

Eagle Public Library

## **Strategic Plan 2017-2020**

Adopted by the Board of Trustees, May 17, 2017

### **Background**

The Eagle Public Library is a city library, located in southwest Idaho's Treasure Valley. The City of Eagle is primarily a bedroom community to the City of Boise. The 2017 estimated population of the city was 26,930. The Library is currently open 64 hours in a typical week, the average monthly circulation is 34,200.

### **Mission Statement**

We provide lifelong education and build a stronger community.

### **Vision Statement**

We provide a welcoming and forward-thinking place where all Eagle residents can have educational, enlightening, and enjoyable experiences.

### **Service Responses**

The Eagle Public Library is a pillar of high-quality public education for residents of all ages. The Library provides citizens of Eagle with:

- **self-directed education** through stellar collections of
  - print and digital materials and
  - online research and educational tools;
- **research and educational instruction** to individuals and groups, through
  - personalized, one-on-one instruction and assistance, and
  - classes for lifelong education;
- **instructional and enlightening experiences** in the form of
  - its role as a community and cultural center where residents gather to discuss issues and exchange ideas,
  - signature initiatives through which residents learn new skills to improve their lives, and
  - community partnerships which strengthen educational opportunities for all.

The Eagle Public Library's focus on creating educational, enlightening, and enjoyable guest experiences requires that the Library concentrate on guest interactions rather than more traditional tasks commonly associated with libraries. Responding to expressed desires of City of Eagle residents for classes and other life-long education opportunities, the Board of Trustees directs the Library to seek opportunities to increase efficiencies which result in additional opportunities to further its mission and vision.

Recognizing the Library's importance to community education and acknowledging that the Library must:

- react to societal and institutional change,

- respond to community needs, and
- remove barriers that limit utilization or access,

the Eagle Public Library Board of Trustees confirms the Strategic Plan Panel's recommended Service Responses.

### **CREATE YOUNG READERS : Early Literacy**

Library users from birth to age five will have classes and curriculum designed to ensure that they will enter school ready to learn to read, write and listen.

- Children from birth to age 5 will have classes, curriculum and a learning environment that will develop a desire to read, learn and explore.
  - Early literacy instructors will develop curriculum and present classes.
  - Evaluate effectiveness of collection and develop preschool collection as appropriate to support classes and curriculum.
  - Collect, analyze, and respond to early literacy curriculum outcomes to determine effectiveness.
- Increase preschool class attendance by 5% annually.
  - Further develop and present preschool STEM (Science, Technology, Engineering, and Mathematics) classes.
  - Market classes and curriculum through appropriate print and social media tools that correspond to guest preferences.
  - Provide targeted community education to preschools and daycares.
  - Collect, analyze, and respond to early literacy curriculum outcomes to determine effectiveness.

### **STIMULATE IMAGINATION : Reading, Viewing and Listening for Pleasure**

Guests will find popular materials, classes and events that engage their imagination and provide enlightening reading, viewing, and listening experiences.

- Guests will have access to traditional, digital, and emerging formats.
  - Acquisition of digital and emerging formats will increase by 10% annually.
  - Reading, viewing, and listening content through the Library's online curriculum will be enhanced.
- Increase guest access to new materials.
  - Utilize annual data-driven analysis for collection development.
  - Investigate acquiring new digital services as introduced.

### **SATISFY CURIOSITY : Life-Long Learning**

Guests will have a variety of materials, classes, and events to satisfy their curiosity and engage their creativity. The Library will actively involve the community in curriculum planning.

- Guests will have the resources necessary to explore topics of personal interest so they may continue to learn and satisfy their curiosity throughout their lives.
  - Summer Reading Club participation will increase by 5% annually.
  - Attendance at classes will increase by 5% annually.
  - Utilization of digital materials will increase by 5% annually.
- The Library will actively involve the community in curriculum planning.
  - Community surveys will help determine classes and curriculum.

- Collect, analyze, and respond to life-long learning curriculum outcomes to determine effectiveness.
- Guests will have access to a well-rounded and current collection.
  - Collection maintenance and development will occur regularly.
  - Collection Development Policy and priorities will be reviewed annually.

**VISIT A COMFORTABLE PLACE** : Physical and Virtual Spaces

Guests will have a welcoming and comfortable place to meet and interact with others, to sit quietly and read, or to access the online world through an appropriate network infrastructure.

- Enhance the guest experience by improving library spaces.
  - Annually assess interior public service areas to determine the effectiveness of existing public spaces and work to modify as appropriate.
  - Annually assess exterior grounds to determine the effectiveness of existing spaces.
  - Annually update Space Needs Assessment.
- Create open and inviting spaces within the Library.
  - Regularly seek guest input on use of space.
  - Replace worn furniture as necessary.

**CONNECT TO THE ONLINE WORLD** : Public Internet Access

Guests will have high-speed access to the digital world with no unnecessary restrictions or fees to eliminate the digital divide.

- Provide digital content tools and training.
  - Increase acquisition and/or use of digital content by 10% annually.
  - Provide training classes for a variety of technology topics and devices.
  - Provide opportunities for library instructors and guest service representatives to become technologically skilled and adaptable by requiring attendance at a minimum of two training programs annually.
- Develop the library's collection of technology resources to meet the public's evolving needs.
  - Utilize the library's technology plan and equipment replacement schedule to develop and maintain technology resources.
  - Increase broadband and wi-fi capacity as necessary.

## **Appendix**

### **Process**

During late 2016 and early 2017, the Board of Trustees of the Eagle Public Library conducted a strategic plan survey and held focus groups to assess community needs regarding the Library. At the same time, the City of Eagle's Comprehensive Plan was being updated and the community needs applicable to the library were addressed in the process.

Survey and focus group results indicate that:

- Books, audiobooks, movies, and music in all formats continue to be popular and are important to users. Respondents indicated that increasing the amount of new materials in all formats is important.
- The Library is a community gathering place and could be more so.
- There is a lack of space in the Children's Room.
- The Library's classes and events are popular and appreciated. Increasing the scope and number of classes and events for all ages is very important. Many respondents indicated that their preferred method of learning about library classes, events, and services is through the library's website and email.
- The respondent's desire for the addition of materials or services largely depends on their current demographic. Laptops for checkout, curb-side pickup, maker services, hand-tool lending, and sports equipment lending are all popular among those that would utilize the service, in the same way that audiobooks are important to those who use audiobooks or that music is important to those who use the music services.
- Many of the barriers to utilizing the library are gone. The inconsistent opening hours (Monday through Wednesday at 9:00 am, Thursday at 10:00, Friday and Saturday at 9:00) was mentioned several times.

The various strategic plan meetings resulted in drafting a revised library mission and vision statement, the identification of community needs and the selection of service priorities for the Library. The Eagle Public Library Strategic Plan 2017-2020 reflects the Strategic Plan Panel's recommendations that the Library should reflect five service responses.

**CREATE YOUNG READERS** : Early Literacy

**STIMULATE IMAGINATION** : Reading, Viewing and Listening for Pleasure

**SATISFY CURIOSITY** : Life-Long Learning

**VISIT A COMFORTABLE PLACE** : Physical and Virtual Spaces

**CONNECT TO THE ONLINE WORLD** : Public Internet Access

The Eagle Public Library Board of Trustees approved the Strategic Plan Panel's recommendation.

### **Member of the Strategic Plan Panel and the Eagle Public Library Board of Trustees**

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