

Mt. Zion District Library

Strategic Plan 2019 - 2022

Vision

Nurturing an educated, enlightened and enriched community.

Mission

The mission of the Mt. Zion District Library is to provide the people of its community with access to a balanced collection of books and other materials, services and programming which will serve their educational, cultural and recreational needs.

Values

Relevance
Quality
Growth
Service

History

The Mt. Zion District Library began as a Township library in 1971, operating as a bookmobile stop for the Decatur-based Rolling Prairie Library System. The library's first permanent location opened in 1975 in a rented storefront on Main Street in Mt. Zion.

In 1984, a new building was constructed on the north side of Main Street in the village of Mt. Zion. At that time, the Mt. Zion Township Library served a population of 6,000. A referendum passed in March, 1990, extending the library's service boundaries to include Long Creek, South Wheatland and Milam Townships and Dalton City and creating the Mt. Zion District Library. Based on the 2010 census, the library serves a population of 12,682.

The building at the current location, 115 W. Main Street in Mt. Zion, opened in September, 1998 and is open 59 hours per week.

Library Governance

The library is governed by a library board of trustees who are elected officials. The seven (7) member board has officers in accordance with the Library By-laws. These officers are: President, Vice-President, Secretary, Treasurer and three (3) at-large members. Appointments are made in case of any vacancy on the board before a member's term expires. Trustees serve a 4 year term. The trustees are volunteers.

Powers of the board include enacting, amending and rescinding ordinances and making and adopting regulations and resolutions for their own guidance. The board has the exclusive control of the expenditure of all moneys collected for the library. It may also exercise eminent domain, reserve funds for self-insurance, and join the American Library Association and the Illinois Library Association.

The library complies with all Illinois Library Laws set forth by the State Legislature and monitored by the Illinois State Library. Currently there are three (3) library systems in the state of Illinois. The Mt. Zion District Library is located in the Illinois Heartland Library System. The system provides a number of services for the libraries in its geographic area including a shared database and delivery service.

Strategic Plan Process

The Board and Director knew of the need to update the Library's Strategic Plan. We waited until after the 2010 Census population figures were available and new Board members were elected and took office in June of 2011 to tackle creating a new plan that would take us through the next three years. A grant was applied for and received through The Lumpkin Family Foundation and The Community Foundation which allowed the Library to contract with a local consultant to guide us through the process of writing and then implementing an updated Plan. Meetings with the Director and consultant began in January 2012. A community survey was conducted during the month of March and April via paper surveys as well as online surveys available on the Library's website and via email. Surveys were also sent to all the Mt. Zion Schools. Results were tabulated and presented to staff and the Board during separate meetings. The consultant met with Library staff to gather their input. The consultant also led a day long workshop for the Library Board to come up with a draft for the Plan. A final version was presented to the Board and approved at the September 2012 Board Meeting. The Strategic Plan was reviewed and updated February 2016 and again in May 2019 in order to guide the Library through 2022.

Value: Relevance

Goal: Update print and electronic collection to increase circulation by 5% each year.

Activity	Who Responsible	Deadline	Update
Weeding	<i>Director, Miranda; Ashley; Jo</i>		Jan – Massive weeding of ANF summer 2013; Jan-March 2016; Mar 2018 & ongoing as needed; LP Nov. 2017 & late 2018; Children’s NF 2019; Adult NF 2019
Purchase more audiobooks	<i>Miranda; Ashley</i>	ongoing	increased purchase of audio eBooks 2018-19
Allocate more funds to eBooks	<i>Director, Board</i>		Offering 2 eBook databases: Library on the Go (Overdrive) and Cloud Library. Explore other digital options.
Seek community input on purchases through the use of a Suggestion Box			
Seek to “fill in” gaps in series	<i>Miranda; Ashley</i>		YA series added to and Graphic Novels expanded with Back to Books Grant 2018

Goal: Increase Board and Staff education so they feel more informed about library resources and general information regarding the library.

Activity	Who Responsible	Deadline	Update
Staff attend at least 1 continuing education opportunity outside of the building per year	<i>All FT Staff</i>		Field trip to other libraries Aug. 2015; 2016; 2017 w/FT staff – would like to make this an annual event. Ashley, Miranda, Julie attended ARSL Conference 2018; CC & Ashley attend II. Youth Services Institute (YSI) each year. Miranda will attend ARSL in Sept. 2019 and Ashley PLA in March 2020.
Staff and Board members visit at least 1 other library per year and report comments/findings.	<i>All FT Staff</i>		Maria, CC & Youth Assist. do this regularly when attending Free Form Friday and Medium Pubs Board members are encouraged to visit other public libraries when traveling and share ideas, insights

			with rest of Board.
Board members attend 1 community event with the Director per year to represent the library.	<i>Director, Board members</i>		Needs work
Staff must meet System requirements as well as Library requirements to stay current with new trends, developments and resources	<i>All staff</i>	annually	System requires cataloging staff to earn 15 credits(hours) per year to retain cataloging privileges; staff has continuing ed. Requirement as part of their evaluation

Goal: The library will update and improve the interior space so that patrons rate it “comfortable.”

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Review layout and consider updating	<i>Director, Staff, Board</i>		Jan. 2016 –moved shelving from ANF to AFic and LP; creating a more defined Teen area; Spring 2018 added shelves to expand LP (used shelving taken from ANF in 2016) Budget for replacing carpeting in Main part of Library (Meeting Room and Staff Workroom already replaced).
Add comfortable seating	<i>Director, Staff, Board</i>		New couch 1/2013 Chairs used in Meeting replaced. New are more comfortable and more appropriate for height of tables

Goal: The library’s technology will be current and accessible.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Social networking – stay current	<i>Director; Ashley</i>		Library has a Facebook page that is updated regularly; also have Instagram account
Website- keep updated with information and links pertinent to our community	<i>Director, Ashley</i>		Ongoing
Equipment lending - explore and implement lending	<i>Director</i>		2017 – began circulating Hotspots and Lauchpads
Consistently provide internet speed needed for both users and staff	<i>Director; Board</i>		Increased speed by switching to Comcast for both internet and phone service in Sept. 2017

Offer training on electronic resources to public as needed	<i>Director, Ashley</i>		Have offered classes on new programs, e.g. LOTG. RBdigital, Cloud Library Offer one on one help on an ongoing basis
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Value: Growth

Goal: The library will continue to develop and expand program offerings that are of interest to the community.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Develop and offer year-round programming for all ages.	<i>Director, CC, Ashley, all Staff</i>		Themed programs offered monthly (ages 5-12); Infant music program, Music and Movement, (ages 6 months to 18 months) began Summer 2016; Storytime sessions offered 3x per year. Summer sessions expanded from 6 to 8 weeks in 2018 so all 3 sessions are 8 weeks long. Book art programs added.
Seek out exhibits that will draw other people into the library (i.e. student art displays)	<i>Director</i>		
Participate in workshops and conferences for idea exchange	<i>Director, FT Staff</i>		CC & Ashley- Free Form Fridays; Maria – Medium Pubs, IHLS, ALA, ILA, etc. Ashley presented at ARSL Conference in Sept. 2018 and IYSI March 2019.
Partner with local organizations to offer public service programs	<i>Director, Board??</i>		Macon Co. Extension; Macon Co. Health Dept.; Garden Club

Goal: **Explore and implement** new and innovative ways of marketing library programs and services. ~~will be implemented starting in 2012.~~

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Develop Marketing plan	<i>Director, Board, staff</i>		2015 – new logo, bags, t-shirts; increase in use of facebook and Instagram for publicity
Provide offsite programs where feasible	<i>Director, CC, Ashley</i>		Ongoing BASAP in summer; school visits in Spring
Improve curbside appeal	<i>Director, Board</i>		Landscaping plan developed and implemented in segments – trees

			planted front and back, berms added at entrance to drive Spring 2017 added beds to side of building (seen from road); added beds in back of building Summer 2018 – these will be planted Summer 2019; Library won “Keep Decatur Bee-utiful” award in June 2018; façade of entrance repaired and cleaned June 2019
Add LED segment to sign when financially feasible	<i>Board</i>		Power to sign run Fall 2018 using Per Capita Grant Funds; plan to use Per Capita Funds to help purchase a new sign

Goal: Develop supportive networks and provide outreach activities that will connect the library with volunteers and community groups.

Activity	Who Responsible	Deadline	Update
Publicize Meeting Room availability to local groups	<i>Director, Staff, Board</i>		
Grow Teen Volunteer group (Navigators) and Teen Advisory Board	<i>CC, Director, Ashley</i>		Teen Time is thriving during the Summer and gives us teen volunteers
Grow Friends group for advocacy and fundraising	<i>Director, Board</i>		Group formed in 2013 and is active – have sponsored fundraisers – book sales, AmazonSmile, Monical’s – and are exploring other ways to raise money for Library; members are a great volunteer resource for Library Volunteer over 1,000 hrs./year. Have donated items to enhance Children’s area, e.g., artwork, rug and sponsored various programs. Group is growing and attracting members of various ages.
Explore partnerships, schools, community college/universities, public-private – i.e., Mt Zion Schools, local Daycares, local retirement homes, Richland CC, local churches and groups. Publicize Library services and programs to them.	<i>Director, CC, Ashley, Board</i>		Have established rapport with Librarians at each school; Children’s Lib and Assistant make school visits in Spring (as of 2014); School pre-K classes visited in 2019

Goal: Staff will develop a feeling of ownership towards their role at the library

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Ownership	<i>All staff, Board</i>		An ongoing process

Goal: The library will update and expand the collection to attract more active library card holders

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Grow cardholders	<i>Director, staff, Board</i>		
Update and expand collection in areas of growing interest	<i>Director, Miranda, Ashley</i>	Ongoing	Ongoing – DVD TV series and Video games added Summer 2015 Launchpads and HotSpots added 2017; explore offering other databases with digital content, e.g., Hoopla
Collect input from periodic User Surveys, Suggestion Box, Reference inquiries and ILL requests	<i>Director</i>		User Survey conducted Summer 2015; ILL requesting expanded to out of state

Value: Quality

Goal: The library will be known for its high-quality collection.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Overall collection turn-over will be high on an annual basis by providing titles of high interest to the community	<i>Director, Staff</i>		Circulation growth indicates collection is what users want.
A weeding schedule will be developed	<i>Director; Ashley</i>		
Marketing the collection, readers' advisory	<i>Director, all staff</i>		New book displays; monthly themed displays
Reach out to specific groups that would benefit from targeted collections (i.e. market Large Print to senior citizens)	<i>Director, CC, add'l staff</i>		Continue outreach offers to area Senior facilities
Increase eBook collections as demand warrants	<i>Director</i>		Adding titles on a regular basis

Goal: Staff will be well-trained and have extensive knowledge of library resources and services.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Develop customer service standards	<i>Director</i>		
Increase Readers' Advisory training	<i>Director, Julie</i>		
Staff will be familiar with books on award-winning lists			
Develop procedure manuals in order to standardize routine	<i>Director, Julie</i>		Have developed a training checklist

tasks and create a system			for new employees; have a checklist of Basic Technology Knowledge expected of all staff
Annually conduct a team-building activity for staff	<i>Director</i>		-Staff is encouraged to attend workshops and conferences when available in the area and, when possible, national conferences
Cross training is in place and will be kept current so that essential activities and services are not interrupted, e.g., bill paying, reports, legal deadlines, ordering, processing, payroll, etc. A solid succession plan for change in Director is in development.	<i>Director</i>	<i>Ongoing</i>	

Goal: The Board will use best practices, benchmarking, and self-evaluation to improve the quality of the organization.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Review best practices from other libraries of similar size and set benchmarks for collection and staff size, as well as other areas	<i>Board</i>		Using <u>Serving Our Public 3.0</u> as a guide for benchmarks such as collection size, hours of operation, % of budget spent on materials; % of budget spent on staffing
Conduct a self-evaluation of the Board every other year (consider using a tool like the Board Source Board evaluation survey)	<i>Board</i>		
Board members will attend training annually as needed or required by the System and State Library.	<i>Board</i>		2 Board members attended ILA Conference Trustee Day Oct. 2015
Board will formulate a plan to prepare the Library for the phased in state mandated Minimum Wage increase	<i>Board; Director</i>	January 2020	

Goal: Staff will strive to provide exceptional service to the public, especially for:

Children ages five and under in the area of Early Childhood Literacy by offering programs, resources and services designed to ensure early literacy development and a love of books and literature.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Update computers in Children's area with age appropriate			Added 2 learning stations in Summer

games			2015 thanks in part to a donation
Increase interactive educational toys in Children's area	<i>CC, Maria, Ashley</i>		
Encourage participation of parents and caregivers in story times	<i>CC, Ashley</i>		Ongoing
Connect to community by growing relationships with daycares	<i>CC, Ashley</i>		Area daycares visit the Library 1 – 2X per year; explore off site StoryTimes, but would need more staffing
Develop additional program targeting children younger than 3 yrs. old	<i>Ashley</i>		music program debuted June 2016

Elementary-age children by offering materials, resources and programs that engage their imaginations and provide enjoyable reading, viewing and listening.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Expand programming	<i>CC, Director; Ashley</i>		New science based program began Oct. 2013; Monthly themed program offered throughout year; increased Adult programs; Teen programming offered in Summer
Provide more current titles and series of interest	<i>Miranda, Jo; Ashley</i>		ongong

Teens (middle School and high school) by providing materials, resources and programs that respond to their current interests and growth and provide enjoyable reading, viewing and listening.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Encourage teens to use the teen area by providing input in its design			New Teen area developed 2016
Develop and present programs of high interest to teens	<i>Ashley</i>		Teen Time offered during Summer has good participation
Grow Teen Advisory Board and encourage their input for programming and book selections			Group established Summer 2015

Adults by providing materials, resources and programs that encourage personal growth, meet their changing needs and provide enjoyable reading, viewing and listening

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Expand adult programming	<i>Director, CC; Ashley</i>		Art classes are offered quarterly (high interest); Themed programs

			<p>attract various ages; 'Ladies Night Out' debuted Summer 2018 sponsored by Library's Friends' Group. Offered again in Oct. 2018 and April 2019 – interest and attendance are very good. Have offered 3 book art programs and a 4th is planned for June 2019. These are very popular.</p> <p>Still need to offer programs of interest to male patrons</p>
Continue providing and expanding print, digital and audio books in all interest areas	<i>Director, Miranda; Ashley</i>		<p>Library offers two ebook sources (Cloud Library and Overdrive) and one emagazine source (RBdigital)</p>

Everyone by providing a welcoming physical place to meet and interact with others or work independently on personal projects.

<u>Activity</u>	<u>Who Responsible</u>	<u>Deadline</u>	<u>Update</u>
Provide ample comfortable seating to encourage interaction as well as personal space	<i>Director, staff, Board</i>		Chairs used in Meeting replaced. New are more comfortable and more appropriate for height of tables
Provide electrical outlets near seating for use of personal electronics	<i>Board; Director</i>		Flooring does not allow for this. Seating is placed near available outlets.