



# Thorne Bay Public Library

## Strategic Plan

2018 - 2022

### Mission Statement

Thorne Bay Public Library acts as a source of information, entertainment, intellectual development, and enrichment for the community of Thorne Bay by providing free access to books, movies, internet, and other library materials and programming to all individuals and groups in the community.

### Vision

The Thorne Bay Public Library will help the community grow and develop its potential through the benefits of effective library service. We will constantly be aware of opportunities for better service to the public. This will be accomplished through youth opportunities, school partnerships, public and private partnerships, and collecting and disseminating information for the public.

## Motivation for Planning

In order to help assure that the library remains relevant and responsive to the needs of the community and to provide a clear guide for the future, and with guidance and support from the Alaska State Library's Libraries Build Communities Project, the Thorne Bay Library decided to undergo the process to develop a strategic plan.

## The Planning Process

The first Strategic Planning meeting was held on December 1<sup>st</sup>, 2017. Participants in this and subsequent planning meetings included:

Dana Alison  
Teri Fiebel  
Libby Nieland  
Jim Nieland  
Lisa Roseland  
Panny Taylor  
Wayne Benner, City Administrator  
Lana Clark, Library Director  
Ashley Richardson, VISTA

Subsequent planning meetings were held on December 8<sup>th</sup>, 2017; January 19<sup>th</sup> and 26<sup>th</sup>, 2018; and February 2<sup>nd</sup>, 2018. The aim of the strategic planning committee was to discuss the needs of the Thorne Bay community and develop a plan for the library to meet those needs. Following the planning model laid out in Sandra Nelson's *Strategic Planning for Results*, the committee decided upon nine service responses, or roles that the library should prioritize. The committee referenced library statistics and a community needs assessment developed by VISTA volunteer Jesse Drucker in 2015 which contained demographic data, surveys, and interviews with local residents. Library workers analyzed each proposed service response to determine their suitability for the library. Based on the committee's votes and the analysis, the following four priorities were chosen:

**Comfortable, Welcoming, and Safe Facility**  
**Child and Youth Literacy**  
**Job and Career Development**  
**The Library as a Portal of Entry for Information**

## Structure

The plan will be overseen by the library director. In the event that one of the assigned volunteers is unable to complete their action and is unable to find a replacement, the library director will find a replacement or complete the action. The library director is the liaison between the library and city hall, the public, and the Friends of the Library. The library director reports progress on the plan to city hall.

## Comfortable, Welcoming, and Safe Facility

*It is a major focus of the Friends of the Thorne Bay Library to build a new library facility. The plan has been written with this in mind and the objectives and proposed actions are designed to make the best use of the existing space while not impeding the efforts towards a new facility.*

**Goal 1: Residents will have a comfortable, welcoming, and safe space in which to enjoy library materials and programs.**

**Objective 1.1:** By the beginning of FY 2019, the library will have completed all of the necessary physical modifications to increase patron comfort and safety.

**Action 1.1a:** Install new toilet and bathroom floor. (City)

**Action 1.1b:** Swap location of the adult and children's sections. (Volunteers)

**Action 1.1c:** Turn current library volunteer closet into administrative area. (Volunteers/City)

**Action 1.1d:** Turn current reference/audio room into Alaskana room. (Volunteers)

**Action 1.1e:** Organize in such a way that hallway and all walkways are 3'6" apart. (Volunteers)

**Action 1.1f:** Apply for ILC grant to obtain two new bookshelves, display boards, and other needed updated supplies or furniture. (VISTA)

**Action 1.1g:** Maintain organization and cleanliness of all library materials. (Library Director/Volunteers)

**Objective 1.2:** During FY 2019, at least 5% more patrons surveyed will indicate that they find the library comfortable, welcoming, and safe, from a FY 18 baseline survey.

**Action 1.2a:** Develop survey to be available to all users, either on paper or on the three public computers. (VISTA/Library Director)

**Action 1.2b:** Before updates are completed, administer baseline survey to gauge current patron opinions. (VISTA/Library Director)

**Action 1.2c:** After updates are completed, administer survey to gauge change in patron opinions. (VISTA/Library Director)

Future considerations:

- While the bulk of the work is being done, the library will close. Afterwards, we will hold an open house to attract community members and inform of available services and programs.
- Recruit teens to paint a mural on the outside of the building with our name to increase visibility.
- Paint the walls to hide the tears in the walls.
- Get a garbage can for outside to cut down on litter and trash in the flower beds.
- Clean and maintain playground equipment and area outside.

## Child and Youth Literacy

**Goal 2: Children and teens will have access to support and services to create passion for reading and learning.**

**Objective 2.1:** Each year during the period covered by the plan, the library will spend \$400 of the PLAG grant on books for kids and teens.

**Action 2.1a:** Identify which materials are most wanted/needed by patrons. (Library Director)

**Action 2.1b:** Purchase materials. (Library Director)

**Objective 2.2:** By FY 2020 the library will display monthly interactive activities/content geared towards creating passion for reading in teens.

**Action 2.2a:** Determine the type of displays to be offered (i.e. Question of the week board, blackout poetry activity, passive teen programming). (Library Director/Volunteer)

**Action 2.2b:** Allocate space and materials. (Library Director/Volunteer)

**Action 2.2c:** Implement monthly displays/activities. (Library Director/Volunteer)

**Action 2.2d:** Evaluate use and effectiveness. (Library Director/Volunteer)

**Objective 2.3:** Each year during the period covered by the plan, the library will provide or facilitate monthly teen programs to support teen literacy.

**Action 2.3a:** Develop teen program coordinator volunteer position and recruit volunteer. (VISTA)

**Action 2.3b:** Determine the type of programs to be offered by surveying to gauge interests. (VISTA/Library Director/Volunteer Coordinator)

**Action 2.3c:** Recruit guest speakers to lead programs in activities that interest teens. (Volunteer)

**Action 2.3d:** Connect activities with reading materials in the library. (Volunteer)

**Action 2.3e:** Allocate space and materials for programs. (Library Director)

**Action 2.3f:** Implement monthly programs. (Volunteer)

**Action 2.3g:** Evaluate attendance and effectiveness. (Library Director/Volunteer)

**Objective 2.4:** Each year during the period covered by the plan, the library will continue to provide and improve monthly early literacy programs for children up to 5 years of age.

**Action 2.4a:** Apply for Crossett Grant to secure additional funding for early literacy programs. (VISTA)

**Action 2.4b:** Recruit early literacy coordinator volunteer to replace outgoing volunteer. (VISTA/Library Director)

**Action 2.4c:** Continue early literacy programs focusing on engagement with parents and encouragement to take materials home. (Volunteer)

**Action 2.4d:** Evaluate attendance and effectiveness. (Library Director/Volunteer)

## Job and Career Development

**Goal 3: Adults and teens will be able to find career opportunities that suit their skills and interests.**

**Objective 3.1:** By FY 2019, the library will add a jobs page to the library website.

**Action 3.1a:** Collect resources and websites to be added. (Volunteer)

**Action 3.1b:** Add new page with resources to website. (Volunteer)

**Objective 3.2:** By FY 2021, the library will set up a job exchange board in the library.

**Action 3.2a:** Write policies and procedures for job exchange board. (Library Director)

**Action 3.2b:** Recruit and train volunteer to manage job exchange board and activities. (Library Director)

**Action 3.2c:** Dedicate space in the library for employers to post their job listings. (Library Director)

**Action 3.2d:** Coordinate with other organizations in SE Alaska that connect people with jobs. (Volunteer)

**Objective 3.3:** By FY 2022, the library will set up a job shadowing program with local organizations and businesses.

**Action 3.3a:** Coordinate with local business owners and interested parties and form committee. (Library Director/Volunteers)

**Action 3.3b:** Develop policies and procedures for job shadowing program. (Committee)

**Action 3.3c:** Recruit and train volunteer to manage job shadowing programs. (Library Director)

**Action 3.3d:** Implement program. (Volunteer)

**Action 3.3e:** Evaluate participation and effectiveness. (Volunteer)

**Objective 3.4:** Each year during the period covered by the plan, the library will hold at least 4 programs geared towards job searching and employability.

**Action 3.4a:** Develop a skill bank of local experts who may be able to lead programs. (Examples of topics for programs: volunteering, resume building, career presentations.) (VISTA/Volunteer)

**Action 3.4b:** Recruit at least 4 speakers. (VISTA/Volunteer)

**Action 3.4c:** Develop and implement programs. (VISTA/Volunteer)

**Action 3.4d:** Evaluate attendance and effectiveness. (Library Director/Volunteer)

## The Library as a Portal of Entry for Information

### **Goal 4: Adults will have the skills and opportunities to use the library in order to find needed and desired information**

**Objective 4.1:** Each year during the period covered by the plan, the library will spend \$50 of the PLAG grant on reference materials.

**Action 4.1a:** Identify which materials are most wanted/needed by patrons. (Library Director)

**Action 4.1b:** Purchase materials. (Library Director)

**Objective 4.2:** Each year during the period covered by the plan, the library will spend \$100 of the PLAG grant on nonfiction materials.

**Action 4.2a:** Identify which materials are most wanted/needed by patrons. (Library Director)

**Action 4.2b:** Purchase materials. (Library Director)

**Objective 4.3:** Each year during the period covered by the plan, the library volunteers will receive two trainings on how to help patrons find needed information.

**Action 4.3a:** Develop volunteer training. (Library Director)

**Action 4.3b:** At the beginning and middle of each year, hold training meeting with volunteers to refresh knowledge. (Library Director)

**Objective 4.4:** By FY 2020, the library will offer a welcome packet for new residents.

**Action 4.4a:** Collect relevant materials. (Volunteer)

**Action 4.4b:** Market collected packet for new residents. (Volunteer)

**Action 4.4c:** Evaluate use and effectiveness. (Library Director/Volunteer)

**Objective 4.5:** Each year during the period covered by the plan, the library will hold at least 4 programs geared toward information gathering in the library.

**Action 4.5a:** Develop a skill bank of local experts who may be able to lead programs. (Examples of topics for programs: word processing, search engines, fake news, SLED.) (VISTA/Volunteer)

**Action 4.5b:** Recruit at least 4 speakers. (VISTA/Volunteer)

**Action 4.5c:** Develop and implement programs. (VISTA/Volunteer)

**Action 4.5d:** Evaluate attendance and effectiveness. (Library Director/Volunteer)