



Long Range Plan 2010-2015

Revised and adopted by the Fergus Falls Public Library Board on December 12, 2011. Adopted by the Fergus Falls City Council on December 19, 2011.

Revised and adopted by the Fergus Falls Public Library Board on February 11, 2013.

Mission

The Fergus Falls Public Library connects people, information and ideas to promote lifelong learning, literacy development, and community involvement to assure the best quality of life.

2013 Action Plans

Issue #1: Maintain and Enhance Quality Services, Programs and Collections

Goal #1: Provide **collections** to support its mission and enhance the daily life and lifelong learning needs of its community members.

Strategies:

Ongoing: Purchasing, weeding and inventorying of collections. Monitor ILL and VLS borrowing to determine collection gaps/shortages. Monitor formats.

New and Continuing Efforts in 2013: Continue to evaluate, weed and replace print reference materials with digital materials (including databases) as appropriate. Specifically explore adding language, automotive repair and investment databases.

Continue to monitor the VLS Overdrive catalog statistics and promote the Digital Downloads service. Appropriately allocate collection development funds to purchase digital materials based on usage statistics and patron requests. Add additional digital collections as able and based on community needs and service developments.

The anticipated release date for the Library Renewal Task Force's community survey on library services, resources and facilities is early 2013. This survey will, in addition to surveying other library issues, gauge how important current library

collections are to community members and also to help determine additional desired collections.

Goal #2: Provide **programs, services, and technology** to support its mission and enhance the quality of life and lifelong learning needs of its community members.

Strategies:

Ongoing: Maintain existing services, programming and technology as much as fiscally possible. Maintain quality. Market services.

New and Continuing Efforts in 2013: The aforementioned Library Task Force initiated survey will also gather community input on current and potential future library services and programs.

Continue to institute additional Technology Classes utilizing our mobile laptop lab and other devices based on staffing ability and community demand and interest.

Continue to integrate eReaders, tablet computers and other information technology tools into library programs and services as able and appropriate.

Continue to take advantage of Library Legacy funding when available and appropriate to enhance and supplement library programming for all ages.

Replace and add to the number and variety of technological devices and software we provide based on community interest and technology trends.

Goal #3: Provide sufficient **staffing** and expertise to provide needed library services.

Strategies:

Ongoing: Encourage and provide opportunities for staff training, continuous improvement and adherence to customer service standards. Monitor need for additional staff and potential workflow aides, such as self-check equipment. Promote our email notification service for overdues and holds.

New and Continuing Efforts in 2013: Seek to add additional volunteers and to maintain current volunteers. Continue to improve volunteer training and supervision. Continue regular in-house staff training sessions. Add self-check and self-serve hold pick-up.

Issue #2: Ensure Access to Fergus Falls Public Library Services, Programs and Collections

Goal #1: Operate and maintain a **facility** based on the evolving role of the library and on the quality of life and lifelong learning needs of the community.

Strategies:

Ongoing: Provide an inviting library setting that meets customer needs for convenient access to collections, information technology tools, a community meeting place and areas for quiet reflection. Manage existing resources and space to achieve maximum benefit. Continue to educate and inform the community and gather input on the need for an updated, renovated and expanded facility based on space, technology and infrastructure needs.

New and Continuing Efforts in 2013: Continue to improve the current facility's utilization of space. The Library Renewal Task Force's initiated survey, focus groups and staff interviews will also continue to gather community and staff input on current and potential future facility needs, regarding space, technology and infrastructure. Library staff will continue to tour and research other comparable library facilities and future service needs as the Library Renewal Project timeline and plan progresses (see Library Building Project Timeline for more detail). The timeline and Long Range plan also take into account previously conducted (1999 and 2008) space needs studies, which recommended an increase of 12,565 square feet to the current building.

Goal #2: Improve access to collections, programs and services through **virtual means**.

Strategies:

Ongoing: Continue to improve and promote the website and add interactive functions, take advantage of cloud-based and social media technologies when appropriate, explore the addition of new applications, software and technologies.

Continuing and New Efforts in 2013: Launch a new, user-friendly website with additional interactive features. Continue to explore and launch the addition of email marketing software to aide with communication and promotion of and access to library collections, programs and services. Explore and launch appropriate mobile applications.

Issue #3: Secure, Manage and Develop Funding Sources

Goal #1: Provide **adequate funding** for core services.

Strategies:

Ongoing: Continue to educate and inform the City of Fergus Falls, Otter Tail County, Minnesota Legislature and the community regarding library issues. Build relationships.

Continuing and New Efforts in 2013: Continue to share the data from the Minnesota Public Library Return on Investment Study.

Goal #2: Seek **alternate sources** of funds to enhance and expand library services, programs and collections.

Strategies:

Ongoing: Build and nurture relationships. Seek out and pursue grant and other funding opportunities.

Continuing and New Efforts in 2013: Complete and submit grant for a portable digital media lab. Continue to apply for local Legacy grants as appropriate.

Issue #4: Maintain and Enhance Public Relations, Marketing and Communication to promote awareness and support

Goal #1: Improve **community understanding** of library collections, programs and services and how the library enhances their lives and aids in lifelong learning and maintains a healthy community.

Ongoing: Create, maintain and nurture media partnerships, enhance marketing, conduct community presentations, build and nurture relationships. Make a concentrated effort to show results and value.

Continuing and New Efforts in 2013: Continue to submit weekly columns to The Daily Journal. Continue to promote services and programs through Lakes Radio interviews and Midweek advertising, as able and appropriate. Continue to market through social media and build and improve presence. Continue to explore and launch the addition of email marketing software to aide with communication and promotion of and access to library collections, programs and services.

Goal #2: Provide information to funders and key constituents on how the **library is key infrastructure for a healthy community.**

Ongoing: Communication with city council and county commissioners, provide library tours, identify and communicate the value of the library with community stakeholders.

Continuing and New Efforts in 2013: Bring back the Librarian for a Day event during National Library Week.

Issue #5: Build and Maintain Partnerships in the Community to Meet the Library's Mission

Goal #1: Strengthen the library's programs, services, collections and visibility in the community by creating and maintaining strategic **community partnerships.**

Ongoing: Create, maintain and enhance business and non-profit partnerships, partnerships for programming and working with shared audiences including local schools and colleges. Strengthen partnerships with local arts, history cultural organizations through Legacy funding.

Goal #2: Strengthen the library's programs, services, and collections by **learning from colleagues** at peer libraries who demonstrate excellence.

Ongoing: Build relationships with peer libraries, build relationships with other public libraries using the Minnesota Library Association, American Library Association, The Public Library Directors Forum, Webjunction, listservs, and other library-related organizations and online tools. Tour other libraries.