

WESTFIELD WASHINGTON PUBLIC  
LIBRARY  
STRATEGIC PLAN  
2010-2015

# **Westfield Washington Public Library Strategic Plan 2010-2015**

## **A Message from the Library Director and the Board of Trustees ...**

In the summer of 2009, in order to meet the needs of a growing community, the Westfield Washington Public Library Board of Trustees and the library director initiated the steps necessary to create a new vision of quality library services for the Westfield Washington Township community.

The process began with a community survey developed by the director and some members of the library staff. The survey sought public input regarding the value of library services in Washington Township and the quality of those services along with additional opportunities for non-quantitative feedback. Approximately 1,200 surveys were returned. The board met April 21, 2010 to begin the planning process in a self-directed planning session using the survey results as input into the long range planning process.

The Library staff and board are grateful for all of the community input that was used in developing this strategic plan. It will provide the basis for the library's future growth for several years. The Board will continue to seek community input as the plan is implemented including annual community input sessions to assess the Board's progress.

The challenge for 2010-2015 is to design a meaningful plan of services in the midst of a new era of lean finances. As part of this new plan we will begin to develop additional sources of funding.

### **Creating the Westfield Washington Public Library's Strategic Plan**

The Westfield Washington Public Library began the planning process in summer of 2009. Library board members received community input through a community-wide survey that was responded to by over 1,200 residents. This input was used in conjunction with staff input and additional service statistics to guide the Board's discussions. The first Board planning session was held April 21, 2010. This self-directed session was guided by a planning tool called *Planning for Results: A streamlined approach*. The Board identified community and library needs. The Board then determined in which areas the library should play a significant role. This led to selecting five library service directions that would become priorities for the library. Based on the work of the Board and input from the library staff, the specific goals and objectives included in this document were written.

#### **Westfield Washington Public Library Mission Statement**

The Westfield Washington Public Library will strive, in partnership with organizations, to provide quality services, materials and facilities that fulfill the educational, informational, technological, cultural and recreational needs of the entire community.

#### **Westfield Washington Public Library Service Directions**

The Library Board with assistance of the Library Director selected five out of the thirteen Service Directions identified in the book *Planning for Results: A streamlined approach* to focus on for the next three to five years. Service Directions are very distinct ways in which a library serves the public. The five Service Directions selected were Education/Learning, Current Topics and Titles, Commons, Partnerships, and Technology.

#### **Education/Learning – The library will offer support for the lifelong learning and education needs of community residents through resources and programs which stimulate intellectual growth and development.**

Goal: Provide services to homeschooled children, Outreach (e.g. Nursing Homes, Assisted Living, Homebound and Pre-schools), Non English speaking population and disabled patrons.

Investigate the need to create programs for basic literacy

Provide outreach to those that may be temporarily unable to visit the library.

Goal: Increase community involvement in library functions.

Increase community's awareness of library services.

Goal: Provide technological education.

Objectives: Provide classes on new technology for the public.

Increase print and online collections.

Goal: Provide services and materials for Young Adult patrons.

**Current Topics and Titles – The library will seek to fulfill the patron’s desire for information about current issues and popular trends. The library will provide an experience that nurtures a love of reading and the joy of discovery.**

Goal: Communicate our expanded ability to serve this need via partnerships through Evergreen and Hamilton County Cooperative Borrowing. The message should be that if don’t have it...we can get it.

Goal: Provide current titles.

Objectives: Analyze and improve selection of new and core materials.

Revise weeding and reordering procedures to keep the collection up to date.

Revise signage to improve wayfinding for patrons.

Goal: Increase Library publicity.

Objectives: Explore and implement new models of merchandising and promotion of library collections.

Collaborate and consult with diverse community groups to provide displays, programs, services and materials on topics of interest to various age groups.

Revise and develop new customer service training modules.

Goal: The Library will provide current, popular materials in a variety of formats for use by the patron who wants items of a recreational nature. Every attempt will be made to get best sellers, new videos, books on tape, etc. in just as soon as possible.

**Commons – The library will provide a place for people to meet and interact with others in their community on a formal or informal basis. (From survey results and informal feedback from patrons, this is a priority)**

Goal: Provide a multi-task space that is comfortable, inviting, and dividable with good acoustics.

Goal: Establish the library as the Cultural Center of Westfield and Washington Township.

Objectives: Work with city and township officials.  
Create programs and services to achieve this goal.

Create an area for displays of art.  
Create an area for performances.  
Book discussions room.  
Casual gathering area.

Goal: Provide specialized areas in the library.

Objectives: Provide areas for quiet study.

Provide area for computer lab.

Goal: Provide area for teens.

Objectives: Provide a separate area for teens.

Incorporate age appropriate services and equipment.

Goal: Provide area for activities such as programs, book discussion groups, classes (grown up craft room)

**Partnerships – The library will establish and build on partnerships with local organizations where appropriate.**

Goal: Enhance the library's partnership with the Historical Society by jointly determining the best way to use the resources of each organization to best serve the community.

Goal: Enhance the library's partnership with the City of Westfield in the areas of community Development (commons), business information resources, citizen involvement education.

Goal: Enhance the library's partnership with Westfield Washington Schools through resource sharing and services for youth after school hours.

Objectives: Continue to work with other library organizations to create partnerships to increase the resources available to our patrons. (Evergreen Indiana, Overdrive, and Hamilton county Reciprocal Borrowing)

Create Partnership with Washington Township and City of Westfield parks department.

Create partnerships with Homeowners Associations, to increase libraries visibility with newcomers to the community.

Increase visibility of the library.

Utilize volunteers to help spread the word about what the library has to Offer.

Explore new funding sources for library services.

**Technology – The library is committed to developing and maintaining the technology to aid patrons in their learning experience.**

Goal: Provide up-to-date technological services

Objective: Maintain and follow the WWPL Technology Plan

The Westfield Washington Public Library trustees and staff are committed to meeting as many of these goals identified in the planning process as possible in the next three to five years. Expansion seemed to be a key element in meeting the majority of the goals listed. Expansion needs to take place in all facets of the library: facilities, collection and services. Library trustees and staff will now begin the task of defining activities for the goals and objectives identified in the Service Directions. This process will include determining available resources, defining budgetary impacts, discussing current library activities that may affect these goals and determining staffing implications. The goals and objectives identified in the Services Directions will be the framework upon which the Westfield Washington Public Library trustees and staff plan to Step into the Future.

Evaluation of this plan – This plan will be reviewed annually for the next 5 years revised and recommendations made if necessary each year. Included in this evaluation will be an assessment of facilities, services, technology, and operations.

Financial resources and sustainability, the Library Board will attempt to meet the goals and objectives in this plan utilizing current funding sources and exploring alternative funding sources.