

Moose Lake Public Library
Strategic Plan
2015-2017

Adopted by the
Moose Lake Public Library Board
November 20, 2014

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THE PLANNING PROCESS

The Moose Lake Public Library completed a comprehensive strategic planning process in 2010. That process was funded by the Arrowhead Library System. Much of the same findings that came out of that strategic planning still hold true today. Many of the same values and goals of the prior strategic plan will be mirrored in this Strategic Plan for the next three (3) years.

The Moose Lake Library Staff, with oversight and input from the Moose Lake Public Library Board, are responsible for the development of the Strategic Plan. This strategic plan is intended to guide the Moose Lake Public Library for the next three years and will be reviewed annually.

ORGANIZATIONAL VALUES

The six organizational values are important to the success and functionality of the Moose Lake Public Library:

Welcoming - The library is a welcoming environment with a friendly, knowledgeable staff who provide individual assistance to patrons. Patrons are treated with kindness and respect.

Open Mindedness - The library maintains a broad range of materials and technology that cover current issues in a balanced, unbiased way.

Accessibility - The library provides free and open access to everyone. Access to facilities, technology, information, and materials is made possible through our ample service hours and helpful staff.

Collaboration - The library is a direct line to the outside world through interlibrary loans, technology, available materials, and works with other community organizations to make the most of local resources.

Connected to Community Needs - The library is a comfortable gathering place that fosters social interaction, provides a supportive learning environment, and is a resource to address changing community needs.

Getting Children Involved in Reading - The library values literacy, and promotes getting children involved with books through programs and creative activities.

MOOSE LAKE PUBLIC LIBRARY MISSION STATEMENT:

The Moose Lake Public Library carries out our community's commitment to sustain a literate, informed citizenry by providing an open environment where adults and children use books and technology for lifelong learning and enjoyment.

MOOSE LAKE PUBLIC LIBRARY GOALS AND PRIORITIES

Goal: All community members will have the resources and opportunities for exploring topics of interest and gaining skills for personal and educational growth.

A. Collaborative Programming

1. Promote and hold at least 3 adult programs focused on lifelong learning topics, working with relevant partner organizations as needed.
2. Provide support to Last Saturday and other local book clubs (book ordering, readers advisory, posting current books, etc.).
3. Proctoring services:
 - Continue providing test proctoring services at a fee determined by Moose Lake Public Library Board of \$10.00 per test, based on availability of staff.
4. Promote and conduct Teen Read Week with programs and/or events as available.

B. Technology

1. Communicating Library Activities
 - Set up a link from City of Moose Lake website to Moose Lake Public Library's calendar of events.
 - Update events list as needed.
 - Publish current library events in local newspaper, Community Wide Digital Messaging System, social media sites, and Moose Lake Public Library website.
 - Continuous updating of the Moose Lake Public Library website.
 - Continue to provide patrons with free public wireless internet access.

2. Increase Community Knowledge of Library Databases and How to Use Them.

- Approach Community Education programs in the area to partner with.
- Promote and conduct database classes (distribute flyers, posting on website and social media sites, and Community Wide Digital Messaging System.)
- Present class on databases and electronic resources.

C. Collection Development

1. Set annual collection development priorities in support of the Moose Lake Public Library's strategic priorities.
2. Maintain participation in Arrowhead Library System's rotating Large Print book collection and e-Book collection (OverDrive).
3. Maintain contract with Minnesota Correctional Facility-Moose Lake to use the resources of the Moose Lake Public Library and Arrowhead Library System.
4. Continued connection and support for local Home Schooling families.

Goal: All community members will have support to learn about and utilize computers and current online resources.

A. Hardware and Software

- Develop a plan to add one (1) more non-ALS public access computer, including space consideration and strategy for managing computer usage.
- Continuous annual upgrades to three (3) ALS public access computers as per retention schedule.
- Purchase new technologies for library staff to develop and acquire new technology skills to better serve patron technology questions and concerns. For example, tablets, e-readers, digital audio readers, etc.

B. One-to-One Training

- Provide one-to-one support and instruction to patrons on usage of computers and other online resources.
- Be proficient in technologies used by patrons as to better serve and support the technology needs of the patron.

Goal: Parents and children will have programs and resources that encourage a family's love of reading.

A. Children's Programming

1. Library Tours and Card Promotion

- Continue to invite and give library tours to area preschools, daycares, ECFE classes, Boy Scouts, and Moose Lake Elementary First Grade classes.

2. Continue to conduct weekly preschool story times with interactive activities.

- Engage children with collaboration from local public entities. For example, Moose Lake Police and Fire Departments, Department of Natural Resources, etc.

3. Annual Summer Reading Programs (Pre-K - 8th Grade).

- Incorporate annual theme in new creative ways.
- Promote and conduct seven (7) week program with at least two (2) special events.
- Collaborate with School Age Care program to run satellite Summer Reading Program.

4. Children's Programs

- Promote and conduct at least three (3) programs specifically designed for children.

B. Putting Books Into the Hands of Children

1. Sponsor and coordinate "Books for the Baskets" annual donation drive in partnership with the Moose Lake Food Shelf and Barnum Bombers Club for distribution of books to children at Christmas time.

2. Maintain and promote "honor system" books, including those for children.

3. Conduct annual Book Sale.

4. Apply for grant funding that brings free books to the library for children in partnering with local businesses.

C. Children's Space and Technology

1. Change children's mural and displays seasonally.

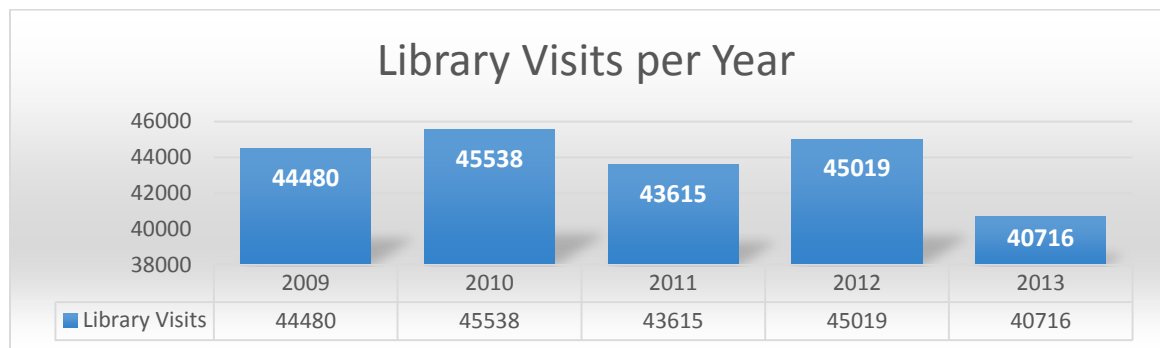
2. Maintain dedicated children's public access computer and upgrade as per the retention schedule.

LIBRARY AND COMMUNITY PROFILE: Moose Lake Public Library

LIBRARY STATISTICS

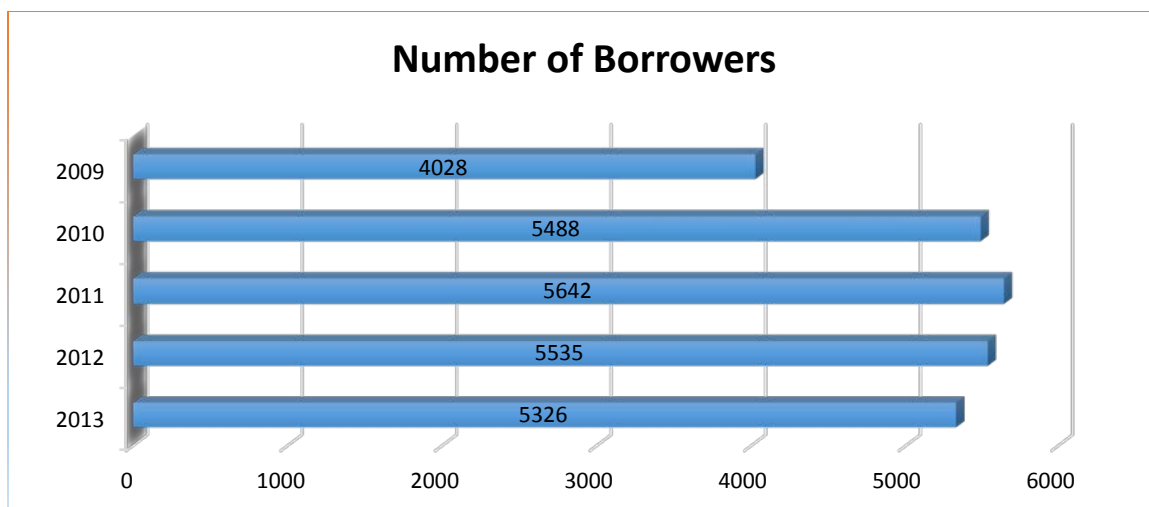
Library Traffic:

The Moose Lake Public Library has consistently been open 45 hours per week during the past five (5) years. Library visits have been relatively consistent until last year.



Number of Borrowers:

The number of Resident Borrowers and Reciprocal Borrowers were combined in 2010 which accounts for the rise in borrowers. Since 2010, the numbers of borrowers remains somewhat similar.

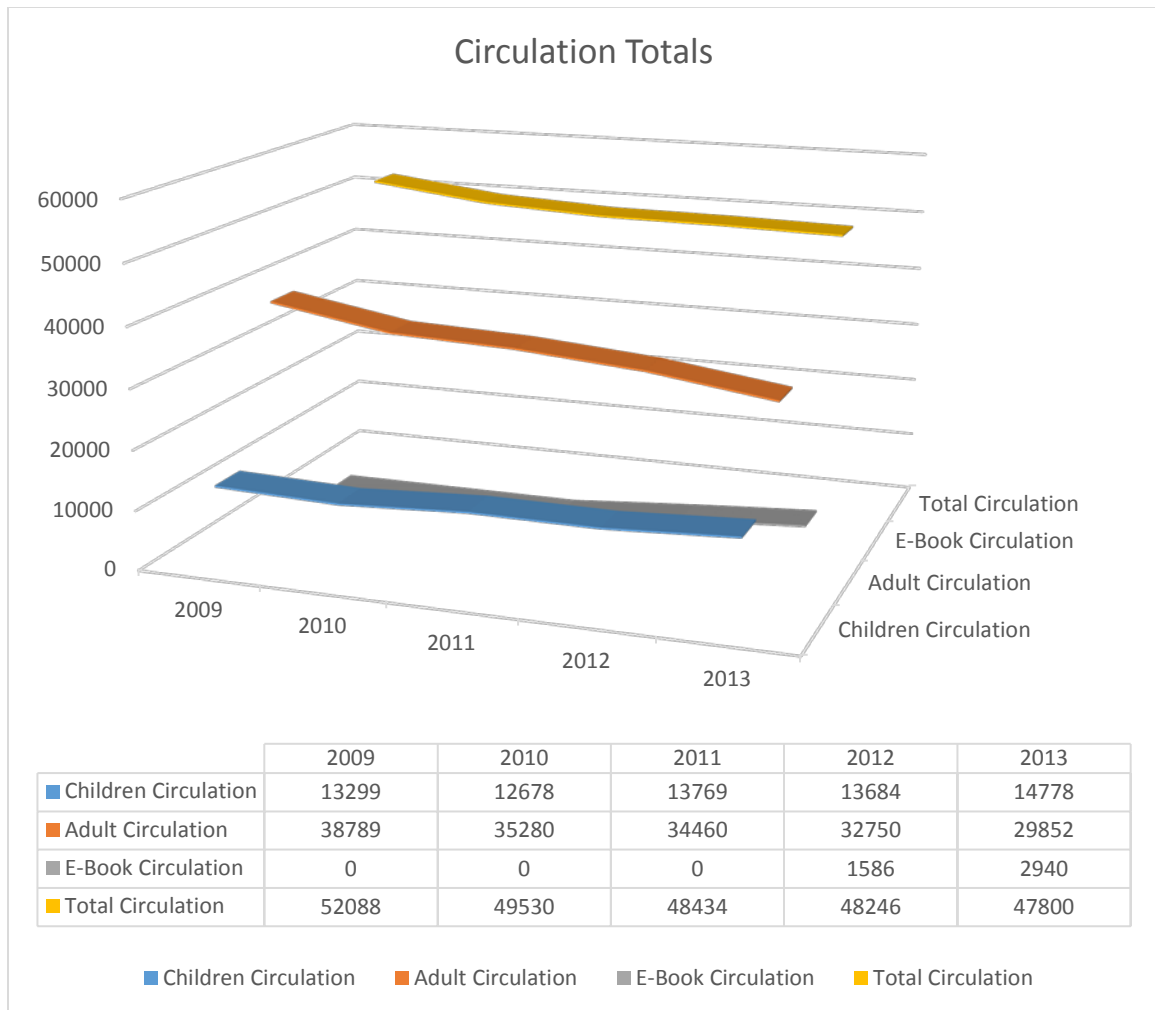


Collection Size:

Type of Material	2008	2012	2013	Change 2012-2013
Print Materials	25,020	23,989	23,965	-24
Audio/Visual	2,827	2,483	2,578	+95
Total Collection	27,847	26,472	26,543	+71

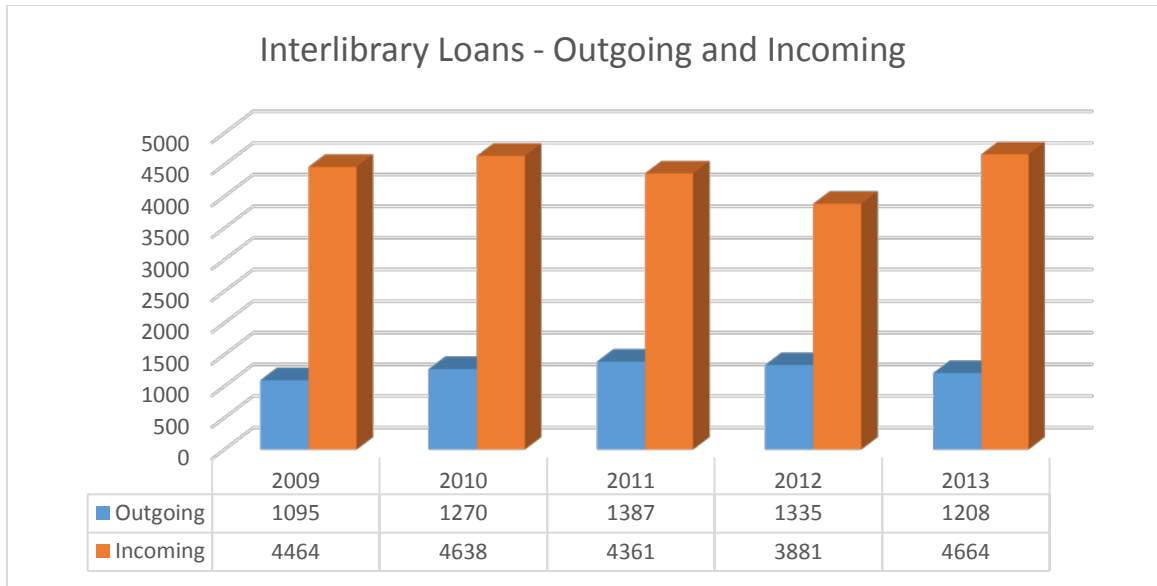
Circulation:

Circulation has declined over the last five (5) years. This is mainly due to adult circulation. Children's circulation has slightly increased over the five (5) years. The decline in adult circulation may be due the amount of material that can viewed online.



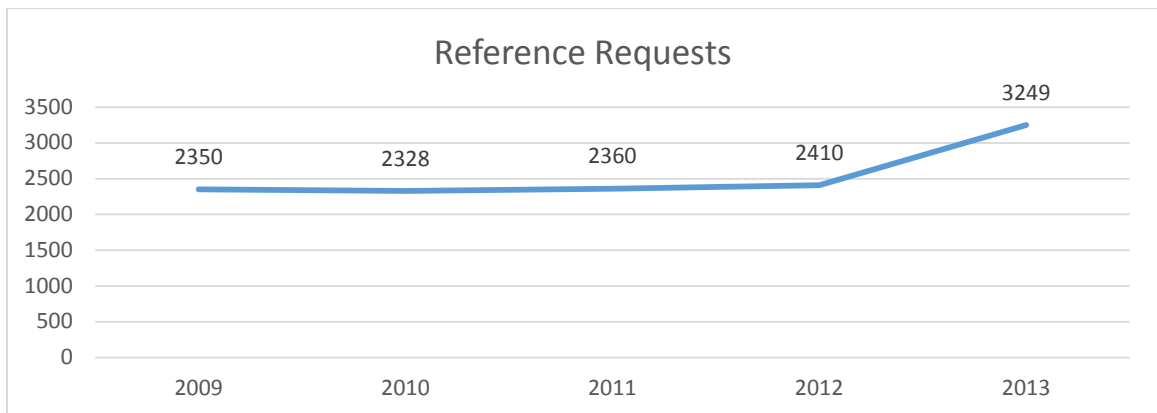
Interlibrary Loans:

Interlibrary loan activity has been steadily rising over the last five (5) years.



Reference Requests:

The number of reference requests has slowly risen since 2009.



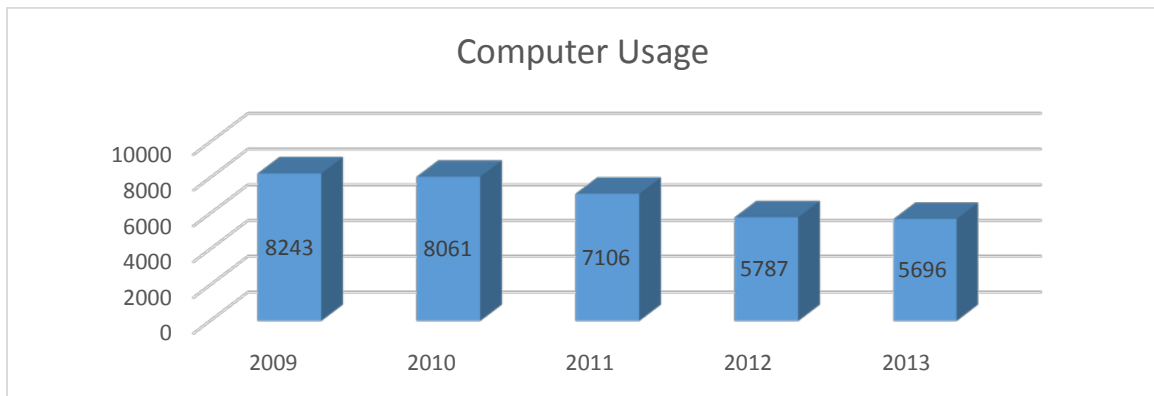
Programs:

Adult Programs are few but well attended. Children programs have nearly doubled since 2008.

Target Audience	# of Programs 2008	2008 Attendance	# of Programs 2013	2013 Attendance
Adults	2	137	4	96
Children	58	604	63	1294
	Total Attendance	741	Total Attendance	1390

Public Internet Usage:

The Moose Lake Public Library has seven (7) public access computers. Computer usage has declined in the last five (5) years, probably due to the increase in smartphones, laptop computers, tablets, etc. and the availability of free public Wi-Fi.



Operating Expenditures:

Year	Staffing	Collection	Other	Total
2008	\$71,037	\$18,417	\$10,142	\$99,596
2012	\$80,540	\$15,558	\$10,063	\$106,161
2013	\$83,230	\$13,943	\$6,473	\$103,646