**Harlem Public Library**

**Strategic Plan**

**June 2017-June 2020**

**“Enjoyment, Life-long Learning, Enrichment, and Inspiration…**

**Find it at the library!”**

**TABLE OF CONTENTS**

Page 1

Table of Contents 1

Message from Library Board Chair 2

2017 Board of Trustees 3

Service Area and Mission Statement 4

Core Values 5

Service Responses 6

Goals, Objectives, and Activities 7

How Are We Doing? 11

Board Chairman

letter

Page 2

**2017 Board of Trustees**

Page 3

Kirsti Cederberg, Chair

Chuck Wasser

Mary John Taylor

Valerie VanVoast

Jack Young

**The Harlem Public Library** serves the people of East Blaine County including the communities of Harlem, Fort Belknap, Turner, Hogeland, Hays, and Lodge Pole.

Page 4

**Mission Statement:** “The Harlem PublicLibrary provides people of all ages a welcoming environment, offering a variety of resources for enjoyment, life-long learning, enrichment, and inspiration.”

**Core Values: Our core values represent the guiding principles behind the service provided at the Harlem Public Library.**

Page 5

-Literacy

-Free access to information and technology

-Entertainment

-Community-centered

-Respect/Civility

-High quality of service and materials

-Excellence

**Service Responses:** A service response is what a library does for, or offers to, the public in an effort to meet the needs of the area it serves.

Page 6

-Supply life-long learning opportunities

-Serve patrons of all ages and interests

--Offer a variety of services, materials, programs, and resources

-Be vital and dynamic

-Satisfy the need for recreation, information, and culture

-Provide a welcoming and inviting environment

--Exist as the cornerstone of the community

**Goals, Objectives, and Activities**

**Goal 1: Implement Sustainable Funding**

Objective #1: Create a greater awareness and appreciation of the value of the library to the community in order to support funding requests.

Activities:

1. Meet with county commissioners at least once per year to discuss library activities, needs and goals; preferably at the Harlem Public Library. The Harlem representative on the Blaine County Commission board will be asked to attend the regular monthly meetings of the Harlem Library Board of Trustees.

(board, Friends Exec., director, commissioners)

1. Hold one commission meeting per quarter at the Harlem Library to reach people of East Blaine County. (director, board, commissioners)
2. Library staff holds at least three outreach events per year outside the library such as Seed Show, County Fair, Winter Showcase at Harlem Elementary, Fourth of July, etc. The Books and Babies program will continue to meet once per month in Turner. Document the number of people reached by number of library card registrations, number entered into drawings for door prizes, etc. (director, assistant director)
3. Include the value of the library in weekly newspaper column at least once per quarter (director), website three times per year and Facebook once per month (assistant). Collect analytics once per month on Facebook page and website. (assistant) Also document, when possible, the number of comments in person/by phone/email on column, website and Facebook. (director, assistant, others)

Page 7

Objective #2: Continue seeking supplemental funding.

Activities:

1. Continue to have Friends of the Library fundraise to support the library with two major fundraisers per year. Ideas for needs are on the library wish list. Ongoing support: copier maintenance contract and annual contract for MontanaLibrary2Go. Work toward larger projects such as more steel shelving. Idea: Adopt a shelf (Friends Executive Board and membership, director, board liaison)
2. Seek funds from other sources such as grants. Continue to apply when possible from Triangle Communications, Northwestern Energy, The Pilcrow Foundation (every 3 years.) Look into new sources of grant money: Montana Community Foundation. (director)
3. Investigate running a mil levy. Things to consider: voter support, Blaine County Library cooperation, amount of work and time. (director and board)

Steps: Compare present budget to budget before cuts

What amount is needed to provide services and for future planning/needs?

Convert this to number of mils needed

Place on ballot

County still collects tax dollars and handles finances.

*Information to investigate:*

*Population of Service Area –How is that determined? District boundaries? Is this adjustable? Reservation included? Voter registration numbers for each community.*

Information from Montana State Library: The reservation population is included. The service area population is determined through census results. The numbers per libraries in the county was determined by the Commissioners according to municipal populations. They in turn divided mil levy funds between the two libraries. The state library uses this percentage to determine state aid funding for the library.

Voter registration numbers obtained from Clerk & Recorder. Discuss with the commissioners reviewing the service population numbers following the 2020 Census because we do not only serve Harlem, but also Ft. Belknap, Hays, Turner, and Hogeland.

Page 8

Objective #3: Reallocate the current level of resources to priority areas.

Activities:

1. Maintain staff
2. Staff attends at least one out of town continuing education conference/training per year. Increase the travel budget. (*Preliminary budget: increased travel from $200 to $1000 in county portion, left $1000 in state aid portion.)*
3. Add eCollections through MontanaLibrary2Go membership. (*Friends of the Library provided funds for annual subscription.)*
4. Drop materials that are no longer used. Track magazine usage. (*Magazine subscriptions purchased from Discount Magazine Subscription Service rather that EBSCO to save money. Discontinue “Money” and “Mailbox.” When magazine subscription are up for renewal in 2018 the library will seek donations of magazine titles from individuals that have current copies to donate in a timely manner to comply with the Collection Management Policy)*
5. Increase hours of operation if funding allows. The director and assistant could work the same number of hours, but adjust their schedules so they are not both working at the same time to cover the hours of operation.

Objective #4: Investigate Transfer of Wealth (TOW) patterns in the community as possible resource for the library.

Activities:

1. Find out legalities and procedures from county attorney. (director)
2. Investigate the proper procedure to inform the public. (director)
3. Draft a policy. (director and board)

Page 9

**Goal 2: Increase public awareness of the library and the services it offers.**

Objective #1: Continue to work to make the library and its services more visible and viable to the citizens in its service area, funders, and potential partners.

Activities:

1. Target people who are not currently library users.

*Define library users: people who physically enter the building, check out materials, use library devices, use WiFi, Facebook likes, Website visits, MontanaLibrary2Go users*

*Create new ways to involve people in the library; especially teens and young adults*

1. Connect with funders to inform them of library activities not just to ask for financial support.
2. Continue to work with community partners.

*Senior Citizens Center – Senior Sensation Day, End of Life series, reapply for Hometown Humanities Grant*

*Harlem Civic Association – Country Christmas, cookbook sales*

1. Seek potential donors.

*Authors who would do book signings and donate portion to library.*

*Book Fairs*

1. Look for new ways to promote and advertise the library.

*Posters showcasing library services and programming*

*Facebook ads once per month at $5 per boost.*

Page 10

Objective #2: Provide continued emphasis on literacy.

Activities:

1. Continue current programs focused on literacy for all ages inside and outside the library. *Provide additional digital literacy trainings through more computer/technology classes. Schedule monthly programs from Triangle Communications. Library staff conduct mini-technology sessions on topics such as setting up an email or Facebook account, Microsoft word, MontanaLibrary2Go,andEnterprise Setting aside certain times for people to drop in or call with technology questions. Partner teens with technology savvy to assist adults who need help.*
2. Increase circulations of materials, especially young adult and adult.
3. Seek ways to bring people into the library through activities and programs. *Binge-watching parties. Board members, Friends, or other volunteers hand out candy at Halloween. Family game night once a month.*

Evaluation of Progress:

Page 11