

2019  
2023

# T.B. SCOTT FREE LIBRARY LONG RANGE PLAN

## MISSION STATEMENT



Serving the Merrill area through traditional and innovative services, T.B. Scott Free Library connects people to their community and the world, promotes literacy and civic engagement, encourages and supports life-long learning, ensures free and open access to ideas, and provides opportunities for recreation.

## VISION STATEMENT



To cultivate a library environment so vital that everyone desires to be an active library user.

## SERVICE RESPONSES



Visit a comfortable space:  
Physical and virtual spaces

Create and support readers:  
Lifelong literacy

Stimulate civic engagement

Encourage curiosity,  
imagination, and  
exploration





**PROMOTE AND ENCOURAGE COMMUNITY MEMBERS OF ALL AGES TO DISCOVER THE JOY OF READING AND TO BECOME LIFELONG READERS.**

### PRIORITY ACTIONS

- Continue active promotion of seasonal Adult Read programs and events
- Maintain current programming focusing on adult readership and introduce new opportunities to promote adult readership
- Provide a space that helps parents and other caregivers develop early literacy skills in children age birth – 5 years
- Continue active promotion of Youth Summer Reading programs and events

### MEASURES

- Maintain reader involvement numbers with Total Reader increase of 1% each season
- One new event each program year
- Open Play Literacy Center in September 2019 with a goal of 25 visitors monthly
- Increase the Summer Library Reading Program completion rate by 3% annually



**PROMOTE AND ENCOURAGE USE OF THE LIBRARY AS A SAFE, COMFORTABLE, AND WELCOMING PLACE TO MEET AND INTERACT WITH OTHERS.**

### PRIORITY ACTIONS

- Revise and maintain the master capital plan for the library that focuses on areas not included in the City's 20 year capital plan
- Reorganize and create new service points and staff spaces in order to better support learning and facilitate access to frequently used services, spaces, collections
- Continue to explore partnerships with the schools and local agencies to address afterschool safety issues and use of library by all residents
- Create movable spaces for patron use that are adaptable to user needs
- Continue to serve and strengthen the community by providing meals while promoting library services to youth and families

### MEASURES

- This plan will be placed on the library board agenda twice yearly to review progress and revise
- Year one will address reorganization of Youth Services reference desk, adult collaborative seating and circulation area
- Staff will continue to actively address afterschool issues
- Add Agati soft seating on 2nd floor no later than 2020
- Offer summer meal program annually to 60 youth





**DEVELOP AND EXECUTE PROGRAMMING, SERVING A BROAD RANGE OF AGES AND INTERESTS, EXPANDING OUR AWARENESS OF DIVERSITY IN OUR COMMUNITY.**

### PRIORITY ACTIONS

- Continue to provide technology related programs
- Develop a staff schedule that allows for community outreach, professional development and additional library programs by FY20
- Collaborate with area local agencies to create programs to support the diverse interests of adult area residents
- Create programs for all ages that highlight local talent, resources and cultural heritage
- Provide programs that promote school readiness and improve learning outcomes while supporting diversity

### MEASURES

- Assess interest for new programs by performing an online survey
- Review, analyze and update existing staff schedule yearly to ensure staff levels and overall structure of library staffing with changing patron activity
- Each program year will consist of two programs, of those already offered, which focus on cultural diversity
- Youth Services will introduce one new program initiative in each of the next five years: Year one: formal art instruction from Leigh Yawkey Woodson for youth will commence in 2019
- The 1,000 Books Before Kindergarten Program will be updated to incorporate reading about diverse cultures



**PROVIDE COLLECTIONS, DIGITAL RESOURCES AND TECHNOLOGY RESOURCES RESPONSIVE TO COMMUNITY INTERESTS AND NEEDS.**

### PRIORITY ACTIONS

- Continue to provide unique collections that introduce new ideas, build skills, and stimulate curiosity
- Collaborate with local business on programming related to technology training and other professional development needs
- Collaborate with area assisted living facilities to enhance outreach programming to be held on and off site
- Support area schools in providing resources for teachers and students
- Provide programs and collections that incorporate STEM education opportunities for all ages

### MEASURES

- Add one new collection annually, based on requests by our library patrons
- Provide two technology workshops per year, in addition to the current monthly technology training sessions
- Provide 2 outreach programs at outside facilities in 2019
- Collaborate with MAPS to expend \$1,000 annually on collections that support their curriculum
- Purchase Ozobots, and other learning technology for in-house use and as part of the Learning Game collection





PROMOTE, SUPPORT, AND SERVE AS A CENTER FOR THE PRACTICE AND DEVELOPMENT OF CIVIC DISCOURSE, HELPING TO DEVELOP RESPONSIBLE CITIZENS BY INFUSING A SENSE OF THE IMPORTANCE OF DEMOCRACY.

PRIORITY ACTIONS

- Expand opportunities for civic engagement by providing opportunities for conversation on topics of interest to the Merrill Community
- Collaborate with state and national organizations for the purpose of providing programming that provides state, national and global awareness
- Staff attend and participate in events, in person or through virtual attendance, that promote the development of supportive civic discourse
- Support the role of government to maintain order and help transform young lives by participating in the restorative justice model building peaceful community in Lincoln County
- Develop and execute programming that builds informed, engaged, and civil deliberation in the community through presentations, forums, & other programming models, exploring public policy issues &/or aspects of the democratic deliberative process

MEASURES

- In each calendar year, of the programs we are already providing, two programs will be provided whose subject reflects current issues being faced in our community
- Each program year, two events will include resources obtained outside of the immediate area
- Staff will attend one workshop/training offering in 2019
- Youth Services will support the juvenile justice system by accepting one youth offender for community service annually
- Two youth program initiatives around the 2020 election cycle will be offered in the next 2 years

PLANNING PROCESS

- APRIL 2018
- Library staff presented an outline for the Long Range Planning Process. A timeline and suggested tasks for completion of the plan were supplied. Two main areas of focus were identified: space utilization and capacity of staff
- JUNE/JULY 2018
- Visits to comparable libraries were conducted and a summary of those visits was presented to the board at the September meeting
- SEPTEMBER 2018
- At the Board Meeting, staff presented a Library Demographic Review as part of the data gathering process which reviewed library usage and services
- OCTOBER 2018
- A community meeting to solicit public feedback and a staff survey were conducted by Art Lersch-Area Extension Director at UW-Extension. A summary report of the feedback gathered was presented to the board at the January 2019 meeting
- JANUARY 2019
- Staff presented proposed Service Responses and Goals
- FEBRUARY 2019
- Staff presented proposed Goals with measurable Objectives
- APRIL 2019
- Staff presented final report to library board for approval