

Long Range Plan

2015-2020

**Funded through a grant made possible through the
Institute of Museum and Library Services (IMLS)
under the provisions of the Library Services and Technology Act
as administered by the State Library of North Carolina**

SERVICE PRIORITY: READING

GOAL 1

Emergent readers in Ashe, Watauga and Wilkes counties will have access to activities, services, and resources designed to help them succeed as readers.

Objective 1.1

The libraries' Youth Services departments will create and implement an annual "Alphabet Ready by 5" program by the end of 2015-2016.

Objective 1.2

The Adult Services departments of each library will establish partnerships with local groups involved in promoting literacy by the end of 2016-2017.

Objective 1.3

Beginning in 2017-2018, each library will establish and/or develop collections and resources that support adult literacy development.

Objective 1.4

By the end of 2018-2019, each library will have facilitated at least 10 tutoring sessions annually that partner adult emergent readers with appropriate help.

Objective 1.5

Parents or caregivers of children who attend the libraries' pre-school story times will be surveyed annually, and 80 percent of them will rate these programs as "very good" or "excellent."

GOAL 2

Established readers of all ages in Ashe, Watauga and Wilkes counties will have access to activities, services, and resources that satisfy and encourage their reading needs.

Objective 2.1

Each library will design and implement a method for gathering and distributing staff and patron recommended reads by the beginning of 2015-2016.

Objective 2.2

By the end of 2016-2017, the region will have surveyed its large print readers and increased its large print collection by 3 percent according to the preferences identified by the surveys.

Objective 2.3

For 2019-2020, the Appalachian Regional Library will work with various groups to plan and implement a region-wide "Community Read."

Objective 2.4

By the end of the plan, the Appalachian Regional Library will plan a region-wide reading program for adults.

Objective 2.5

Each county library will host 3 author events a year during each year of the plan.

Objective 2.6

Each county will actively support a variety of book clubs during each year of the plan.

SERVICE PRIORITY: LIBRARY AS PLACE

Goal 3

Residents will visit our libraries because they know them to be safe, comfortable, attractive, and welcoming.

Objective 3.1

By the end of 2015-2016, each library will post emergency exit procedures and any other safety signage as needed.

Objective 3.2

By the end of 2016-2017, each library site will establish a comprehensive marketing plan promote and advertise library resources, services, and programs and to include a region-wide brand (Find Yourself ...).

Objective 3.3

By the end of 2016-2017, each library will work with the Friends, library board, and other supporters to formulate a plan to increase awareness of the library's facility needs.

Objective 3.4

By the end of 2017-2018, each library site will establish a space utilization plan, which will include inside signage, an inventory of all needed repairs and areas that need attention, displays, and a plan to sell coffee.

Objective 3.5

By the end of 2018-2019, all repairs and needed building modifications will be implemented within six months of identification.

Objective 3.6

Each library's door count will increase by 5 percent over the period covered by the plan.

Objective 3.7

During each year of the plan, all library staff will be trained on safety-related policies and procedures.

Goal 4

Users of social media and the Internet will have access to a visually appealing and actively updated suite of social media and websites that promote the Appalachian Regional Library.

Objective 4.1

By the end of 2015-2016, the Appalachian Regional Library will implement a Social Media Plan, to include the phrase “#findyourself...”

Objective 4.2

By the end of 2016-2017, the Appalachian Regional Library will redesign its website.

Goal 5

Library users in our communities will have outstanding user experiences provided by well-trained and adequately compensated library staff.

Objective 5.1

By the end of 2015-2016, the Appalachian Regional Library will have completed a pay scale study.

Objective 5.2

Beginning in 2016-2017, library staff will receive customer service training with annual refresher modules.

Objective 5.3

Beginning in 2017-2018, library staff will receive access to reader’s advisory materials and training.

Objective 5.4

By the end of the plan, the Appalachian Regional Library will develop a staffing plan that will address the number of staff needed to accommodate its increased usage, services, and programming.

SERVICE PRIORITY: LIFELONG LEARNING

Goal 6

Community members will be able to satisfy curiosity and engage in life-long learning through a variety of informative and entertaining library programs.

Objective 6.1

During each year of the plan, each county will host quarterly programs utilizing local and state community members and agencies.

Goal 7

The personal education and information goals of library users of all ages and backgrounds will be supported by up-to-date and relevant library collections.

Objective 7.1

To help residents achieve educational and professional goals, the Appalachian Regional Library will expand its digital collection to include study guides for standardized tests by the end of 2015-2016.

Objective 7.2

The libraries will weed older materials and purchase new materials so that their nonfiction collections meet or exceed the CREW standards (<https://www.tsl.texas.gov/ld/pubs/crew/index.html>) by the end of the period covered by the plan.

Objective 7.3

By the end of the plan, each library will create and circulate a collection of “non-traditional” materials, for example, tools, art, sports equipment.

Goal 8

Community members will have access to an increased variety of resources and programs that enhance lifelong learning through the libraries' expanding partnerships with local agencies.

Objective 8.1

Each county's programming staff will establish a minimum of one new relationship with an outside service organization during each year of the plan.

Objective 8.2

During each year of the plan, county libraries will co-sponsor at least one program with one of these new community partners.

Goal 9

Libraries will promote lifelong learning by providing information or programs at non-library locations in the community and online.

Objective 9.1

By the end of the plan, the Appalachian Regional Library will offer traditional library programs in an online format.

Objective 9.2

During each year of the plan, county libraries will offer programs or information at locations other than the library four times a year.

Objective 9.3

During each year of the plan, each county library will send representatives to three community or public meetings in order to promote library programs and services.

SERVICE PRIORITY: TECHNOLOGY

Goal 10

To enable users to have access to the digital resources needed to succeed in their daily lives, the Appalachian Regional Library will provide sufficient devices, software, and bandwidth to accommodate user demand.

Objective 10.1

By the end of 2015-2016, the Appalachian Regional Library will have 100 MB for each of its 3 primary locations and increased bandwidth for the branches.

Objective 10.2

Software to assist in accommodating users with disabilities will be available at all libraries by the end of 2015-2016.

Objective 10.3

By 2016-2017, the Appalachian Regional Library will have staff at each location trained to respond to basic hardware and software problems in order to minimize public PC downtime.

Objective 10.4

By 2017-2018, the Appalachian Regional Library will provide privacy options for computer monitors at all its locations.

Objective 10.5

By 2017-2018, each library in the region will provide hardware, software, and a private space for teleconferencing.

Objective 10.6

One instance of photo and audio editing software will be provided for public use in each library by the end of 2018-2019.

Objective 10.7

By the end of the plan, the Appalachian Regional Library will exceed the state average of Internet-accessible computers per 5,000 people served by 10 percent.

Objective 10.8

During each year of the plan, the most recent version of Microsoft Office or its equivalent will be installed on all Appalachian Regional Library public computers within 6 months of release.

GOAL 11

Library users will have access to technology experiences that will connect, inspire, and inform.

Objective 11.1

By end of 2018-2019, the Appalachian Regional Library will survey county residents to determine their technology needs.

Objective 11.2

The circulation of E-books will double by the end of the plan.

Objective 11.3

During each year of the plan, regularly scheduled technology and software training will be offered in each county for the public.

GOAL 12

Information seekers will be provided with new ways to connect to library resources and services.

Objective 12.1

By 2019-2020, the Appalachian Regional Library will offer a Website optimized for mobile devices.