

Coeur d'Alene Public Library
Long Range Plan (or Strategic Directions)
June 2012

Executive Summary

The Coeur d'Alene Public Library Trustees and library staff examine and update the library's long range plan annually. Library use has steadily increased over the eleven years the Library has been in the downtown location. In 2016 a branch library was opened in the Lake City High School allowing for greater access in northwest neighborhoods.

Vision Statement

The Coeur d'Alene Public Library is a modern 21st century library that satisfies community library needs through an exceptional multimedia collection and an excellent staff. Our personal touch and responsiveness to changing needs provides an intergenerational public space that becomes an inviting community hub for all our residents.

We envision the 21st century library to be both a physical place and a virtual space for residents to meet, share ideas, be entertained, educated and informed.

Library users experience this vision when they use the services of the Coeur d'Alene Public Library. They find a library that:

- Is innovative and continually changing, and adapting to meet community needs.
- Is a safe and secure welcoming location for our community's students with materials, spaces, and activities to engage their interest
- Is a welcoming, inviting community hub connecting a diverse population of users to their community and to each other.

Mission Statement

The Coeur d'Alene Public Library is committed to excellence in library services. Dedicated to lifelong learning, the library provides free and equal access to a full range of historical, intellectual, and cultural resources.

The following goals and objectives address these ongoing goals and concerns:

GOAL #1: To continue to be aware of, and responsive to, community needs.

Objectives:

- Track changes in demographics in order to provide access to materials that meet the needs of all members of the community.
- Interact with community groups

- Continue to maintain a close relationship with community schools, both public and private.
- Seek input from residents, both library users and non-users, on a regular basis.
- Plan programming for residents of all ages. Continue to collaborate with area libraries on improving library services, sharing resources, and providing programs.

GOAL #2: To maintain an environment that is welcoming and safe for Library patrons and staff.

Objectives:

- Through technology and planning continue to explore ways to make the library safe and secure for both staff and patrons,
- Emphasize customer service throughout the Library, both at traditional service desks and by expanding library staffing into currently understaffed areas.
- Increase and improve signage and other finding aids for patrons.

GOAL #3: To keep abreast of changing technology in the provision of materials, information and patron access. ONGOING

Objectives:

- Continue to support and expand electronic remote accessing of library resources
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- Explore new ways to assist library patrons in utilizing library services and technology.
- Continually update library catalog and circulation system as needed for patron needs.
- Offer technology related library programs.
- Offer public access to projectors in public meeting rooms
- Provide microscope station in Children's library attached to PC
- Continue building archives website – obtain equipment for future scanning (yearbooks, special publications, etc.)
- Continue digitizing the Coeur d'Alene Press archives from 1964 to present (providing copyright permission or public domain recognition is obtained)

GOAL #4: To continue to establish, maintain, and grow a relevant collection of books and materials in a variety of formats. ONGOING

Objectives:

- Provide an adequate materials budget that includes guidelines for the number of copies of titles to be purchased that identifies subject areas that need continuous purchasing.
- Regularly weed collection replacing items when necessary.
- Improve the adult collection by purchasing multiple copies of high demand titles by popular authors and in popular subject areas identified in the collection development plan.
- Improve the children's collection by purchasing multiple copies of popular books as identified generally in the collection development plan.

- Expand the young adult materials collection.
- Expand online holdings of ebooks and audiobooks for all ages
- Maintain communication with the mayor and city council and the city administration regarding the Library's long and short term capital needs.
- Review access to streaming video, exploring partnerships with school district and Molstead Library

GOAL #5: To provide community members with increased access to library materials and services.

Objectives:

- Assure Library online information readable on every device.
- Educate community regarding the use of the expanded network system
- Explore branch possibilities in new schools
- Develop a marketing committee who develop a marketing plan to review any new and existing programs, and include goals on exploring new ways of providing library information, developing the ability to track and record marketing impact, identify potential partnerships with existing organizations, and more.

GOAL#6: To retain current library staff and increase the number of staff to better serve patrons.

Objectives:

- Develop and fund more professional positions
- Fund benefits for part-time staff
- Increase programming hours for part-time staff
- As the population of CdA grows, increase number of library staff positions to the standard of .5 staff FTE per every 1,000 residents. Move part-time reference clerk/literacy outreach position to full time in FY 2019
- Secure grants via the library foundation for continuing education leading to library degrees.

GOAL #7: To keep staff members abreast of changing technology, community needs and ways of finding and providing information.

Objectives:

- Seek additional funding for staff development and training.
- Continue to foster staff development through attendance at statewide and regional workshops and conferences and other educational meetings.
- Encourage staff to serve on committees and boards for statewide and regional library organizations
- Provide in-house support and training for staff members seeking to understand and/or implement new technologies, through formal training from other staff members, outside consultants, or other means at our disposal

- Encourage staff to pursue educational opportunities related to library science. –

GOAL #8: To market and promote library services and programs to a wider variety of users and potential users

Objectives:

- Explore podcasting programming and book information
- Record tutorial and information videos on various library databases and services to play on Channel 19 and post on YouTube
- Participate in the city's comprehensive plan update "Envision CDA – Your Voice, Our Future" per Idaho Code 67-6508 Planning duties: (h) Public Services, Facilities, and Utilities.
- Explore new ways of providing patrons with information about library services.
- Publicize library offerings, regularly informing the public of 24/7 access to online books, music, research sites, other databases
- Utilize more social media sites such as Twitter, Instagram, etc.

GOAL #9: Service improvements answering identified community needs

Objectives:

- Identify non-English speaking/reading citizen groups and provide and market materials in those languages
- Change out at least one drinking fountain to one that fosters water bottle refilling
- Modify gallery hanging mechanisms for visiting artists
- Develop and provide an area for safe and comfortable dog tethering to secure a dog temporarily while owners use the library
- Provide copying and scanning services at the Lake City Public Library branch
- Explore community room improvements

Revised: March 2016, June 2019, September 2019