



# **Kitchigami Regional Library**

## **Strategic Plan: 2012-2015**

# **KRLS Goals and Objectives 2012 - 2015**

## **1. Services**

Goal 1: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 KRLS objective 1*

Upgrade our website for ease of use, visual impact and timely information

*.2 KRLS objective 2*

Develop standard "new cardholder" packages for local branch use

*.3 KRLS objective 3*

Develop information packages for library day at the legislature that can also be used for local government

Goal 2: Investigate outreach alternatives to mobile library service and implement a replacement service by December 2014

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 KRLS objective 1*

Implement an e-book collection

*.2 KRLS objective 2*

Initiate a selection and public information committee with a role extended to e-materials

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 KRLS objective 1*

Implement practices that best manage Arts and Cultural Heritage grants for the benefit of local branch library and community organizations

## **4. Organizational management**

Goal: In order to develop, maintain and enhance cost-effective and efficient central services, KRLS will systematically review and prioritize its core central services processes and implement region-wide policies and practices that are consistent with its public service priorities.

*.1 KRLS objective 1*

Review and reorganize the process stream for acquisition and processing new materials

*.2 KRLS objective 2*

Review and reorganize the processes for cleaning and repair of all media

*.3 KRLS objective 3*

Restructure the technology system support to provide a more stable network and quicker branch equipment maintenance.

# **Bemidji Public Library Goals and Objectives 2012 - 2015**

## **1. Services**

Goal 1: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Bemidji objective 1*

Give quarterly presentations to the Beltrami County board

*.2 Bemidji objective 2*

Rewrite Bemidji local brochures to include in new cardholder packages

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Bemidji objective 1*

Designate collection dollars for selections chosen to highlight legacy programs

*.2 Bemidji objective 2*

Evaluate collection development plan, integrating circulation statistics, publishing trends and current event topics

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Bemidji objective 1*

Implement programs at the local level with KRLS legacy funds

*.2 Bemidji objective 2*

Provide support and encouragement to the Friends of the Library to continue and expand their local program series.

*.3 Bemidji objective 3*

Expand community involvement in local legacy program planning

# **Blackduck Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Blackduck objective 1*

Collaborate with the City of Blackduck community coordinator on the development and promotion of the library message as an intrinsic part of community development

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Blackduck objective 1*

Increase DVD collection and re-evaluate video use

*.2 Blackduck objective 2*

Implement a plan to support more timely weeding.

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Blackduck objective 1*

Increase SRP completion rate by 5% annually

# **Brainerd Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Brainerd objective 1*

Expand use of flyers, community calendars, social media, local newsletters and other media outlets to promote resources and events

*.2 Brainerd objective 2*

Create an email mailing list for monthly event

*.3 Brainerd objective 3*

Increase collaboration and communication with city and county staff and officials

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Brainerd objective 1*

Increase the merchandising of materials through more displays and in-stack book reviews

*.2 Brainerd objective 2*

Refocus the materials budget through research of statistics including turnover rates and hold periods

*.3 Brainerd objective 3*

Focus attention on new and popular titles through a scheduled inventory and weeding process

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Brainerd objective 1*

Increase partnering and collaboration with other community organizations to strengthen programs

*.2 Brainerd objective 2*

Work closely with the Friends to enhance programming

*.3 Brainerd objective 3*

Use legacy funds to provide age group focused programs

# **Cass Lake Public Library Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Cass Lake objective 1*

Expand Facebook use for daily information, not just special events

*.2 Cass Lake objective 2*

Market e-materials to local schools

*.3 Cass Lake objective 3*

Add more library system information in the local paper library column

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Cass Lake objective 1*

Continue to build materials that enhance relevance to the local ethnic population

*.2 Cass Lake objective 2*

Update adult and juvenile collections with local environmental information

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Cass Lake objective 1*

Offer an instructional program on the use of the web catalog for students at the local schools annually



# **Margaret Welch (Longville) Library Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

### *.1 Longville objective 1*

Increase patron awareness of library card use policy through developing the policy information in a bookmark format for distribution

### *.2 Longville objective 2*

Increase awareness of library programming to seasonal residents through resort mailings

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

### *.1 Longville objective 1*

Update and increase adult nonfiction print materials with a health/medical sciences emphasis

### *.2 Longville objective 2*

Improve access to large print materials through more selection and shelving rearrangement

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

### *.1 Longville objective 1*

Implement awareness program to the Northland School District

# **Park Rapids Area Library Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Park Rapids objective 1*

Increase electronic event postings on library, community education, downtown business association and arts council websites

*.2 Park Rapids objective 2*

Increase postings of library information in the local newspapers, including a library column

*.3 Park Rapids objective 3*

Initiate membership in PRDBA and PRLAAC

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Park Rapids objective 1*

Develop review process for selecting newly released materials, including public input

*.2 Park Rapids objective 2*

Expand collections for adults and their changing interests as

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Park Rapids objective 1*

Develop programs that promote a love of reading in young children

*.2 Park Rapids objective 2*

Provide tours and courses that facilitate information technology and fluency

# **Pine River Public Library Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Pine River objective 1*

Increase communications using email.

*.2 Pine River objective 2*

Expand Facebook friends by 50% each year.

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Pine River objective 1*

Increase weeding practice to a 1:1 ration of new and discarded

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Pine River objective 1*

Add another preschool storyhour

# **Wadena Public Library Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

*.1 Wadena objective 1*

Library board members will represent the library at public events as advocates for the library

*.2 Wadena objective 2*

Enhance the current media approach, with a 5% annual increase in Facebook friends

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

*.1 Wadena objective 1*

Maintain a complete collection for young readers through cooperation with the school media specialist

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

*.1 Wadena objective 1*

Conduct local targeted surveys to bring meaningful programming to the service area

*.2 Wadena objective 2*

Promote a love of reading in young children through support of the storytime volunteer in all aspect of the program: 10% of the programming budget will be spent solely on this program, and increased by 3%/year

*.3 Wadena objective 3*

Support any and all KRLS program efforts provided with Arts and Cultural Heritage funds

# **Walker Goals and Objectives 2012 - 2015**

## **1. Services**

Goal: Increase communications between the library and its service area, including boards, Friends, local government and patrons

### *.1 Walker objective 1*

Increase the use of social media for communications, through volunteer development of a Facebook page and Twitter account

## **2. Materials**

Goal: Provide collections that entertain, inform and connect on diverse topics in various formats through strategic goals at branch libraries.

### *.1 Walker objective 1*

Increase selection and circulation of adult fiction materials through targeting 60% of the materials budget to this area

### *.2 Walker objective 2*

Develop a monitoring program to identify and respond to new genres that have increasing activity

## **3. Programming**

Goal: Provide programs that inform and connect through strategic goals developed at the branch library level, collaborate with community groups and schools to fulfill library goals.

### *.1 Walker objective 1*

Attract more children to library programs through working with community and school partners and refocused marketing

