

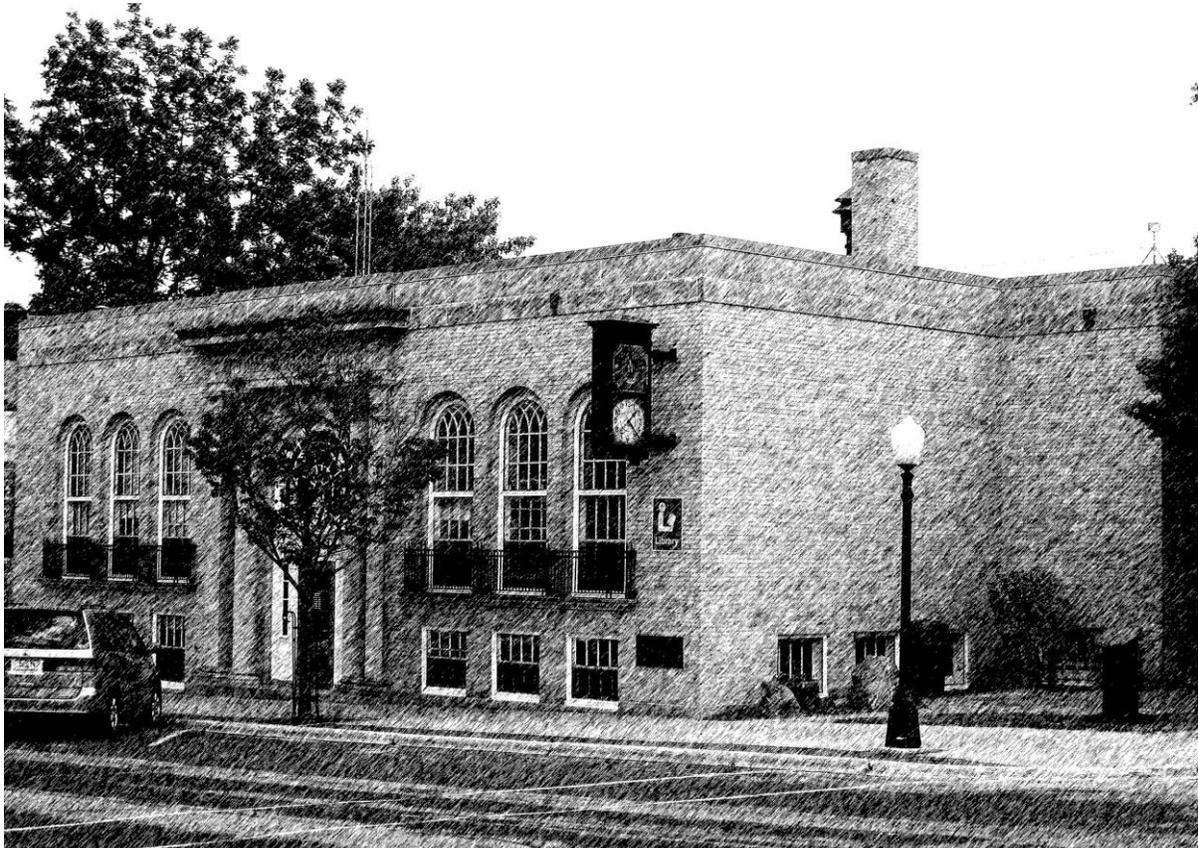
# **Hildebrand Memorial Library**

**1033 Wisconsin Ave.,**

**Boscobel WI 53805**

**Your Library. Your Community. Friends for Life.**

## **Envision the Future: Planning for Results 2012 – 2015**



### Introduction

Libraries nationwide are undergoing rapid transformations in the roles and services they provide to their communities, as communities themselves continue to experience changes driven by economics, population shifts and technology. To provide excellent programs and service, libraries must identify and plan for present and future community needs and expectations.

With these trends in mind, the Hildebrand Memorial Library Board of Trustees and Library Director Robin Orlandi decided in April of 2011, to embark on the development of a strategic plan. They chose to adopt the 2008 Strategic Planning For Results (SPR) model, a strategic planning process endorsed by the Public Library Association.

SPR is a customizable, streamlined approach designed to guide the identification and development of long term goals for public libraries of all sizes. At the core of the process is community participation. Community representatives nominated by the library's Board of Trustees, evaluate a set of eighteen service responses common to all public libraries across the United States. "Service responses" may be simply defined as the means by which the library can act to address community needs.

Seventeen individual community representatives from Boscobel and the surrounding area were chosen to serve on the Strategic Planning Committee. These individuals represented a wide range of community interests, organizations and demographics: small and large businesses, civic and faith-based organizations, service agencies, healthcare, daycare, children and teens, retirees and seniors, home-schoolers, farmers, public schools and teachers, library users, non- library users, city government, and financial institutions, the Boscobel prison and minority and special needs groups. The Planning Committee met on August 30<sup>th</sup>, 2011. After identifying current trends in community development and envisioning what Boscobel may be like in five years, the committee selected three priority library service responses to meet community needs.

The function of this planning document is to outline those services responses, and to describe how the library staff will work out goals, objectives and activities that relate to each response. In addition, this document describes the measures to be used to assess the library's success in meeting community needs during the implementation of the plan. The measures will emphasize "user-based outcomes", in which members of the public who participate in library based activities report positive outcomes for themselves or family members related to the service goal.

### **About Our Community**

Boscobel is a small, rural city with a population of 3,350 people, located along the scenic Wisconsin River in the Driftless Region of Southwestern Wisconsin. The community has its own hospital and airport, as well as an industrial park adjacent to an active railroad corridor. Boscobel has two schools, Boscobel Elementary School and Boscobel Middle and High School. A city swimming pool, several annual festivals, many parks, and a sports complex as well as the Wisconsin River and surrounding public lands provide for numerous recreational opportunities. Most people are employed in manufacturing, at the state correctional facility, hospital, schools or local small businesses and farms in the community. The Boscobel Public Library was established in 1908, and moved in 1926 to its current location in the Claude and Starck designed, Carnegie-style Hildebrand Memorial Library building.

### **Mission Statement**

The Hildebrand Memorial Library provides services, programs, resources and materials in a variety of formats to meet the information, education, cultural and recreational needs of people of all ages in Boscobel and the surrounding communities. We find the information that you need, when and where you need it.

## **Highlights from the Community Planning Workshop**

### *Vision Statements Concerning Boscobel:*

- ❖ Population, including immigrant populations will continue to increase.
- ❖ Hospital and medical services will continue to expand, and need for them will increase.
- ❖ An increasing number of people, including former residents, will continue to return to Boscobel to retire.
- ❖ There will be fewer bars and more restaurants.
- ❖ The redevelopment of the downtown will serve to attract more small businesses and foot traffic, including day-trippers.
- ❖ Schools may have fewer resources and may be consolidated as a result of financial concerns.
- ❖ The number of home schooling families and children in virtual schools will continue to increase.
- ❖ The “digital divide” separating those with access to technology and those without will continue to be an issue.
- ❖ Outdoor recreational opportunities continue to draw visitors and create a tourism economy.
- ❖ Rural ambiance, “everyone knows you by name” is a major attraction

### *Community Needs for the City of Boscobel and Surrounding Area:*

- ❖ Early childhood literacy and parenting skills so that parents can help their children prepare for school and be ready to read, listen and learn.
- ❖ Homeschoolers will need and request more information and library services.
- ❖ Schools will look to public libraries for resource sharing opportunities. The consolidation of schools will create need for more homework help and after-school programs.
- ❖ More quality programs and activities for tweens and teens.
- ❖ All citizens need the opportunity to learn about new technologies and to develop or expand beyond basic computer skills.
- ❖ Adult education gap in rural communities: people need literacy and job skills development and continuing educational opportunities that fit their work schedules. Short workshop format instead of traditional multi-week classes.
- ❖ Library space is becoming crowded and will need to be expanded to meet community needs.
- ❖ Jobs creation to bring more working age families to the community.
- ❖ Comfortable, welcoming public space for reading, learning and relaxation.

## **The Selected Library Service Responses for the Hildebrand Memorial Library**

### **Create Young Readers: Emergent Literacy**

Children from birth to age five will have programs and services designed to ensure that they enter school ready to listen, learn, read, write and interact with other children. Skills include alphabet recognition, word sounds, vocabulary, print awareness, aware listening, cooperation with others and following instructions.

### **Understand How to Find, Use and Evaluate 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. Skills include awareness and use of:

- Online library resources such as the catalog, licensed databases, BadgerLink and Inter-library loan.
- E-book and media download services such as Overdrive, Google Books and Project Gutenberg.
- Internet, search engines, software applications and some digital devices such as e-book readers, Playaways and other new technologies.

### **Visit a Comfortable Place: Physical and Virtual Spaces**

Residents will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read, and will have open access to virtual spaces that support networking.

### **What the Hildebrand Memorial Library is Currently Doing**

- Number of items in library's collection, including books, audiobooks, magazines, videos and digital audio devices: 25,257
- Annual circulation: 29,439 items, of those 9,477 were children's materials
- The library offers 8 public access computers with high-speed Internet connections, Microsoft Office suite, printing and scanning capabilities, and a wireless hotspot.
- The library provided 10, 765 hours of Internet access in 2010
- The library maintains a Jobs Resources Center for help with career development, job skills training and access to employment resource agencies, as well as over 800 online work- related courses, tests and e-books.
- Each year the library offers three 8-week long reading programs: spring and fall pre-k story time programs and a Summer Library Reading program for children and adults.
- 61 different reading, educational and recreational programs were offered in 2010 with overall attendance of 1062.
- Library staff answers an estimated 4,080 reference questions annually, not including simple questions for directions, directory assistance and referrals.
- The library is open to the public 2,288 hours per year.
- 3,166 residents hold cards at the Boscobel Public Library.
- Cardholders have 24/7 access to their library account and catalog, loan requests, statewide information portals such as BadgerLink and specialized services such as Mango Languages and Overdrive, a digital media collection with more than 16,100 e-books, audiobooks, movies and music files available for download.

## **Goals and Objectives**

The following are the library's goals and objectives for the years 2012-2015, organized under the three community-selected service responses. The goals and objectives in part also reflect elements of other service responses that were not voted among the top three, but that were highly ranked by committee members and share characteristics in common with the three chosen responses.

Objectives can be defined as the means by which the library's progress towards fulfilling its service goals will be measured. The library will focus on user-based outcomes as objectives, meaning that individual participants in library programs will report or otherwise demonstrate a beneficial outcome as a result of those programs and activities.

Suggested activities, identified by the library staff and Director, are designed to meet a particular service goal and provide a measure of the library's success in achieving that goal's objectives. These activities will be prioritized by the staff and Director for the duration of this plan.

## Create Young Readers: Emergent Literacy

### Goal 1

The Hildebrand Memorial Library will offer programs and services for children from birth through age five designed to ensure that they enter school ready to listen, learn, read, write and interact with other children.

### Target Audiences

Infants and pre-school age children.

New parents and parents or caregivers of infants or children thru age 5.

### Suggested Activities

- “Born to Read” welcome packets to be distributed to new parents at the hospital. A first book, library card application for parents, library services brochure and other information to encourage new parents to read to their baby and learn about library services.
- Storytimes that feature interactive components such as finger plays, puppets and sing or read a-longs and provide educational resources such as take-home activity sheets, new and easy reader books, and CDs or DVDs for parents or caregivers to take home to use with their children.
- “Library Lady” story times offered in off site locations such as day care centers.
- Computers with appropriate educational programs for pre-school aged children.
- Workshops for parents and caregivers to learn how to encourage emerging literacy and foster their child’s language and reading skills.

### Objectives or user outcomes

- Each year at least 50% of all parents who receive a “Born to Read” packet will either visit the library or return a survey card from the packet indicating that they are reading to their child at least once a week and are either using or plan to use the library.
- Each year at least 80% of parents or caregivers returning completed surveys for storytime programs at the end of the eight week program will indicate that the library played an important role in helping their pre-school age children prepare to enter school ready to read, listen and learn.
- Each year, at least 80% of day care centers visited will rate on-site library storytime programs as very good to excellent on an annual survey.
- Of parents or caregivers who participate in emerging literacy workshops and report regularly reading with their children, at least 75% will indicate that their child/ren’s interest in books or other printed material, word recognition or language skills had increased.

## Create Young Readers: Emergent Literacy

### Goal 2

The library will ensure that children thru grade six have access to, and awareness of, the resources they need to succeed in school.

### Target Audiences

Elementary school students

Elementary school teachers

Parents and caregivers of children age 6 - 12.

### Suggested Activities

- Annual library tours for children in each elementary grade level to learn what resources the library can offer them for school and homework help.
- Annual orientation at Boscobel Elementary School for grade school teachers and media center specialists to familiarize them with the collection and services of the public library.
- After school reading buddy program or book circle for children ages 8-12 to read with volunteers or in groups, and to get homework help.
- Computers with appropriate educational programs for children from first through sixth grade.
- Develop more inviting, dedicated reading spaces, up to date collection items and collection displays for children ages 8-12
- Regularly scheduled children's book and a movie night with copies of the book, and read-a-likes available for check out both before and after the movie date.

### Objectives or User Outcomes

- Each year, at least 75% of grade school teachers who participate in public library orientation programs and respond to email or in-person surveys will rate public library services and materials in support of classroom learning as satisfactory or better.
- Each school year, grade school teachers at each grade level will indicate that, on average, 20% or better of students from their classes who participated in the public library tour programs will report that they used the public library or library resources to complete homework, for after school activities, or that they brought family members or friends to visit the library.
- Each year the number of children between the ages of 8 to 12 who participate in after school programs or regularly visit the library will increase by 5%.
- At least 50% of children or families who attend book and movie night or other special events will report that the event was satisfactory or better when completing exit polls.

**Understand How to Find, Use and Evaluate 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. Skills include awareness and use of online library resources, catalog and interlibrary loan requests, download services such as Overdrive, licensed databases and BadgerLink and informed use of public resources such as the Internet, software applications and some digital devices such as e-book readers, Playaways and other new technologies.

**Goal 1**

The library will insure that residents understand the variety of core library services available to them and how to access and utilize those services to manage their accounts, request items and search for materials.

**Target Audience**

Residents of all ages

**Suggested Activities**

- Library Fundamentals training workshops: Welcome to the library collection tour. Accessing and maintaining your library account; using the Illuminar Catalog search and request functions; All about Interlibrary Loan Requests & WISCAT.
- Create and make available PowerPoint tutorials or online video webcasts explaining basic library services.
- One on one, on-demand training from library staff for using the Illuminar catalog.

**Objectives or user outcomes**

- 90% of program participants will report learning something new about library services during exit interviews.
- At least 75% of participants surveyed in a follow up poll will report being able to successfully use the library catalog, access their accounts and order materials.
- At least 50% of all patrons who view PowerPoint or video webcast tutorials will report on an exit survey that the tutorial met their needs and rank it satisfactory or very good.
- Of patrons who receive one-on-one training from library staff, fewer than 1 in 20 (5%) who complete feedback cards will report still being unable to use the library catalog and access their account.

**Understand How to Find, Use and Evaluate Information:**  
**Information Fluency**

**Goal 2**

The library will insure that residents understand the variety of value-added local and statewide library services and databases available to them and how to access and utilize those services for training, education and recreation.

Target Audience

Residents of all ages  
School age children

Suggested Activities

- Library Database training workshops: Badgerlink Services (multiple session workshop), Mango Languages, Learning Express and other online resources.
- Introduction to the Virtual Library Collection:
  - How to access and use Overdrive Library services and other free e-book and digital media resources to find and download materials.
  - E-book Readers Hands-On Training
- Internet 101: Effectively searching, finding and evaluating information online.
- Workshops or tutorials for school age students to introduce them to age-appropriate resources for homework help and reading : Searchasaurus, Encyclopedia Britannica online, Novelist K-8

Objectives or user outcomes

- 90% of workshop participants will report on an exit survey that at least one library data resource contains information that will be useful or beneficial to them and that they plan to use it.
- At least 75% of workshop participants who respond to a follow up survey will report being able to successfully use the online resources to search for and find information, and satisfaction with the quality of information retrieved.
- At least 50% of all patrons who view PowerPoint or video webcast tutorials will report on an exit survey that the tutorial met their needs and rank it very good or excellent.

**Understand How to Find, Use and Evaluate Information:**  
**Information Fluency**

**Goal 3**

Residents will be offered a variety of information literacy and application / software skills workshops to learn new or to improve existing skills.

Target Audience

Residents of all ages

Suggested Activities

- Provide workshops or online tutorials for the use of specific productivity software such as Microsoft Word or PowerPoint, or utilities such as email and cloud computing services such as Google accounts.
- Establish or strengthen existing partnership with other educational and technology organizations such as Grant County Literacy, Southwest Tech and Boscobel Area Schools.

Objectives or user outcomes

- 90% of workshop participants will report on an exit survey that program quality was very good or excellent.
- At least 75% of workshop participants who respond to a follow up survey will report being able to successfully use learned skills for personal enrichment or other beneficial outcomes. .
- Programs co-sponsored with community partners will show an increase in shared attendance of 5% annually.

**Visit a Comfortable Place:**

**Physical and Virtual Spaces**

**Goal 1**

Residents will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read, and will have open access to virtual spaces that support networking.

Target Audience

Residents of all ages

Suggested Activities

- Provide comfortable seating and cozy spaces throughout the library.
- Identify library spaces that recognize & serve the different needs of a variety of users: quiet reading and study space, group project space, noise friendly children's space, tween / teen after school areas, meeting rooms, technology zones and e-z access areas for special needs.
- Increase the availability of working space in the library to address overcrowding and provide a broader range of options for programs and groups.
- Provide staff training for service excellence and readers' advisory.

Objectives or user outcomes

- On an annual survey the majority of patrons completing the survey will indicate that the library is a welcoming, attractive and comfortable place to visit.
- Patrons will rate the quality of library services, friendliness and helpfulness as very good to excellent on at least 90% of all of comment cards received in a suggestion box at the front desk.

**Acknowledgements**

**Community Planning Committee:**

- Bridget Bender
- Joelle Bohringer
- Officer Kevin Copus, Boscobel Police Department
- Orsa Cornwall
- Allan Fields, Boscobel Township Common Council
- Peggy Fritz,
- Peter Huibregtse, Ald., Boscobel Common Council, 2<sup>nd</sup> District
- Reverend Jen Johnson
- Reverend Charles Koester, Library Board Representative, Board President
- Todd Krachey
- Pat Murphy
- Patricia Murley
- Doctor Andrew Nahas
- Doctor Thomas Pelz
- Gina Schmitz, Library Staff Representative
- Ken Schweiger
- Sally Waltz

**Library Board of Trustees**

- Rev.Charles Koester, President
- Dr. William Schultz, Vice-president
- Mrs. Joy Walker, Secretary
- Mrs. Barbara VonHaden
- Mrs. Maggie Mezera
- Mrs. Carole Young

## **Hildebrand Memorial Library Planning for Results 2012 -2015**

### **Library Staff**

- Ms. Jennifer Haney, Library Assistant I
- Ms. Melissa Meuer, Library Assistant I
- Ms. Robin Orlandi, Director
- Ms. Mary Rice, Library Associate, Retired
- Mrs. Gina Schmitz, Library Associate, Children's Programs Coordinator

### **Boscobel City Council**

- Steve Wetter, Mayor
- Barb Bell, Ald.
- Gary Kjos, Ald.
- Peter Huibregtse, Ald.
- Sara Strang, Ald.
- Milt Cashman, Ald.
- Brenda Kalish, Ald.
- Roger T. Brown, Ald.
- Nancy Sanger, Ald.

### **City Administrator**

Arlie Harris

### **Special Thanks**

Ms. Joelle Bohringer, Ofc. Kevin Copus, Mrs. Orsa Cornwall, Rev. Jennifer Johnson, Mrs. Patricia Murley, Dr. Tom Pelz and Mrs. Sally Waltz graciously agreed to review the final draft of this document to ensure that the goals, objectives and activities included here accurately reflect the input of the Community Planning Committee. This strategic plan is better because of their editing and suggestions. Also, to Rose Frost, MLS for facilitating Boscobel's planning meeting and for providing invaluable SPR training and support.