

Clintonville Public Library
Strategic Plan
2021-2025



**CLINTONVILLE
PUBLIC LIBRARY**

Connecting People with
the Past, Present and Future

Introduction

Clintonville is a warm, caring and safe community. It is a community that is close to big city amenities but has its own small-town feel, with a rich history as the birthplace of four-wheel drive technology and Wisconsin Central Airlines. There are a variety of events and outdoor recreation opportunities that help bring the community together and show their “Trucker Pride.” The Clintonville Public Library began as a collection of books purchased for a Sunday school class to read. It grew beyond its humble beginnings to a building funded by a Carnegie grant, which the Library outgrew and led to the current building in the heart of Clintonville. The Library has been a key component of the community’s success through the services it provides and the community connections it fosters. Clintonville residents see the Library as an important institution that provides not only books, but other critical services and resources for the community. To ensure the Library continues providing effective services and resources that align with the needs of the community, we have embarked on a strategic planning process to guide our work for the next five years.

History

The Clintonville Public Library began as a collection of books purchased for a Sunday School class to read at Christ Congregational Church in 1884. Interest grew among even the non-class members that more books were added through purchases or donations. As the collection grew, so did the usage, and the church quarters became too small for the library. The small collection then moved to a drugstore and was operated by the Christian Endeavor Society. In 1905, the Clintonville Common Council appropriated \$200 for the support of a public library on the condition that the Christian Endeavor society donate its collection of books to the City. The Library moved from the drug store to a room within City Hall. By 1914, the library had again outgrown its quarters and in 1917 the library moved again into a Carnegie building called the Finney Library, named after Dr. Finney who donated the land. Many changes happened at the Finney library with the start of story hours, summer reading programs, joining the Outagamie Waupaca Library System, and an addition to house the Eben E. Rexford collection. In the 1980s, conditions became crowded and an Ad Hoc library Site Committee convened to find a site for a new library. In April 1985, land at the corner of 8th and Hemlock streets was purchased as the “future site of the Clintonville Public Library.” The Friends of the Library also formed in 1985 and became politically active in promoting various programs and the proposed new library. The Library board provided a plan for financing the new building that the Common Council approved. The Friends and the Library board worked together on a successful fund-raising campaign. Groundbreaking was held on May 11, 1991, and the building was completed by the end of the year. A bucket brigade of children from the local schools helped carry books from the old to the new building. The National Guard helped move the majority of materials. The new 13,422 square foot library building located at 75 Hemlock Street opened its doors on January 6, 1992. In 1999, the 710 square foot entrance for the library was enclosed for safety purposes. Also in 1999, the Library established its first website with domain of www.owls.lib.wi.us/cpl. It was shortened to what it is now in 2006 with www.clintonvillelibrary.org. In late 2014, the Library Board was approached about purchasing the property on the corner of 9th and Clinton. In early 2015, the Library board went ahead and purchased the lot to be used initially as greenspace and possibly for expansion of the Library. Despite remaining in the same location for the past 29 years, there are still a lot of great

changes being made that would take up too much space here. We are hoping to add to the Library's history as we work on making this plan a reality.

Background

The impetus to conduct this plan was due to the evolving role of libraries since our last full strategic planning process in 2010. In this new plan, the Library wanted to reach out to non-users and underserved populations, gain insight on the Library's facilities and services, and focus our efforts on what our community needs. Through different data gathering methods, goals and objectives have been created to ensure the Library meets the community's needs now and into the future.

Lastly, the Library, on an ongoing basis, will assess and update the strategic plan to ensure the goals are being met and adapt it as the need arises. We are committed to utilizing the strategic plan as a foundation for informed decisions that will further our service to the community.



Cardholders

5,416 cardholders
in 2019



Circulation

80,408 checkouts
in 2019



E-Circulation

9,239 checkouts
in 2019



Library Visits

80,656 visits
in 2019



Programs

635 programs with
9,682 attendees in 2019



Public Computers

5,141 sessions
in 2019



Public WiFi

6,353 sessions
in 2019

Strategic Planning Process

A strategic planning team was formed consisting of the Library Director, Youth Services Librarian, Technical Services Librarian, and the President of the Library Board. The strategic planning team worked with WiLS (Wisconsin Library Service) as part of a small library planning cohort. The goals and objectives of the strategic plan are based on the following data and information that was gathered during the planning process:

- Questionnaire for Community Leaders (24 respondents)
- A Strengths, Opportunities, Aspirations, and Results Analysis discussion with library staff
- DPI Annual Report data
- American Community Survey data
- Planning Landscape Questionnaire (4 respondents)

Mission Statement - Values

The Clintonville Public Library connects people with the past, present, and future while providing free access to information and a welcoming community space. We value people by treating customers and staff with dignity and respect, prioritizing privacy, and celebrating diversity. We value information by providing up to date technology, different formats, and helping preserve the history of the Clintonville area. We value service by having well trained staff, an accessible building that is an asset to the community, and services that are responsive to changing needs.

Strategic Plan Goals

Strategic Goal - Communications/Marketing

The community is aware of the library's resources, services, and policies through clear, consistent, and engaging communications designed to reach all community members.

Objectives

- A. Develop library marketing plan
 - B. Increase visibility and awareness of what the library offers to all users, in particular infrequent or non-library users
 - C. Increase intentional, two-way communication with community members to better understand, respond to, and support community goals
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Measures for Success

- Completion of library marketing plan
 - Increased circulation of materials
 - Increased number of library cardholders
 - Increased social media interactions
 - Posting 10% more social media interactions per month
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Many of the comments from the questionnaire made clear the lack of knowledge on different aspects of what the Library provides. There were responses that felt the Library needed to advertise better the services we provide. Other responses indicated a desire for meeting room rentals, a service the Library already offers. While we can't reach every single person, it is important for us to look at how we are communicating and what we can do to improve. Several questionnaire responses mentioned using Facebook or social media in general to advertise the library, which is something we do already but we may need to better understand how to improve our communication on that platform, or to utilize other platforms. Other comments stated the multitude of free services the Library provides and their importance. Many may not know of some of the services we provide thus it is critical for us to remind our community of the basics, especially after the unique circumstances of the COVID-19 pandemic. If we wish to connect patrons to the past, present, and future, we need to communicate how we can provide that connection.

Strategic Goal - Outreach/Collaboration

The library is present at strategic locations and events in the community and outside the physical library building.

Objectives

- A. Increase outreach efforts with schools
 - B. Seek partnerships with local businesses and organizations
 - C. Create virtual presence that is open and welcoming
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Measures for Success

- Increased library interactions with people outside of the library
 - Increased partnerships with local organizations
 - Partner with local organizations on programs/marketing
 - Increased social media collaboration
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Bear Creek is a small community south of Clintonville that is home to a significant Hispanic population, which makes reaching out there especially important for reaching families of color in the area. In the questionnaire, there were many responses for the Library to be a bigger part of the community. Several responses indicated a desire to bring the Library into the community and work with local organizations. More specifically, to have partnerships with the local schools and Clintonville campus of Fox Valley Technical College. These partnerships could lead to programs utilizing the Library's outdoor space or helping to improve local community events, such as Fireman's Festival. The data shows why this is a goal for the next five years and our hope is that these collaborations and outreach can lead to more community members interacting and learning about the Library and other local organizations.

Strategic Goal - Space

The library's spaces meet the desires and evolving needs of our community for resources, services, and programming.

Objectives

- A. Assess the current space and identify potential solutions with input from experts and the community
 - B. Increase use of outdoor space within the library's means and abilities
 - C. Develop a policy for outside groups to use outdoor space
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Measures for Success

- Implement one or more outdoor programs
 - Complete a space design analysis with the help of library design experts
 - Conduct community feedback surveys/interviews
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The current Library was built in 1991, and the board and staff have done their best to ensure the space met the needs of the community. In the past 30 years, a lot has changed for libraries, technology, and the community in general. Back in the '90s, a major focus of libraries was the maintenance of collections and now libraries are moving away from that to embrace the role of a community hub for access to services, programs, and technology. Collections are still important, but they play a smaller role to other offerings and thus library spaces are changing to reflect these changes. In the Planning Landscape questionnaire and the SOAR, respondents found the teen room and the outdoor green space as opportunities for growth. Responses from the community questionnaire also wished to see separated spaces specifically geared towards those who want quiet/study, computer/internet use, or for young kids. While the Library's size has been adequate for 30 years, it is time to assess how we could better utilize it. It is important to bring in outside experts to help with this assessment, reach out to the community to see what is needed, and utilize the outdoor space we have available. Over the next five years, the Library will work to become an even more inviting place for our community to visit.

Strategic Goal - Services/Programming

Our services and programs reflect, serve, and share the diversity of our community.

Objectives

- A. Increase channels for community feedback and input related to current and potential programming
 - B. Increase new programs/services that will benefit the community
 - C. Add more speakers and presentations
 - D. Increase access to programming and services
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Measures for Success

- Increase programming attendance and feedback
 - Create a plan to implement and expand programming
 - Increase the number of library programs
 - Continuously adapt accessibility for library programs and services
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The data gathered pointed out the Library's strength in providing a variety of services and programming. In addition, many comments from the community, staff, and planning team made it clear that the Library could be providing more or varied programming to meet community needs. Staff in the SOAR felt that one aspiration for the Library was to explore community programming that could help fundraise for the Library. A large-scale community event such as a fundraiser could benefit the Library financially, while also creating a positive and enjoyable experience for patrons. The questionnaire to community members contained many ideas for programming. These suggestions ranged from the broad "special activities and classes" to the more focused "informational speakers about racism and hate groups." The questionnaire also contained responses about the green space adjacent to the Library, which was purchased in 2015. Some respondents didn't provide programming ideas, but felt that the time when programming was offered didn't fit in their schedule. There were comments for offering programs in the afternoon, evening, and weekend. It is clear from the community that not only is there a need to broaden our offerings, but also experiment with when the Library offers programs to help meet community needs. This will have to be within the means of the Library too, considering staff, time, and funding.

Ongoing Planning

The Library Director and staff will work in conjunction with the Library Board of Trustees to prioritize, and coordinate activities from this plan. The library will consider available resources, including funding and staff time; changing conditions locally, regionally and statewide; and opportunities that arise to innovate during the implementation of the plan. The Library Board and Library Director will review progress on an semi-annual basis.

Acknowledgements

We thank the community of Clintonville for your ongoing support. We appreciate the time and thoughtfulness of those who responded to our questionnaire. Your input informed our strategic plan and helped ensure that it will serve the needs of our community. Thank you to the Library staff who responded through the SOAR too. Their insights will also help guide the Library for the next 5 years.

The Library Director is grateful for the dedication and time of the strategic planning committee. Their commitment and thoughtfulness throughout the development of this plan were invaluable. The strategic planning committee members extend their appreciation to the Library Board for their support of the strategic planning process.

Strategic Planning Committee

- Jamison Hein, Library Director
- Ashley Borman, Technical Services Librarian
- Delanie Sharpe, Youth Services Librarian
- Mike Hankins, Board President

Library Board of Trustees

- Mike Hankins, President
- Donna Lederer, Vice President
- Jeanine Supanich, Secretary
- Polly Goodell
- Jeanne Writt
- Mari Hintz
- Troy Kuhn, School Representative

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