall in-service. All seemed to enjoy experiencing another library and time with fellow staff members. The consensus seemed to be a greater appreciation for WCPL.						
	Added Memory Kits and Puzzles to our kits collection.						

	Continue to update NICHE academy for staff training on services inside and outside the library ie: Homelessness in the Library, A Trauma-Informed Approach for Libraries, De-Escalation-Recognizing and Responding to Tense Situations, First Amendment Audits at the Library, Health Emergencies & AED training, NoveList Plus, Office 365 Tutorial, Collection Development Basics-Weeding, Access Suicide Prevention Hotlines and Resources, Addiction & Recovery Resources, Veterans Resources, New Services for Patrons with Intelectual Disability, Internet Basics, Library Dementia Services, Active Shooter Training and program training.				
	Discontinued databases: Miss Humblebees, Opposing View Points, Small Engine Repairs. Added: Brainfuse, Mango Languages with Little Pim and Teachables.				
	Historical maps have been digitized and are now available on the WCPL website				
	Obituaries are being added to portfolio and are available through the website				
	Genealogy club meets monthly providing patrons an opportunity to discuss common interests and receive one on one assitance from library staff				
	Bluffton Banner newspapers from 1860s - 1880s are currently at the ISL being microfilmed.				
	Plans are in place through ISL to digitze old microfilms that are not under copyright.				
	The veterans database is being updated monthly.				
	Continue to communicate with Genealogy and Historical society members ensuring they have meeting space, research support, and tech support.				
	Trivia Nights have continued at The Parlor City Brewing Company; Adult stopped hosting D&D evenings, but the group still meets at the library on their own. Teen dept held D&D sessions in the summer for younger players.				
	We talk about periodic social media platforms to add as they come up but feel confident in the ones we have now to maintain.				
	iPad and Computer Club were held monthly at the library and multiple introductory computer classes were held throughout the year				
	Held a five-week session as part of Senior Snippets with the Parks Department that featured tech games.				
	Holding August Author Nights on years that don't have Children's Book Festival since it took the place of the Local Author Night				
	Added a Teen Fiction Spanish collection				
	Moved Adult Foreign Language Fiction collection for greater accessability.				
	Teen staff continues to visit SW monthly to run book clubs for the jr/sr high school, to reach students who cannot travel to Main location				
	Teen programs included: Question of the Week to support reference skills for school; Try-It Nights (with Adult programming), Cookies & Canvas, Drawing 101 to explore creative hobbies; Haute Dogs, Hot Sauce Challenge, & DIY cocoa mixes to learn cooking/food skills; programs like Field Day, Trivia Night and D&D promoted teamwork & communication while High Tea focused on ettiquette				
	2024				
	2025				
	2026				
	2027				