

## South Park Township Public Library Long Range Plan 2008-2013

### Part 1- The South Park Township Public Library Mission

#### **The hub of lifelong learning.**

#### Part II-Introduction

Since September of 2006 the South Park Township Public Library Board of Trustees has worked at developing this strategic plan for the future of the South Park Township Public Library. In October of 2004 the Library Board in connection with the municipal government of South Park Township actively worked together in the planning of a renovation project for the library. In the planning process the Library Board and the municipality engaged the community and staff in a series of planning sessions. One aspect of the planning session was the development of service roles for the library.

In September of 2006 the library reviewed the service roles created during the library renovation planning period as well as goals and objectives of the planning process for effectiveness and as a measure of progress. It was at this time that the Library Board became actively engaged in developing a strategic plan for the library.

In early 2007 the Library Board took part in the Allegheny County Library Association's Board Governance Training program. As a component of the training the library received free consultation sessions with a professional marketing consultant from Duquesne University's Non-Profit Leadership Institute.

In preparation for the development of a long range strategic plan the Library Board engaged the community in two open focus group sessions. The Board researched several different models of library initiated community focus groups to develop questions for the sessions. The issues addressed in these sessions serve as the basis for the development of the plan. The Library Board intends to annually involve the community in focus groups that will engage different community organizations as well as diverse community representatives. These annual focus groups will aid the Board in keeping the long range plan focused, fresh, and responsive to the community.

The Library Board with guidance of the Duquesne University's Non-Profit Leadership Institute consultant, Ms. Laura Willumsen updated the Library's mission statement to encapsulate the community's most expressed need in the focus groups. The community overwhelmingly responded to the need of wanting a library that provided a diversity of learning experiences for all ages. The new mission statement then became "the hub of life long learning." The Library Board at this time also developed a vision statement for the library "By 2010 we will double our overall circulation." The vision statement was

developed as a means to measure the success and usefulness of the library within the community.

The library’s strategic plan reflects the above planning and includes aspects of the library’s renovation planning process, service role plans and community focus group results.

### Part III-Library Service Roles and Evaluation

The South Park Township Public Library Service Role plan has been developed by identifying potential/actual library patron constituents and how the library plans to serve these constituents.

#### **Older Adults**

<b>Programming</b>	<b>Collection</b>	<b>Extended Service</b>
Afternoon programs	Consumer information	Transportation to and from library
Senior computer/ new technology classes	Increased large print	Delivery service
Organized outings	Increased audio collection	Outreach to assisted care facility
Caregiver support programs	Caregiver collection	Outreach to senior center/Golden Agers
Interactive/ social programming	Visual impairment software	Partnering with senior groups/Greenbriar Community/ Golden Agers SP Historical Society
Book club	Diversified audio-visual collection with senior appeal	Direct marketing to senior population
Fitness and health related programming	Senior information stations/kiosks	
Consumer/information related programming		
Intergenerational programming		
Continuing education opportunities		

## Adults

<b>Programming</b>	<b>Collection</b>	<b>Extended Service</b>
Specialized Book Clubs	Current popular titles in fiction collection	Increased marketing email communication other electronic communication
Adult interest evening and weekend programming	Diversified fiction collection (literary fiction, classics, world, popular, sci-fi and paperback)	Library card campaigns--- Friends awareness programs
Information-based programming/Research training/Resource training	Current non-fiction collection with majority of titles published in last five years	Outreach to Women's Club and Historical Society develop partnerships
Cultural-based programming	Consumer education collection	Outreach to PTA other parent community organizations develop partnerships
Recreational programming	Career and job collection	Develop partnership with local businesses
Interactive/ Social programming	Information stations/kiosks	
Computer/New technology-based programming	New media/ new technologies (e-books, mp3's, downloadables)	
Parenting classes/ parent/ child programming	Increased and diversified av collection (music, dvds, books on cd) as well as new media	
Workshops, continuing education learning opportunities, GED credit, and tutoring/mentoring	Electronic games and game guides	
Consumer education programs	Bibliographies, reading guides, upcoming book notifications (print and electronic)	
Online book group/ discussion forum		
Programming directed toward 30-40 year olds		
Library ownership activities		

## Teens

<b>Programming</b>	<b>Collection</b>	<b>Extended Services</b>
Teen interest programming	Increased teen non-fiction collection	Outreach to middle and high school
Interactive/ Social programming	Increased comic book/graphic novel collection	Teen-based marketing
Informational programming	Current popular teen fiction collection	
Reading Buddy/ Mentor/Tutor volunteer opportunities	Increased music collection	
Intergenerational programming	New media/ new technologies (e-books, mp3's, downloadables)	
Cultural/ art and music programming	Increased and diversified av collection (music, dvds, books on cd) as well as new media	
Performance opportunities	Electronic games and game guides	
Creative library investment building programming (teen web site—teen library design---teen run programming)	Bibliographies, reading guides, upcoming book notifications (print and electronic)	
Teen summer reading program/ teen reading programs/ book groups		

## Children

<b>Programming</b>	<b>Collection</b>	<b>Extended Services</b>
Programs of interest to elementary age students	Diverse picture book collection (current popular/award winning titles as well as classics and ethnically diverse titles)	Outreach to homeschoolers /invitations to library days
Programs of interest to preschool, kindergarten, toddler and infants	Well organized by reading level easy reader collection	Outreach to preschools and day care centers—include circulating specialized kits

		and library based programming
Interactive storytimes (crafts, music, movement, themes)	Fun and interactive board book collection	Outreach to South Park Township School District/ combined programming, literacy initiatives, curriculum support, after school tutoring opportunities, classroom kits, information sharing, book talks, combined summer reading initiative
Book club programming specific to early and elementary readers	Novelty books (pop-ups and manipulative)	Outreach to educators--- library support programs, and collection support
Book club programming for middle readers	Popular and classic juvenile fiction collection	Outreach to PTA and parents –increase library usage of families
Homeschool club	Current non-fiction collection with majority of books published in the last five years. Non-fiction collection should be responsive to school curriculum as well as to a child’s recreational reading interests	Increased program sharing with other Allegheny County libraries---extend program offerings
Parents club (literacy programming, informational programming, book talks)	Concept kits, learning kits, electronic literacy and learning kits (rainy at home fun kits)	
Play groups	Education software	
Arts and crafts/hands-on learning programs	Puppets/ puppet kits/ educational toys and games	
Homework help/Reading Buddy program/ tutoring opportunities	Pre-school teacher take-out kits (classroom in a bag) and Classroom kits for elementary students	
Summer Reading programming/ Winter Reading programming	Parent/ Teacher collection and information kiosk	
Teacher open houses and tours/ book browses	Bibliographies, reading guides, upcoming book notifications (print and electronic)	
Intergenerational	Juvenile music collection/	

programming (grandparent programs –family programs-)	circulating music themed kits with instruments and books	
	Increased and diversified av collection (music, dvds, books on cd) as well as new media	

### **Families**

<b>Programming</b>	<b>Collection</b>	<b>Extended Services</b>
Evening and weekend Programming (storytellers, plays, musical concerts, films...)	Interactive activity/reading kits (multi-generational)	Collaboration with local Nature Center, Athletic Clubs, Scout Troops, PTA, DARE organization
Large scale seasonal events planned with Township Recreational Department	Parenting resources/parenting collection	Outreach to Public Housing Community
Family hands-on arts and craft programming	Guides for shared family activities (travel, reading, sports, movies)	Coordination with municipality
Nature Club (can include outings)		
One Book One Community Events		
Family Library Card Initiatives		

### Part IV-Focus Groups Discuss the Library

In February of 2007 the South Park Township Public Library Board invited community members to take part in focus groups regarding their perception of the library currently and their vision for the library in the future.

#### South Park Township Public Library Focus Group Opinions: Strengths

- Changed from stuffy atmosphere/Friendly relaxed welcoming atmosphere
- Lively
- Interactive
- Roomy
- Comfortable
- Has sense of community involvement/participation/ sense of ownership

- Strong collection/constant new materials/multi-generational collection
- Nice computer space/increased computers/comfortable computer area
- Child friendly atmosphere
- Helpful staff
- Interesting children's space
- It is like sitting in your living room only its clean
- Access to all Allegheny County materials
- Programs for all ages

#### South Park Township Public Library Focus Group Opinions: Needs

- Additional meeting space/programming space/seminar room/performance space
- Outdoor space with garden area, tables, refreshments, performance and interactive space
- Improved outdoor signage
- More interior signage
- Section for food and drinks, café
- Private study areas
- More expert speakers on cultural topics
- More reading guides and displays
- Increased teen programming
- New electronic media (downloadable music and movies)
- Homework help
- Listening stations (digital listening stations)
- Information based classes (how to use information, in particular electronic information to make life decisions)
- Email communication—more direct communication with public for programs new releases
- Drive-through service
- More interactive adult opportunities
- Electronic games
- Increase marketing to public
- World culture/travel programs
- More hands-on children's programming (crafts, music)
- Extended hours (more during weekday, Sunday hours)
- Multiple works in collection of popular authors
- Increased marketing/attractive ads
- More outreach and collaboration with local organizations
- More volunteer opportunities
- Year-round community reading incentives
- Job/Career Resource Center
- Teen information exchange

#### South Park Township Public Library Focus Group Opinions: Opportunities

- To become more like a community center for the community. The library could provide classroom spaces, continuing education, cultural opportunities for all ages.
- It is a recreational community, the library should develop into a place for residents to fulfill themselves recreationally
- Outreach opportunities will help establish the library in the community, create interdependence and ownership. Having a strong community base will help increase library usage as well as ensure that the library develops in the way in which the community defines its needs.
- Creative, attractive, and multimedia marketing will aid the library in defining itself as a happening place in the community as well as alert the community to library events.
- Keeping the library current, community-based, and community responsive will make it flexible enough to constantly change and grow with the community. This perspective will aid in planning and fund development.

#### Part 5- South Park Township Public Library: Vision for the Future

The South Park Township Public Library strives to become the hub of lifelong learning for the residents of South Park Township. The library will endeavor to embed itself within the community to be both responsive and innovative in its services and collection. Ideally, the library will develop into a community center that can address a variety of community needs for all generations.

Future library expansions should include classroom areas for continuing education classes, performance, film, and activity space. With the busyness of life that today's individuals and families face it is more important to provide multiple services in one location. It is important that our library is equipped to provide services that can respond to the multiple needs of our residents.

It is important that the library is recognized within the community as a valuable and reliable resource for obtaining and understanding the forms of information needed to be successful workers, citizens, consumers and family members. The success of the library in the community is ultimately measured by the ability of its resident's information literacy.

The future library will make it possible for patrons to have the opportunity to have their informational, cultural, and recreational needs met in one place. It will provide opportunities for the residents to be engaged in social activities that will enrich their lives and strengthen community bonds.

South Park Township has a multitude of athletic and outdoor activities for its residents. The residents of South Park Township are often engaged in community family centered activities. The library can find its place within this active community by providing the



informational, cultural, and social opportunities that contribute to the well-being of its community.

By increasing learning and cultural opportunities for the community we are providing the potential for self improvement and growth, which again leads to a healthier, engaged, and more satisfied community. We have the ability by the choices we make in funding and planning to shape the future of our community and mold our identity within the county.

The library will be an active member in the community by seeking out collaborative opportunities with local organizations and encouraging community ownership in its future planning, development, and funding. The library will grow by providing space and resources for new community engagement opportunities.

The library will continue to develop new marketing methods to inform the public on a regular basis of library resources and services. The library will work with other regional libraries in the Allegheny County Library Association to assist in the provision of quality county-wide service.

The library will seek out new funding opportunities that will encourage community-based giving as well as community partnerships that extend grant based funding. Moving forward the library intends to be actively involved with the municipal government in long range community planning to ensure its place within the larger vision of the township.

Part 6-South Park Township Public Library: The Goals to Make Our Mission “The Hub of Lifelong Learning” a Reality.

### **Goal 1: To be an organically responsive community center**

To embed itself within the community to be both responsive and innovative in its services and collection. Ideally, the library will develop into a community center that can address a variety of community needs for all generations.

### **Goal 2: To be a center of lifelong learning**

By providing the informational, cultural, and social opportunities that contribute to the well-being of its community.

### **Goal 3: To promote community ownership**

By seeking out collaborative opportunities with local organizations and schools and encouraging community ownership in its future planning, development, and funding.

Part 7- South Park Township Public Library: Objectives in support of Goals

**Goal 1: Objective 1: Develop interactive multigenerational programs**

**Goal 1: Objective 2: Develop engaging library spaces**

**Goal 2: Objective 1: Develop informational learning opportunities for all ages**

**Goal 2: Objective 2: Develop stand-alone collections of current material in high demand/unique interest areas**

**Goal 2: Objective 3: Develop cultural experiences and learning opportunities for all ages**

**Goal 2: Objective 4: Develop literacy-based programming for all ages**

**Goal 2: Objective 5: Develop opportunities for social interaction and dialogue for a all ages**

**Goal 3: Objective 1: Develop collaborative opportunities with local organizations and schools**

**Goal 3: Objective 2: Empower community to make future library-related planning decisions**

**Goal 3: Objective 3: Provide opportunities for community to establish library development programs for the future funding of the library**

Part 8-South Park Township Public Library: “The Specifics” Activities in Support of Objectives and Goals

**Goal 1: Objective 1: Develop interactive multigenerational programs**

Activities:

- Establish programming that is of interest to multi-generations. Programs that involve multiple generations learning, creating and socializing together. These programs can be instructive in nature or performance-based.
- Develop opportunities to showcase local talent (library patrons/community members) by planning performances and display opportunities. The library should also take an active role in marketing these programs to ensure a local audience.
- Develop planned group “outside” the library programs. These programs could include nature programs, fitness-related programs, bus trips to cultural and recreational events, and social opportunities such as restaurant tours, summer picnics and holiday and garden tours.

## **Goal 1: Objective 2: Develop engaging library spaces**

### Activities:

- Create spaces for community meetings and seminars
- Create spaces for arts performances and film series
- Create spaces for recreational activities such as; electronic gaming, card clubs, and socials (dances, eating/drinking)
- Create spaces for learning such as; classroom environments with wireless access and projection capability, hands-on learning classes with tables for creating and materials and equipment needed for demonstrations.
- Provide interesting navigational and informational signage through interior of library as well as exterior signage
- Provide private study areas with wireless access
- Provide interactive play spaces outdoor/indoor
- Provide interesting outdoor spaces (reading areas, concert areas, learning/community gardens, play areas)

## **Goal 2: Objective 1: Develop informational learning opportunities for all ages**

- Provide expert speaker programs throughout the year for adults and teens
- Provide information-based programming/research training/resource training for adults and teens (for example: consumer education related, financial and health related, technology related, job and career related, parenting)
- Provide opportunities to earn college credits and GED
- Provide age-based computer and technology instruction

## **Goal 2: Objective 2: Develop stand-alone collections of current material in high demand/unique interest areas**

- Establish pockets of genre interests that encourage self-directed learning
- Establish a reputation with library patrons for having the newest material in areas of high interest
- Establish a reputation for having unique materials that entice patrons to discover and browse new subjects
- Develop complementary collections that encourage patrons to be led from one subject to the next

## **Goal 2: Objective 3: Develop cultural experiences and learning opportunities for all ages**

- Provide world culture/travelogue series for adults
- Provide world culture programming for children and teens
- Provide concert series
- Provide hands-on adult learning opportunities ( for example: cooking classes, art classes, humanities programming, craft classes, gardening classes, home improvement, self-help/awareness classes)

- Provide hands-on child learning opportunities (similar to adult offerings)
- Provide film series
- Provide art and historical exhibitions
- Provide programming at different times throughout the week and weekends to ensure that all community members have the opportunity to attend programs (for example: afternoon programs for retired adults, evening and weekend programs for working adults, after school programming for youth, and evening programs for working families)
- Provide introduction to the arts programming (for example: understanding opera, the symphony, art, theater) for all ages
- Provide reader's theater and performance opportunities for the public
- Provide children's theater performance opportunities
- Partner with local art organizations to develop innovative and engaging programming
- Begin conversation salon

**Goal 2: Objective 4: Develop literacy-based programming for all ages Develop opportunities for social interaction and dialogue for a all ages**

- Provide a variety of book clubs at multiple times for adults
- Provide literacy based programming for juveniles ages 0-12 (For example baby lapsits, pre-k storytimes, juvenile book clubs)
- Provide intergenerational literacy programming (grandparent storytimes, mother/daughter/father/son book groups, reading buddy teen/child volunteer opportunities)
- Provide teen book clubs
- Establish online book club/book discussion/blog for teens and adult
- Develop a homeschool club
- Develop a parents club (literacy and informational training/ book talks/book browses)
- Develop homework help/tutoring/mentoring for children
- Establish year-long reading incentive initiatives for all ages
- Partner with local schools to provide programming in school as well as at library
- Partner with local schools for outreach programming
- Provide preschool and day care center take out kits
- Provide teacher kits
- Provide weekend and evening programs for working families
- Provide literacy outreach to local subsidized housing community
- Develop family reading incentive programs

**Goal 2: Objective 5: Develop opportunities for social interaction and dialogue for a all ages**

- Develop organized outings (for example: sports games, historic tours, restaurant tours)

- Provide group activity-related programming for all ages (games both traditional and electronic, dancing, music)
- Provide discussion opportunities for all ages (conversation salons, book groups, travelogues, current/world events)
- Online discussion forums
- Provide meeting room space for the public
- Provide community awareness discussion opportunities

**Goal 3: Objective 1: Develop collaborative opportunities with local organizations and schools**

- Collaborate with school district to provide reading initiatives to community
- Collaborate with school district to provide resources (for example: material lending, teacher kits, teacher in service day programs, book talks, programming)
- Collaborate with Women’s Club, church groups, Golden Agers, and municipality to establish network of program sharing and planning as well as marketing programs
- Collaborate with local daycares and preschools to provide outreach services, library programming and resources
- Collaborate with local business to provide programs and marketing
- Collaborate with historical society in sharing resources and programming

**Goal 3: Objective 2: Empower community to make future library-related planning decisions**

- Engage community regularly with focus groups and library planning programs
- Provide electronic and print means for evaluations
- Provide opportunities for community to showcase local talent ( for example: performances and displays/exhibitions)
- Provide library investment opportunities for teens (teen library group, volunteer and employment opportunities, display and performance opportunities)
- Provide community information exchange kiosks as well as programs
- Encourage community attendance at Board meetings
- Provide interesting volunteer opportunities for community and volunteer award programs
- Provide annual report electronically

**Goal 3: Objective 3: Provide opportunities for community to establish library development programs for the future funding of the library**

- Develop library Friends drives
- Develop community-driven fund raising opportunities
- Develop partnerships with local businesses for fund raising opportunities