

## Clintonville Public Library Plan: 2020-2024

### Statement of Library Values

The Clintonville Public Library is committed to the following values. These values are the guiding principles that shape everything the library does. They are intended to guide planning, decision-making, and the services that the library provides to its customers for at least the next five years:

We value people:

- We treat customers and staff with dignity and respect.
- We respect people's right to privacy and confidentiality when using the library.
- We respect the diverse cultures, thinking and learning styles of the people we serve.

We value information:

- We provide up to date information in different formats to meet the needs of the people we serve.
- We provide up to date technology and staff trained to assist people in its use.
- We help to preserve the history of the Clintonville area.

We value service:

- We have a staff that is approachable, friendly, well trained and provides personal service.
- We provide a clean, accessible, attractive building that is an asset to the community.
- We are responsive to the changing needs of our customers.

### Mission Statement

The Mission Statement follows from the library's values. It describes the reason that the library exists, i.e., its core purpose.

The Clintonville Public Library connects people to the past, present, and future while providing free access to information and welcoming community space.

### Goals and Objectives

Goal A: The Library will create a community of lifelong readers by promoting early literacy and encouraging reading.

The Library Board identified early literacy and reading encouragement as the highest priority for the library to pursue. This is consistent with the library's history, as programming for young children has always been a priority at this library. In addition to encouraging young readers, the library serves as a community resource for parents and caregivers, providing them with tools and enlisting their support in the collaborative effort to create a community of lifelong readers.

Goal A objectives:

1. Yearly Summer Library Programs, which encourage people of all ages to read and engage with their community.

2. The Library will maintain, evaluate, and strive to have programming reflective of the community wants and needs.
3. The Youth Services Librarian will strive to acquire up-to-date early literacy materials for children.
4. The Library staff will continue to provide outreach services to the community, public, and parochial schools.
5. The Library will collaborate with the Waupaca Family Resource Center, the Clintonville Area Historical Society, and the Clintonville Public School District to provide or support appropriate programs.

Goal B: Community members will find the local and global information resources they need to engage in lifelong learning, to pursue their interests, and to take advantage of community services.

The Library Board believes that it is a priority for the library to continue its tradition of being a significant information resource for the community. Whether through the library's collections, programs, exhibits, or classes. Throughout their lives, individuals turn to the library to explore topics that are of interest to them or that enhance their leisure time. The library's information providing role also requires it to remain informed about the services and activities that are available to citizens from other community organizations.

Goal B objectives:

1. The Library will regularly offer adult programs, including individual computer training and how to use the many online resources available from the library's website and InfoSoup.
2. The Library Staff will explore how the Library might collaborate with the senior center to offer additional adult programming
3. The Library will publicize its services and technology and will teach interested community members on how to use them.
4. Library staff and volunteers will continue to index the obituaries in local newspapers and add them to the Library's searchable online database.
5. Library staff or volunteers will digitize local history resources and add them to the Clintonville Memory Project.
6. The Director, Youth Services Librarian, and Technical Services Librarian will weed the collection on an on-going basis in accordance with established schedules and guidelines.

Goal C: The library will stay current with developments in technology and use that knowledge to enhance programs and services.

For the library to remain relevant it must stay abreast of developments in information technology and incorporate those developments into its services. This requires the library to keep its computer hardware and other equipment up-to-date. Staff must acquire the knowledge needed to use new technologies effectively, and they must be able to assist library users with any new technologies that the library makes available. It is important to remember that the library provides some community members with their only access to technology resources, and that access can be essential to their ability to apply for jobs, take classes, or use governmental services.

Goal C objectives:

1. The Director, along with Library and OWLS staff and patron feedback, will evaluate the functionality and usability of the Library's website.
2. The Library Staff will keep abreast of trends and changes in social media.
3. The Library will maintain a computer replacement schedule
4. The Library will maintain laptops and/or mobile devices for public use in the library and for staff use in programming.
5. Technology training will be provided to library staff at regular staff meetings and as needed.

Goal D: The library will be a primary provider of print, audio, and visual materials for leisure, educational, and creative purposes

The library has always played a significant role in providing resources, whether materials or programs, which enable the constructive use of leisure time. While this is a tradition that the library intends to maintain, changes in the publishing industry and new systems for distributing media will be likely to require the library to adapt its services and methods in the future.

Goal D objectives:

1. The Library will continue to purchase materials in a variety of formats to meet the needs of patrons.
2. The Library will investigate the viability of other platforms in offering access to digital materials.
3. The Director will work with OWLS to keep abreast of changes in the publishing industry that will have an impact on how the Library acquires materials and makes them available to customers.
4. The Library will continue to provide Overdrive/Libby/Hoopla training to patrons.
5. The Library will maintain and improve the current collection of educational and recreational games and puzzles.
6. The Youth Services Librarian will continue to grow the Teen Advisory Board
7. The Library will explore expanding the circulating collection with materials that offer convenience to patrons and encourage creativity.

Goal E: The library continually monitors, evaluates, and makes changes to its programs, services, and facility in order to best meet community needs with available resources.

The Library Board and director need to engage in continuous planning and evaluation in order for the library to provide effective programs and services. Limited resources will require the library to be very intentional about selecting and acquiring materials to meet the greatest need, about staffing the library as efficiently as possible, and about utilizing space as effectively as possible.

Goal E Objectives:

1. The Library Board and Director will strive to maintain the current number of hours that the Library is open.

2. The Library Board and Director will explore creating a Trust Fund structure that establishes specific funds and designates them for specific purposes.
3. The Director and Youth Services Librarian will explore options for creating and managing a more structured volunteer program.
4. The Library Board and Director will annually review the Library's long-range plan and modify it as necessary.
5. The Director will evaluate the overall staffing needs and assess the organizational structure.
6. The Library Staff will strive to advocate for the Library and engage in community outreach initiatives.
7. The Library Staff will continue to provide a community calendar that provides accessibility to meeting rooms.
8. The Library Staff will provide a clean, well-maintained, and welcoming building and space.
9. The Director, along with Library Staff, will regularly evaluate the Library's indoor and outdoor space to ensure it is meeting community needs.