

2015-
2020

South Charleston
Public Library Long
Range Plan



South Charleston Public Library
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South Charleston Public Library

Long Range Plan for 2015 – 2020

THE LIBRARY

HISTORY

The South Charleston Public Library originated in 1943 with a few donated books, a group of interested persons and limited space in the upstairs of the Recreation Building. In 1963, A Library Advisory Board was formed. At this time, funds were solicited from the City of South Charleston and other interested individuals. From these funds came the contemporary brick building designed by local architect Howard G. Johe. This original 10,000 square feet building contained space for adult and children literature, a meeting room to hold 50 persons and a small gallery area.

On January 5, 1967, an ordinance and by-laws were adopted by a Board of Directors appointed by the City Council of South Charleston to maintain the Library which opened May 26, 1969. A formal dedication was held June 27, 1969. In April of 1977 construction began on a new 6,000 square foot addition with a larger meeting room, larger gallery, larger reading area, and staff lounge. The addition was formally dedicated on February 11, 1979. In 2003, the library began yet another remodel and expansion project. After nine months of renovation, the library reopened on January 13, 2004. The total square footage was close to 20,000 and project totaled \$1.4 million. The auditorium was renamed to honor Dow Chemical's \$500,000 renovation contribution.

The library is run by the director, six full-time staff members, four part-time staff members, and two library pages. It is open six days a week including three evenings, a total of 62 hours weekly. It is a municipal library, governed by the mayor and City Council through the City Manager. The mayor also appoints a five member Library Board and two City Council Liaison/Ex-Officio officers who meets monthly to monitor and evaluate the effectiveness of the library, recommend policies, and plan long term goals. In addition, the library has a semi-active Foundation group who meet regularly and who raise funds for the library primarily through an annual book sale.

STATISTICS

The library has added an average of 1,330 new patrons each year for the past three years. Library cards are free to residents of Kanawha County and are valid for one

year. Out-of-county residents are also welcome to register for cards. The library has a card holder count of 30,648 and a service population of 13,450. We average over 3.5 visits per card holder. We are looking for ways to increase library visits, in large part by doing more marketing of our programs and services.

Library circulation decreased by 14% over the past three years; however, electronic circulation was made available three years ago and has increased by 70% over the same three years! This is an important trend to inform our materials collection. At the same time, we want to look for more ways to market our print collection.

Another important statistic we follow is the attendance of our programs. The Library offers meeting room space to outside organizations with average 1000 meetings held and 8,256 in attendance. Library programs have increased by over 227% in the last year with an increased attendance of 82%. We want to continue to look for ways to increase attendance at our programs, which includes finding more ways to market those programs. In addition we want to increase the number of programs we offer.

Technology has become a mainstay of library use. Within the past ten years, we have gone from having three computers for patron use, to two OPAC computers, fifteen patron computers, wireless access, and one children's computer. Computer access on our patron computers tends to be a heavily used service. Last year our fifteen stations were used 11,722 times.

THE COMMUNITY

POPULATION

The South Charleston Public Library is located in the town of South Charleston which is the county of Kanawha in West Virginia. The population, according to the 2013 census estimates update, is 13,471 which is a slight increase from the 2000 census. Our population is 86.9% white according to the census. In addition, less than 0.3% are American Indian (almost 0.2% in the county). The remaining self-identified races are 8.4% black, Hispanic 1.0%, Asian 1.1%, and Mixed Heritage 3.0%. A language other than English is spoken in 4.1% of our homes.

INCOME AND POVERTY

The US Census Bureau reports the per capita income for our community at \$27,354 which is less than the county per capita of \$27,415 but more than the state per capita of

\$22,482. The median household income is \$41,590 while the county median is \$45,642 and the statewide median is \$40,400. Almost 12.5% of our citizens live below the poverty level in our community compared to 17.6% in our state.

EDUCATION

The 2010 census and 2013 estimated updated indicates that in South Charleston, 28.9% of adults 25 and older have college degrees vs. a 17.9% state average, while only 7.6% have less than a high school diploma compared to the state's 16.6%.

OUR SENSE OF OURSELVES

The South Charleston Public Library recently held a series of community meetings led by library director Patricia Brown seeking community representatives from a variety of businesses, education, community agencies and organizations, and local government. From that meeting, the following insights emerged:

1. Jobs – While we see our entrepreneurs and work ethic as strengths, we have a lack of good paying, mid-level types of jobs and a lack of a quality workforce to attract business and industry to our area.
2. Education – Our local community and state colleges are seen as a strength. However, part of the population lack basic literacy skills and only 28.9% has college degrees. In addition, we have many immigrants who need ESL classes.
3. Children and teens – We see the partnerships of agencies working together in helping our families as one of our strengths. But we also see a lot of needs in this area including the need for more early intervention with families. We also have a lot of concerns for our teens, including their education, their health, their sense of community.
4. Community – While we listed community support and strong families as strengths, we see a great lack of pride in how our community looks, particularly by individual property owners.
5. Streets, Roads, Highways/Infrastructure – The city is serviced by Interstate 64, U.S. Route 119, WV Route 601, and WV 214 and is bisected by the Kanawha River. The city is serviced by the Kanawha Valley Regional Transportation Authority bus system. A general aviation airfield, Mallory Airport, is located off of Chestnut Street, approximately two miles south of U.S. Route 60, with the nearest commercial aviation service being at Yeager Airport in Charleston. South Charleston is also the

headquarters to the West Virginia State Police. However, the deterioration of local streets and other infrastructure is seen as a weakness.

7. Safety – We believe our small community feels safe, but we also feel threatened by two huge environmental issues, that of the recent water crisis suffered by the majority of West Virginians serviced by the Elk River and the fact that we are surrounded by a variety of chemical companies. There is minimal fear with regards to actual crime though some concern was expressed over the continuing issue of prescription drug addictions.

8. Arts and culture – We see the historic Mound, Interpretive Center, and LaBelle Theatre as strengths and would like arts and culture to become more prominent in our community.

9. We believe the City needs to increase its financial capacity and develop a strategic plan for our community.

Three major specific recommendations the group gave the library were: 1. increase marketing; 2. increase partnerships; and 3. increase outreach. Within each of our core purposes we have included ways to market our services outside the library doors, ideas for partnerships with other entities, and ways to reach patrons beyond the physical library location. In addition, library staff has requested more training to improve their ability to serve our customers. To that end we have included some training activities to go with each core purpose. Of course any goal of value has to have a way to be measured and so we have included ways that we will evaluate our achievements. At the end of each objective, we have noted a proposed year to begin. As we annually evaluate our progress, we will determine the need to continue with the same objectives or to adjust them to more effectively deliver on our mission.

Our mission serves as the foundation of our long range plan. Change will certainly happen, but even in the library of the future, the joy of reading, lifelong learning, and digital inclusion will be important. The context may change, but these remain our three core purposes. Our mission does not take place in a vacuum. The library of the present is a physical place from which we operate, and it requires a variety of resources in order to do so. This, too, is addressed in our long range plan.

MISSION STATEMENT

The South Charleston Public Library connects people, information, and ideas to promote and support lifelong learning, community involvement, and professional development by providing reliable information resources, a well-rounded book collection, and other materials and programs that foster a literate, informed, and involved community.

“PROMOTING THE JOY OF READING”



In 2005, 69% of Americans said “books” are the first thing that comes to mind when thinking about the library. In 2010, even more, 75%, believe that the library brand is books. (OCLC, *Perceptions of Libraries*, 2010) If books are our brand, promoting the joy of reading must be one of our core services. Promoting the joy of reading includes providing high-quality current materials for our customers which is why we order new books monthly, why we order extra copies of books that have lots of holds, and why we provide an interlibrary loan service for those requested books we aren’t able to purchase. It is also why we have books available in a variety of formats – print, books on CD, and downloadable eBooks and audiobooks. Beyond that, we will promote the joy of reading in the following ways:

GOALS AND OBJECTIVES

1. BOOK DISCUSSIONS

- a. Host an average of at least one book discussion monthly for elementary kids (2015)
- b. Host an average of at least one book discussion monthly for adults (2015)
- c. Host an average of at least one book discussion monthly for teens (2015)
- d. Host a virtual book discussion either as an online book club, an online staff book discussion, or a podcast of one of our regular book clubs (2016)
- e. Host an average of at least one book discussion monthly for adults off site (2016)
- f. Host an average of at least one book discussion monthly for elementary kids off site (2016)

2. BOOK RECOMMENDATIONS

- a. Provide annotated brochures of recommended reading updated at least twice a year for elementary kids (2015)
- b. Provide annotated brochures of recommended reading updated at least twice a year for teens (2015)
- c. Provide annotated brochures of recommended reading updated at least twice a year for parents/daycare (2015)
- d. Provide annotated brochures of recommended reading updated at least twice a year for adults (2015)
- e. Increase the number of brochures for children, teens, and parent/daycare to at least three times a year (2016)

- f. Provide quarterly annotated mini-lists for all ages on the Website (2015)
- g. Provide quarterly annotated mini-lists in the Quarterly SCPL Newsletter (2016)
- h. Provide quarterly annotated mini-lists in the programming brochure (2016)
- i. Provide weekly annotated lists as Book Notes in the Charleston Gazette (2016)

3. *BOOK DELIVERY*

- a. Investigate home bound delivery of materials to customers (2015)
- b. Instigate material delivery to customers who are unable to visit the Library on a monthly basis (2017)
- c. Have a rotating collection of library books for individuals at nursing homes, hospitals or hospices (2018)
- d. Have “free” rotating library collections at various community locations in a “Little Free Library” format (2019)

MARKETING OUTSIDE LIBRARY DOORS

- a. Mailing quarterly SCPL newsletter which will include a brief synopsis of some books to all 25303 and 25309 area codes.
- b. A brief synopsis of The Book Club books included in programming brochure will be placed in areas around town
- c. Pass out the brochures at as many community events as possible
- d. Pass out flyers to elementary schools about Kid’s Book Club
- e. Book recommendations by staff will be placed on website and Facebook and other social media
- f. Brochures for parents/daycare will be passed out to daycares
- g. Visit with high school English classes about Teen Book Club
- h. Book talks, book reviews, and book trailers available on website and other social media done by staff and customers

POTENTIAL PARTNERSHIPS

- a. Partner with elementary school librarians to sponsor a South Charleston Book Contest. Children’s librarian will have a program in elementary libraries where book trailers from the SCPL website are shown. Children will be invited to make a poster for the book they think should win and posters will be displayed at the library. Every child who has read at least 3 books and voted will be invited to the library for a party to celebrate the winning book. Drawings could be held for paperback versions of some of the books which could be purchased by the SCPL Foundation.
- b. Partner with public schools to host an author visit
- c. Partner with public school or college media classes/clubs to aid in filming book talks, book reviews, and book trailers.

- d. Partner with SCPL Teen Advisory Board to create book trailers.
- e. Partner with local businesses or nursing home to be the location of off-site book discussion groups.
- f. Partner with local community organizations and/or USPS to offer home bound delivery as well as re-stocking of rotating library collections off-site.

STAFF TRAINING

- a. Staff members will become familiar with a variety of different authors and books in the library through specific assignments and will prepare brief booktalks/reviews both for face-to-face interaction and posting on the library website or social media

EVALUATION

- a. Measurement

Circulation per capita will increase by 15% each year.

- b. Outcomes – Customers will be surveyed and will say that because of us:
 - they increased their enjoyment of reading
 - they have read more books this year
 - they have discovered a new author they like
 - they read a book they heard of through our recommendations
 - they would like to create a book recommendation or review for the website





“PROVIDING LIFELONG LEARNING”

Libraries are sometimes called the people’s university. We are known for providing learning from the cradle to the grave, in other words throughout an individual’s lifetime. We never stop learning and libraries are a one-stop-shop whether you are learning a new skill, satisfying a curiosity, or just getting much needed information. We will do this through offering resources, programs, and classes to:

GOALS AND OBJECTIVES

1. PROVIDE EARLY CHILDHOOD LEARNING

- a. Provide ASL friendly story times for children twice each week during regularly scheduled story time sessions, one a lap-sit for toddlers and the other for preschoolers, which will include an emphasis on emergent literacy skills (2015)
- b. Participate in PLA’s Every Child Ready to Read which focuses on emergent literacy skills and also addresses parent involvement (2015)
- c. Provide quarterly literacy based programs throughout the year outside of regularly scheduled story-time sessions (2016)
- d. Provide monthly literacy based programs throughout the year outside of regularly scheduled story-time sessions (2017)
- e. Provide at least two weekly literacy based programs throughout the year outside of regularly scheduled story-time sessions (2018)
- d. Provide online programs for families who are unable to attend regular programming, via video or interactive sessions (2017)
- e. Provide at least 2 monthly literacy based programs off site at local daycares or organizations (2015)
- f. Provide at least 2 monthly literacy based programs off site available to the general public (2016)

2. PROVIDE STUDENT LEARNING

- a. Serve as a resource for students needing materials for homework by meeting with teachers at the beginning of the school year to get a list of resources that would support the curriculum and providing those resources for the students along with print-out lists of library resources (2015)

- b. Provide a page with homework help information on our website (2016)
- c. Provide programs at least quarterly on various topics of interest for school-aged children (2016)
- d.. Provide monthly programs on various topics of interest for school-aged children (2017)
- e. Provide live homework help via social media, text, or chat for school aged children (2017)
- f. Provide programs at least quarterly on various topics of interest to school-aged children off site (2018)
- g. Provide programs monthly on various topics of interest to school-aged children off site (2019)
- h. Provide a career/college resource center for school-aged teens and early adults looking for information on careers and colleges including financial aid and majors (2016)

3. PROVIDE ADULT LEARNING

- a. Serve as a resource for people looking for a job or a better job by providing a space with two computers for job search/resume writing that have extended times on them and are configured to support uploading resumes and applications to the web. These employment-related computers will also have some specific links already set up for job searches and resume templates. Make a list of library materials relating to the subject available by the computers (2016)
- b. Provide programs monthly on various topics of interest for adults (2015)
- c. Provide local business people and entrepreneurs a resource center featuring legal, financial, tax, and other business information that may be needed. Provide them with resources of other local businesses and contacts that may be of assistance. Provide working space for these individuals to meet and engage in partnership (2017)
- d. Provide at least quarterly programs on various topics of interest off site for adults (2017)
- e. Provide monthly programs on various topics of interest off site for adults (2018)
- f. Provide at least quarterly programs on technology and computers for adults (2016)
- g. Provide a resource center for local events, services, and attractions in WV and the Kanawha County (2016)
- h. Provide an online resource center including community calendar on the website (2017)

4. PROVIDE STAFF LEARNING

- a. Provide funding and time for at least two staff to be members of the West Virginia Library Association and to actively participate in an applicable committee (2015)
- b. Provide funding and time for at least two staff to be members of the American Library Association and to actively participate in an applicable committee (2017)
- b. Commit an hour a week for each of us to learn something new relating to our profession, and teach what we have learned to the rest of the staff on a quarterly basis, making use of new technology, workshops, online training, websites, professional journals, and/or professional books to acquire this learning (2016)

MARKETING OUTSIDE LIBRARY DOORS

- a. Visit the schools and give teachers information about what we can offer their students
- b. Advertise computer classes at ManCan, Workforce, Senior Centers, etc.
- c. Promote our programs on the radio and, when possible, on television (e.g. WSAZ)
- d. Promote career and business centers through ManCan, Workforce, and Chamber of Commerce, etc.
- e. Promote off-site activities through partner locations' advertising mediums.

POTENTIAL PARTNERSHIPS

- a. Partner with teachers to come up with a list of relevant resources that the library has or can order and that teachers can promote to help students with their work
- b. Partner with Head Start to provide training to parents in emergent literacy through the Every Child Ready to Read Program and with Daycares to provide training for staff
- c. Partner with Workforce, etc. to provide a program (such as interviewing, dressing for success, etc.) for people looking for work
- d. Partner with local community colleges and universities to provide programs on career, financial aid, and college searching.
- e. Partner with local Chamber of Commerce, colleges, and government agencies to provide resources and programs on businesses, entrepreneurship and other relevant topics
- f. Partner with local tutors and schools to provide live homework help
- h. Partner with local services, organizations, and attractions to come up with a list of relevant resources that the library has or can order.

STAFF TRAINING

- a. Core curriculum training, esp. for anyone working in youth services dept.
- b. Train staff on using some basic job search sites such as Indeed or Workforce, and some good resume template sites
- c. Training for staff working in youth services dept. on the basics of emergent literacy
- d. Train staff on business resources available
- e. Train staff on basic and emerging technologies.

EVALUATION

- a. Measurement – Over the course of three years, increases will be seen in:
 - Number of people participating in the early literacy programs
 - Number of times the online homework and job resources are accessed

Number of people who are helped relating to employment and/or business needs by library staff

b. Outcomes – Customers will be surveyed and will indicate:

they are using what they learned in the early literacy programs

they found the library's homework or business/career development resources helpful

they learned something new at a library program

“FACILITATING DIGITAL INCLUSION”



Digital inclusion includes not only access to the Internet, but also the availability of hardware and software; relevant content and services; and training for the digital literacy skills required for effective use of information and communication technologies. People increasingly look to libraries for digital help. That is why we provide fifteen internet access computers with high-speed broadband, wireless access, children’s computers, and website links to relevant content. It is also why we strive to learn more about technology ourselves. Our efforts to facilitate digital inclusion will be improved by the following:

GOALS AND OBJECTIVES

1. PROVIDING AFFORDABLE AND EQUITABLE ACCESS

- a. Create and follow a regular upgrade and replacement schedule for public access computers (2015)
- b. Provide equipment accessible to people with disabilities that will include an adjustable table that can accommodate a wheelchair or mobility vehicle, a computer that includes equipment/programs that enable use by the visually impaired and people with motor and dexterity impairments (2017)
- c. Provide an Internet café that will include a table with power strips accessible on top for people who bring their own laptops to use (2018)
- d. Provide netbooks, tablets, e-readers or other technology that customers can use in house with the wireless access (2018)
- e. Provide netbooks, tablets, e-readers, or other technology that customers can borrow to take home with them (2019)

2. PROVIDING RELEVANT CONTENT AND SERVICES

- a. Place links on the library website and on the public access computer desktops that will connect people with relevant content such as job search sites, government document sites,

health-related sites, etc., and create a handout with the same links for people who want to use them at home (2016)

b. Create and follow a schedule of website tasks that will include checking links, W3C compliance, usage reports, etc. to ensure that what we are offering is still working and is relevant to our customers' needs (2016)

c. Provide a class for parents regarding online safety issues and include printed materials relating to the topic (2015)

3. *PROVIDING TRAINING IN DIGITAL LITERACY SKILLS*

a. Provide online technology training both through links to other sites and through preparing training videos. These will be placed on our library website (2016)

b. Offer at least 25 technology classes for adults annually and offer one-on-one training by appointment (2016)

c. Offer at least two technology classes for children annually (2017)

d. Offer at least 25 technology classes annually for various devices (smart phones, ereaders, tablets, etc) and offer one-on-one training by appointment (2017)

MARKETING OUTSIDE LIBRARY DOORS

a. Advertise computer classes at Workforce, ManCan, senior centers etc.

b. Advertise technology classes and lending via quarterly newsletter, radio, and television

POTENTIAL PARTNERSHIPS

a. Partner with law enforcement, such as SCPD, to provide a program on online safety for parents and children

b. Partner with a high school group such as the National Honor Society or SCPL Teen Advisory Board to provide technology tutors for some of the one-on-one training

STAFF TRAINING

a. Use Public Access Computing Technology Competencies to create a process to document staff technology skills and determine their training needs. Provide necessary training

b. Arrange for staff to be trained to use Workforce and government. websites

EVALUATION

a. Measurement – Over the course of three years, increases will be seen in:

Number of times website databases and links page are used

Posttest scores in computer classes

- b. Outcomes – Customers will be surveyed and will say:
- they feel better equipped to keep their children safe online
 - they learned things about technology that they didn't know
 - they used library electronic resources, such as databases, to access information
 - they were able to use new technology that they normally would not have access to



“THE LIBRARY AS A PHYSICAL PLACE”



We live in a digital world. Libraries of today tout virtual branches (websites) in which much of what you would do in the physical setting can also be done anywhere, anytime on a computer, an tablet, a smartphone. People can download books, audiobooks, music, and magazines. They can watch training videos, get live tutoring on homework or job interview skills, or email a librarian with a reference question. Yet, the library as a physical place is still the choice of most in our community. Last year there were 107,843 visits to the library compared to the 91,832 visits to our website. As a physical place, the building and grounds must be maintained, look attractive, and be safe and comfortable. When our building was renovated in 2004, we didn't need space for fifteen patron computers and we didn't have as large a collection or demand on space. We have truly outgrown our space and must look at the possibility of expansion and/or redesign. In addition, materials must be available in physical formats as well as digital formats. All of this requires resources. To provide an attractive and comfortable physical facility that has the materials our customers want in a variety of formats, we will:

GOALS AND OBJECTIVES

1. IMPLEMENT LONG RANGE MAINTENANCE PLAN

- a. Gather baseline information for maintenance while doing a building analysis. This will help us keep on top of repairs and develop a preventative maintenance plan (2015)
- b. Address any immediate issues that come to light during analysis. Some issues may be scheduled immediately, and some may need to be scheduled for a time when funds are available (2015)
- c. Develop a calendar list of basic and preventative maintenance tasks. Tasks may include major cleaning projects like waxing floors, periodic tasks like changing filters, or preventative tasks such as scheduling the inspection of fire extinguishers (2015)

2. INVESTIGATE A PLAN FOR FUTURE EXPANSION

- a. Investigate the possibilities of redesign to create larger reading areas, computer training and other uses as needed (2015)
- b. Get current estimate on cost of redesign possibly through the library consultant or redesign firm. Any items not included in estimate, e.g. carpet, furniture, can be estimated using catalogs (2015)
- c. Investigate ways a redesign could be funded including grants and bond issues (2015)
- d. Investigate possibility of off-site location including where it could be placed, how much it would cost, and any regulations involved (2016)
- e. Investigate ways off-site location can be funded including grants and bond issue (2016)
- f. Investigate possibility of library vehicle, ie. Van or truck for outside programs or delivery to offsite locations (2017)

3. INVESTIGATE A PLAN FOR FUTURE SERVICES

- a. Research methods of changing security features of the library including the possibility of RFID (2016)
- b. Research funding methods for changes to security features (2016)
- c. Investigate better storage and check-out of current media items including DVDs (2015)
- d. Research methods for self-check out of materials including payment of fines/fees. (2016)
- e. Research methods for customers to pay for copies and printing automatically (2015)
- f. Research new automation methods for efficient use of library resources and materials (2017)

4. INVESTIGATE VARIOUS FUNDING MECHANISMS TO AUGMENT BUDGET

- a. Research various funding mechanisms available to municipal library including endowments (2016)
- b. Research available grants that would match current needs (2015)

MARKETING OUTSIDE LIBRARY DOORS

- a. Advertise redesign at schools, newspaper, quarterly newsletter, radio and television
- b. Advertise new services through newsletter, radio, and television
- c. Host open house for redesign

POTENTIAL PARTNERSHIPS

- a. Partner with redesign consultant, architect, building inspector, and City manager for building analysis and maintenance plan
- b. Partner with a local and state organizations for resources on future services and redesign

STAFF TRAINING

- a. Train staff on new security features including processing of materials and returns using RFID
- b. Arrange for staff training on new services including self-check out, customer copy pay and automation methods

EVALUATION

- a. Measurement – Over the course of three years, increases will be seen in:
 - Overall library use outside of specific programs
 - Increase in collection of fines and fees
 - Decrease in larger maintenance tasks
- b. Outcomes – Customers will be surveyed and will say:
 - they are better able to find materials in the library
 - they are more comfortable using the library for longer periods of time
 - they can check out their own materials comfortably
 - they are better able to use the library as a third-place



The overall goal of our long range plan is to enable us to effectively deliver on our mission and make a distinctive impact on our community relative to our resources. It is not a static document. We hold ourselves accountable for our output results and will make adjustments in our plan as needed to ensure our success.

Acknowledgements

We want to especially thank Library Director Patricia Brown as well as the community members who graciously served as focus groups. Your contributions gave us much food for thought as we discussed the needs of our community and the ways in which we might be able to help. We value your input!

South Charleston Public Library Board

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