

# Clear Lake Public Library

## Long Range Plan 2008-2010

### **Mission Statement**

The Clear Lake Public Library is a public service agency providing informational, educational, cultural, and recreational services to the residents of the City of Clear Lake and rural Cerro Gordo County, primarily through communications media. The library seeks to enhance knowledge, understanding, appreciation, and wisdom in adults, youth and children, *and to be a welcoming community center for all seeking personal growth and development.*

### **Library Roles**

1. Popular Materials Center
2. Children's Door to Learning
3. Formal Education Support Center
4. Lifelong Learning Center

### **Long Range Plan**

The Clear Lake Public Library strives to continually improve the library services offered to our community. To that end, the Clear Lake Public Library Board of Trustees and staff are committed to the following long range plan:

#### **I. Administration**

Goal 1: To explore and utilize supplemental sources of income

Objective: Continued participation in State Library programs that provide equitable payment for library services to non-residents, and participation in other available state aid programs. FY09-10

Objective: Continued monitoring of grant opportunities from private and public sources, applying for at least one service, collection development, or capital expenses grant each year. FY09-10

Objective: Continued co-ordination with the Clear Lake Public Library Foundation and the Friends of the Library in meeting the community's library needs. FY09-10

Goal 2: To improve the marketing of library services to the community.

Objective: Analyze market segments using census and other data. FY08

Objective: Evaluate most effective means of communications with various market segments. FY09-10

Objective: Continue to form partnerships and participate in co-operative projects with school and community organizations. FY09-10

Objective: Find new marketing avenues for the library through increased use of Internet. FY09-10

\*Goal 3: Develop replacement plan for computers and equipment  
Objective: Purchase at least three new computer each year with money from general fund or other sources FY09-10

## **II. Personnel**

Goal 1: To recruit, train and maintain qualified staff persons to meet the library needs of the community.

Objective: Continue to monitor pay equity for all positions based on comparable positions in the community and state. FY09-10

Objective: Provide basic reference and customer service training for all public service staff. FY09-10

Objective: To provide public service staff on an annual basis with opportunities to update their technical skills. FY09-10

## **III. Collections and Services**

Goal 1: To better meet the informational, educational, and cultural needs of the community.

Objective: To secure a minimum of 3% annual growth in the materials budget. FY09-10

Objective: To continue to expand information services through increased use of information technology through database acquisition and staff training. FY09-10

Objective: To improve community information literacy by offering *on a monthly basis* basic Internet classes and classes focusing on specific subject areas. FY09-10

\*Objective: To digitalize selected items in the History Collection to preserve originals and increase electronic access. FY09-10

Objective: To increase program offerings for teens and adults, offering programs at least bi-monthly at each level. FY09-10

Goal 2: To expand services to new users.

Objective: Evaluate library web site for ease of use and add links to increase information access. FY09-10.

Objective: Plan and implement a program to provide materials delivery and staff interaction with home daycare sites. FY09-10

### III. **Facilities**

Goal 1: To facilitate continued growth of History Collection.

Objective: To explore options for storage of additional history materials.

FY08-09

*Goal 2: To provide shelter for alley emergency exit to ease snow removal.*

*FY09*