

**EDITH B. SIEGRIST
VERMILLION PUBLIC LIBRARY
FIVE – YEAR PLAN
2014 - 2018**



**APPROVED BY THE LIBRARY BOARD OF TRUSTEES
FEBRUARY 20, 2014**

VISION: Expanding Minds. Empowering People. Enriching Community.

MISSION STATEMENT: In striving for public service excellence, the Edith B. Siegrist Vermillion Public Library serves as a welcoming community center whose staff, resources, programs and services provide for the needs of our diverse community.

GOAL 1: THE EDITH B. SIEGRIST VERMILLION PUBLIC LIBRARY WILL HAVE A STRONG COMMITMENT TO EXEMPLARY CUSTOMER SERVICE.

Objective A: All staff members will strive to make each library experience a positive one for each patron.

Activity 1: Staff members will greet everyone who enters the Library in an appropriate manner.

Activity 2: Staff members will adjust levels of help to meet individual needs.

Activity 3: Staff members will be proactive by asking patrons if they need assistance and by encouraging questions.

Objective B: The Library Board of Trustees will make the Library a positive environment for staff members and patrons.

Activity 1: All library documents will emphasize positive language.

Activity 2: All policies and the staff manual will be reviewed annually, according to a schedule to be created, to ensure that they are accurate and user-friendly.

Activity 3: The Library Director will encourage staff members to attend the Board meeting to facilitate communication between Board and the staff.

Objective C: The Library Director and the Library Board of Trustees will support staff with annual training to assist in providing exemplary customer service.

Activity 1: Management will offer customer service training and refresher courses yearly.

Activity 2: Management will offer conflict resolution training on a regular basis.

GOAL 2: THE EBSVPL WILL CONTINUE TO PROVIDE PROGRAMS AND SERVICES THAT MEET THE NEEDS OF A WIDE VARIETY OF PATRONS.

Objective A: Library staff will plan and present twelve programs and activities per year in areas of sustained interest.

Activity 1: Attendance at all Library programs will continue to increase every year.

Activity 2: Library staff will survey patrons about program ideas that reflect their interests and use this information when planning programs.

Objective B: Library staff will develop a series of programs and activities based on county demographics.

Activity 1: Staff will identify the various populations living in Clay County to determine needs for programming and services.

Activity 2: Library staff will evaluate programs yearly.

Objective C: The EBSVPL will add one new service per year.

Activity 1: Library staff will identify and offer four new services by 2018.

Objective D: The EBSVPL will provide a well-trained and enthusiastic staff by offering staff at least 24 hours of training per year.

Activity 1: All staff will have training in the use of all library equipment and Library procedures.

Activity 2: All staff will have training in the use of databases, e-readers and software used in the Library.

Activity 3: All staff will have training in analyzing and evaluating web Information.

Activity 4: The Director and Board of Trustees will request 2% of the operating budget to allow for continuing education at the state, regional and national level.

GOAL 3: THE EBSVPL WILL CONTINUE TO PROVIDE AN EXTENSIVE COLLECTION OF MATERIALS AND ONLINE RESOURCES FOR ALL AGES.

Objective A: Library holdings will continue to meet the needs of the patron base.

Activity 1: Library staff will review and re-evaluate the collection yearly.

Activity 2: The Library will evaluate and adopt new formats.

Activity 3: Library staff will use local experts, popular materials and professional journals to select materials to add to the collection.

Activity 4: The Collection Development Policy will be re-evaluated annually.

Objective B: Management will yearly evaluate present online resources as well as new resources and increase options in identified topics of interest.

Activity 1: Library staff will expand and update website links and supplemental material as needed.

Activity 2: Library staff will create or identify other types of online resources.

GOAL 4: INCREASE PUBLIC PARTICIPATION IN ACTIVITIES OF THE EBSVPL.

Objective A: Effectively promote and market all Library programs.

Activity 1: Develop promotional campaigns which will stimulate public awareness. Utilize public relations strategies in the community and county to further use of and satisfaction with the EBSVPL.

Activity 2: Review the effectiveness of our present use of the media, radio spots, apps, Facebook, website, newspapers, USD, SDPB, etc. Identify opportunities that will permit us to involve the media more directly in Library programs.

Activity 3: Develop material (ie: fliers, bookmarks) highlighting activities at the Library as warranted. Place inside books checked out and make available at locations in the Library.

Activity 4: Make Friends of the Library newsletter available in the Library and on our website.

Activity 5: Continue to publish monthly newsletter listing Library events and news.

Activity 6: Continue to publish the monthly column "18 Church Street" in THE EQUALIZER.

GOAL 5: DEVELOP AND MAINTAIN EFFECTIVE STAFF MEMBERS AND LIBRARY BOARD OF TRUSTEES.

Objective A: Improve salaries for Library employees to maintain equity with Class A public libraries in South Dakota.

Activity 1: Continue cost-of-living and merit pay raises for permanent employees consistent with raises negotiated for other city employees.

Activity 2: Review and revise performance objectives outlined in the salary advancement program on a regular basis.

Activity 3: Provide the City Council with comparative studies of pay scales for Library employees as needed.

Activity 4: Invite City Manager to the annual review of yearly goals for the Library Director.

Activity 5: All Board members must attend Library education programs, webinars or conferences to total 45 hours per year for the group.

Objective B: Enhance youth services to meet the needs of the Library community.

Activity 1: Increase program aid position to 1000 hours per year with goals and responsibilities to include assisting Youth Services Library with (1) collection development, maintenance and weeding; (2) planning, implementing and evaluating youth programs; (3) preparing flyers, brochures, posters and displays to promote youth programs and (4) assisting all staff with Library operations.

Activity 2: Increase the number of teen programs to two per month during the school year and three per week during the Summer Reading Program.

GOAL 6: DEVELOP AND AUGMENT TECHNOLOGICAL INFORMATION SERVICES AND APPLICATIONS.

Objective A: Provide materials and information services to meet the needs of the Library community.

Activity 1: Offer quarterly programs for technology training for area residents and Library users.

Activity 2: Develop equipment expansion and replacement plan.

Activity 3: Obtain and implement public computer management software to

Maximize the benefit of public access computers and internet for everyone.

Objective B: Develop a program to maximize technological resources available to the Library.

Activity 1: Identify technological changes on ALEPH or current Integrated Library System.

Activity 2: Utilize services of consultant as needed.

Activity 3: Provide staff training as needed.

Objective C: Develop and implement Three-Year Technology Plan (Appendix A)

Objective D: Install and implement self-checkout option for Library patrons.

GOAL 7: INCREASE SECURITY FOR LIBRARY STAFF AND LIBRARY PATRONS.

Objective A: Provide a safe and trusting environment for all concerned.

Activity 1: Equip Library with security cameras.

Activity 2: Install “Panic Button” at circulation desk.

GOAL 8: MAINTAIN “EXEMPLARY” CERTIFICATION BY THE SOUTH DAKOTA STATE LIBRARY.

Objective A: Maintain eligibility for state and federal grants and service.

Activity 1: Review qualification needed to maintain “Exemplary” certification annually.

Activity 2: Review with City Council the funding level needed to maintain the “Exemplary” certification.

GOAL 9: THE EBSVPLY WILL FOSTER THE LOVE OF READING IN OUR COMMUNITY.

Objective A: Library staff will present at least 12 programs per year per age group that emphasize reading for pleasure and for lifelong learning.

Activity 1: Librarians will continue to provide book-based programs for children, teens and adults on a regular basis.

Activity 2: In cooperation with local arts organizations, schools, book clubs, etc., the Library will conduct “One Book South Dakota” programming.

Activity 3: The EBSVPL will continue to offer and promote summer reading programs.