

# THE FUTURE @ YOUR LIBRARY

## 2014-2016

To maintain the excellence reflected in the Brookings Public Library's Exemplary accreditation given by the South Dakota State Library and by 96% approval rating received from users responding to a community survey in 2013, the Brookings Public Library Board authorized the formation of a long-range planning committee to further enhance the library's excellence. The planning resource used was the Public Library Association publication "Strategic Planning for Results", c2008.

From October 2013 through December 2013, nine community members and three staff members explored the future of the Brookings Public Library for the next three years. Committee members were Steve Binkley, Cody Christensen, Dennis Falken, Heidi Gullickson, Ellen Herrboldt, Jean Kirschenman, Mary McCaa, Emily Portz, Angie Roden, Larry Rogers, Cheryl Todey, and Jeff Weldon. Library staff members assisting the committee were Elvita Landau, Nita Gill, and Alice Hayes.

This report contains their deliberations and recommendations.

### *Vision*

Committee members determined that the following vision statement reflects what the community's citizens want and need.

The community of Brookings, as part of its focus on the future, will provide

- opportunities for lifelong learning to meet needs and enhance the quality of life
- opportunities for the enjoyment of recreational, leisure, and cultural activities
- opportunities for employment that are safe, satisfying, and economically competitive
- a safe and secure environment where tolerance is emphasized
- an atmosphere that encourages economic development and supports diverse retail and dining establishments to develop a broader customer base
- governmental services needed for protection, safety and well being of people and property.
- access to information by means of the most effective technology along with support and education.

The current Library Mission Statement was reviewed and approved.

### **Brookings Public Library Mission Statement**

The Brookings Public Library will provide materials and information contributing to the education, recreation, and quality of life for the community.

## *SWOT*

The Planning Committee conducted a SWOT (strengths, weaknesses, opportunities, and threats) on the Brookings community.

**Strengths** cited were strong elements such as the excellence of educational opportunities from the preschool to university level, a growing community with a healthy and diverse economy, a physically attractive community with many recreation and park facilities, and much available culture (theatre, museums, etc.).

**Weaknesses** of special concern were the lack affordable housing, an insufficient number of workers and unskilled labor, the inability to retain college students after graduation, and not enough diversity in retail and restaurant options.

**Opportunities** for the community included the research facilities, planned growth, the opportunity to build connections within the community, the possibilities for expanded adult entertainment (concerts, events), continuing education opportunities for retired people and a push for wellness.

**Threats** were identified as the unstable economy resulting in a financial downturn, an increase in vandalism/crime and substance abuse, the possibility of a large company going under/leaving town, and the loss of the “small town” feel of the community.

The complete SWOT list can be found in Appendix A.

## *Service Roles and Goals*

A service role is what the library does for, or offers to, the public in an effort to meet community needs. After reviewing the eighteen suggested service roles, the Planning Committee selected the following service roles for the Library:

### **Satisfy Curiosity - Lifelong Learning**

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

### **Stimulate Imagination - Reading, Viewing, and Listening for Pleasure**

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

### **Create Young Readers: Early Literacy**

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

The following **goals and objectives** have been developed by the Library Board and staff in response to the selected service responses.

*Goal: Community members will be able to attend programs and public discussions about topics of interest.*

Objective: Adult and young adult programming attendance will increase 1% annually.

Objective: Beginning in 2014, the Library will offer nursery rhyme based story times once a month as a learning tool.

Objective: The Library will offer Mother Goose on the Loose early learning programs in the afternoon or evening three times a year, beginning in 2015.

Objective: The Library will develop three programs annually that will attract adults ages 18-35 by December 2016.

Objective: Annually, participants attending three Library programs will be surveyed to ascertain satisfaction with the programs offered and to gather ideas for future programs.

*Goal: Community members will know how to locate information from a variety of sources, both print and non-print.*

Objective: The Library will provide a minimum of twelve computer classes per year on a variety of topics, beginning in 2014.

Objective: The use of on-line databases will increase by 2% annually.

Objective: The Library will explore, select, and implement a new Integrated Library System by July 2015.

*Goal: Community members will be able to find information or answers to questions on a broad range of topics related to work, school, and personal life.*

Objective: By December 2014, the Library will provide library information to new residents through realtors and rental agents.

Objective: The Library staff will participate annually in five community events outside the Library.

Objective: By December 2014, the Library will develop/enhance its website to include additional community and informational links.

Objective: The number of community members having cards will increase to 50% of the population served by December 2016. (Currently 45.5%)

*Goal: Community members will have a current collection that fulfills their desires for recreational reading, viewing and listening and help to make material selection choices needed.*

Objective: The Library will provide digital magazines by December 2015.

Objective: The Library will continue to expand the availability of ebooks/audio by adding a minimum of \$5000 of content annually.

Objective: The Library will respond to patron requests for new or previously published materials through purchase or interlibrary loan within 7 days of receipt.

Objective: Circulation of print and digital items will increase by 1% annually during the three-year period. (2013 circulation – 286,892)

*Goal: Community members will be aware of and participate in library programs and services.*

Objective: The Library will increase its visibility in the community through ads, information in community newsletters or bulletins, within waiting rooms, at businesses and through online additional media by December 2016.

Objective: The Library Board will annually examine the hours of service to determine if they fit the community's needs.

Objective: By 2015, the Library will develop the ability to email the Library newsletter or other Library news releases to patrons who want them.

Objective: By 2016, the Library will explore services or websites that offer online classes to the public.

### Recommendations for the Future

In order to implement this plan successfully and to enhance the Library's place in the community, the Planning Committee recommends the following:

Increased emphasis should be placed on promoting the Library within the community.

1. Enhancement of public relations activities to make sure that the community is aware of Library services and programs.
2. Funds should be allocated for added printing and promotion.
3. Additional staff hours should be allocated for community participation.

The currency of materials and services should match the public's expectations.

1. Effort should be made to keep current with technology, allocating funds to keep equipment and software up-to-date.
2. New service options in programs and materials should be explored with funds allocated to implement. Required funds may include additional staff hours.

The ultimate measure of our success will be the positive impact the Library makes in the lives of people in our community. The Library Board and staff will monitor the objectives of **The Future @ Your Library** plan to track achievement of the goals. The plan will be reviewed annually and updated as necessary.

## Appendix A – Complete SWOT List

### **Strengths:**

University  
Growing community  
Healthy & diverse economy  
Accessible  
Physically attractive  
Financially sound government  
Education as a whole (from the Children’s Museum through SDSU)  
Performing arts/fine arts  
Access to quality health care  
Safe community/low crime rate  
Downtown  
Recreation & fitness facilities/areas indoor & outdoor/good parks system  
Infrastructure planning, willing to plan and build things to support arts, education, government, business  
The Public Library  
Low unemployment

### **Weaknesses:**

Limited retail for ladies’ clothing  
Need more diversity in restaurants  
Lack of large-scale conference/convention facilities  
Limited affordable housing  
Plan of housing/zoning; college students by middle school, university taking over neighborhoods, trailer parks – scary, lack of upkeep, unsafe  
Half the population leaves every 4-6 years  
Lack of close proximity to lakes or water recreation  
Lack of ski hill  
Lack of anything for teenagers (college-age); coffee shops, mini golf, everything costs money  
Need bigger dog park for city’s large dog population  
Low unemployment can work against us too  
Shortage of qualified employees  
Retention of college students, getting them to stay in the community after graduation  
Families in poverty, 14% of kids in school system qualify for free or reduced lunches  
Weather – people won’t stay here  
We need another elementary school, and to add on to the other buildings  
Growth that outstrips infrastructure  
More and more Spanish speaking/ESL children in schools

### **Opportunities:**

Education  
Homeownership potential  
Growth  
Diversity

Intentional/planned growth  
South Dakota Education Campus in Brookings  
Recreational opportunities for youth  
Opportunity to enjoy fine arts  
Research connections – research park and business  
Push for wellness  
Continuing education opportunities for retired people  
Interconnectedness of entities, building community, small town feel  
Opportunity to improve outreach/community relations  
Opportunity to build connections within the community  
Opportunities for adult entertainment – bigger names, concerts  
Would like to see more conferences in the area  
Airport – growth would be good, having a flight in/out

**Threats:**

Financial downturn  
Vandalism/crime  
Substance abuse  
Large company going under/leaving town  
Natural disaster  
Looking out for yourself, lack of social cohesion  
Local government not planning for improvement  
Cut in funding at the local level  
Lack of federal and/or state funding to the community – trickle down  
Non-growth – young people moving away and not enough people coming in  
Financial down turn, financial institutions shut down, mortgages recalled  
Decrease in diversity  
Recession