

Caswell County Public Library

Long Range Plan

FY 2013-2019

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Table of Contents

Executive Summary	2
Introduction	4
Motivation for Planning	
The Planning Process	
Participants	
Community Needs	7
Library Service Responses	9
Mission Statement	11
Service Priorities, Goals, and Objectives	12
Facility	
Children and Teens	
Computers and Internet Access	
Adult Literacy and Programs	
Funding	

Executive Summary

Beginning in February 2011, a community-based steering committee met and helped develop a five-year strategic plan for the Caswell County Public Library. A library staff committee provided input and feedback to the community steering committee throughout the process. The final plan is a combination of ideas and effort by the community steering committee, the library staff committee, and library consultant Dr. Robert Burgin.

Mission Statement

To inspire a love of life-long learning by providing engaging, entertaining and informative materials, programs and services.

Library Areas of Focus and Goals

FACILITY

Goal 1: The citizens of Caswell County will have a facility adequate to support the programs, services, and resources of the library.

CHILDREN AND TEENS

Goal 2: All children and teens in Caswell County will develop a lifelong love of learning and reading.

COMPUTERS AND INTERNET ACCESS

Goal 3: In order to bridge the digital divide, all library users will have free access to computers and Internet service.

ADULT LITERACY AND PROGRAMS

Goal 4: Adults in Caswell County will have engaging, informative, and educational opportunities to support lifelong learning.

FUNDING

Goal 5: The citizens of Caswell County will benefit from a public library that receives appropriate funding to support its programs, services, and resources.

Introduction

Motivation for Planning

In June 2012, the Caswell County Public Library received a federally funded LSTA (Library Services and Technology Act) grant to conduct a community needs assessment as part of a larger project to develop a strategic plan for the library.

The library was motivated to engage in a strategic planning process because it had recently changed its status from a member library in a three-county regional library system to a stand-alone county library and because it did not currently have a strategic plan in place.

The Planning Process

The planning process used by the Caswell County Public Library was developed by the State Library of North Carolina to encourage public libraries to define their services in light of the needs of the individual communities being served. The publication on which the State Library's process was partly based, *Strategic Planning for Results*, was specifically written for small and medium sized public libraries and emphasizes a streamlined, community-based approach to planning.

The planning process used by the Caswell County Public Library is based on the assumption that excellence must be defined locally and that excellence results when library services match user needs, interests, and priorities. Consequently, the planning process asked key community stakeholders to identify the needs of the community served by the library and the ways in which the library can meet those needs. The process also included a survey of the citizens of Caswell County, to which a total of 239 individuals responded.

Participants

The key community stakeholders for the Caswell County Public Library's planning process formed the library's community steering committee. This committee included:

Janie Bason	Kim Monroe
Mel Battle	Melvin Paylor
Brandi Beame	Betty Sartin
Bill Bush	Linda Short
Dieontra Clark	Robert Thomas
Paco Gonzalez	Sheri Turner
Donna Kimbro	Lucindy Williams

A staff planning committee, made up of members of the staff of the Caswell County Public Library, was also involved in the planning process. The staff planning committee included:

Janie Bason	Karen Hanville
Rebecca Dellinger	Doris Hylar
Rhonda H. Griffin	Chelsea Stewart

The Caswell County Public Library's planning process was facilitated by Dr. Robert Burgin, a library consultant with more than 30 years of experience in library education, library consulting, and library administration.

Community Needs Assessment

The consultant provided the library's community steering committee with a community needs assessment, based on demographic data for Caswell County, library usage and funding data, surveys of county citizens and library staff, focus groups, meetings, and interviews with local community leaders.

The demographic data for Caswell County reflected the fact that the county is less educated, is poorer, and has fewer young people than the state as a whole. Demographic trends showed that the level of education for county residents is improving faster than for the state as a whole but that poverty is increasing and the percentage of young people is decreasing at a faster rate than for the state.

Library data showed that the Caswell County Public Library's resources are relatively well used but the library is poorly funded, relative to other county libraries in North Carolina. Since 2004-2005, in almost every area, usage of the Caswell County Public Library has grown much faster than has usage of county libraries in the state as a whole. The exceptions are users of Internet computers per capita and materials expenditures per capita.

A survey of county residents found strong support for the library, particularly its roles in early childhood literacy and education and in supporting school students. The greatest number of suggested improvements was related to a larger library facility.

A survey of library staff found that those individuals consider books for children, Internet access computers, and programs for children to be the most important library services.

Focus groups, interviews with community leaders, and other meetings found strong support for a new or expanded library facility, for the library staff and its programs, and for increased funding for the library.

The community needs assessment recommended four areas for future focus for the Caswell County Public Library:

- Expanded or new library facility
- Children and teens
- Computers and Internet access
- Increased local funding

The library's community steering committee used these recommendations to identify five areas of focus for the library's strategic plan.

The library staff planning committee then drafted goals and objectives for each area of focus, and these were reviewed and approved by the community steering committee.

These are listed below, along with a new mission statement for the library, which the staff drafted and the library board approved.

Mission Statement

Based on the discussions of the Caswell County Public Library's community steering committee and the community needs assessment, the staff planning committees created the following new mission statement for the Caswell County Public Library.

To inspire a love of life-long learning by providing engaging, entertaining and informative materials, programs and services.

Areas of Focus, Goals, and Objectives

The goals and objectives of the Caswell County Public Library support the areas of focus that were developed and approved by the community steering and staff planning committees.

Library Areas of Focus and Goals

FACILITY

Goal 1: The citizens of Caswell County will have a facility adequate to support the programs, services, and resources of the library.

CHILDREN AND TEENS

Goal 2: All children and teens in Caswell County will develop a lifelong love of learning and reading.

COMPUTERS AND INTERNET ACCESS

Goal 3: In order to bridge the digital divide, all library users will have free access to computers and Internet service.

ADULT LITERACY AND PROGRAMS

Goal 4: Adults in Caswell County will have engaging, informative, and educational opportunities to support lifelong learning.

FUNDING

Goal 5: The citizens of Caswell County will benefit from a public library that receives appropriate funding to support its programs, services, and resources.

FACILITY

Goal 1: *The citizens of Caswell County will have a facility adequate to support the programs, services, and resources of the library.*

Objective 1.1: By the end of 2014, the library staff will work with an architect to identify the library's space needs and draft a plan for an expanded facility.

Objective 1.2: By the end of 2015, the library staff will identify five external sources of funding for the expanded facility.

Objective 1.3: By the end of 2015, the library staff will develop plans to obtain local government funding for the expanded facility.

Objective 1.4: By the end of 2017, the library will begin operating in the expanded facility.

CHILDREN AND TEENS

Goal 2: *All children and teens in Caswell County will develop a lifelong love of learning and reading.*

Objective 2.1: Circulation of children's and teen's books will increase 2 per cent each year of the strategic plan.

Objective 2.2: Library staff will visit 100 per cent of the public schools in Caswell County each year of the strategic plan.

Objective 2.3: Registered borrowers for children and teens will increase 2 per cent each year of the strategic plan.

Objective 2.4: Attendance at teen programs will increase 5 per cent each year of the strategic plan.

COMPUTERS AND INTERNET ACCESS

Goal 3: *In order to bridge the digital divide, all library users will have free access to computers and Internet service.*

Objective 3.1: The library's bandwidth will increase to 7 mBps up and 27 mBps down by the end of 2015.

Objective 3.2: By the end of 2013, the library will provide five tablet computers for use by library patrons.

Objective 3.3: By the end of 2015, the library staff will obtain sufficient funding to upgrade its computers and peripherals on a four-year cycle.

ADULT LITERACY AND PROGRAMS

Goal 4: *Adults in Caswell County will have engaging, informative, and educational opportunities to support lifelong learning.*

Objective 4.1: By the end of 2014, the library staff will work with the Friends of the Library to implement an adult literacy program.

Objective 4.2: The library will offer six adult programs in the library each year of the strategic plan.

Objective 4.3: The library will offer four computer classes in the library each year of the strategic plan.

Objective 4.4: The library will offer seven outreach programs to adults every month of the strategic plan.

FUNDING

Goal 5: *The citizens of Caswell County will benefit from a public library that receives appropriate funding to support its programs, services, and resources.*

Objective 5.1: The library staff will seek to increase local funding to the library by 10 per cent each year of the plan.

Objective 5.2: The library staff will continue to identify sources of external funding during every year of the strategic plan.

Objective 5.3: By the end of 2015, the library staff will develop a staffing plan to ensure that the library is adequately staffed.