



# Hortonville Public Library

## Mission Statement and Strategic Plan

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**Mission Statement:** We strive to foster literacy, community, and history through the maintenance of a varied and updated collection, the offering of programs fulfilling the social and cultural needs of all ages, and the preservation of local history and literature for all to enjoy.

This **mission statement** focuses on the three needs we believe the Hortonville community expresses and which the Hortonville Public Library can fulfill: a varied and up-to-date collection of fiction, nonfiction, and audiovisual entertainment; programs which offer a comfortable meeting space for members of the community to connect, share experiences, and learn; and access to carefully maintained historical documents and literature which preserve Hortonville and northeast Wisconsin's local color for patrons to experience and appreciate. To uphold this mission statement, we intend to follow a strategic plan which focuses on these three pillars: a **collection** which reflects the community's interests and fulfills the needs of regular library users, as well as bringing in new users; **programs** which cater to all ages and center on fulfilling social, intellectual, and cultural needs together; and the maintenance of a large and unique **local collection**.

**Strategic Plan:** Our mission statement calls for a three-pronged strategic plan focusing on these three pillars: a varied and updated collection, inviting programs that foster learning and community, and the preservation and presentation of a unique local collection.

- **Where We Stand Now:**

- **Overall Collection:** We currently host a collection designed to quickly fill a new and larger library building. It contains items that are severely dated that were not weeded because of lack of funds and the need to fill new shelves, as well as items that were added through donations or as cast-offs of secondhand bookstores, not items that were deliberately chosen. With the exception of audiovisual materials, which are slightly lacking, the overall collection is the proper size for the library, but its contents do not necessarily fulfill the community's needs and desires.

- **Survey Results:** According to results from roughly 50 community surveys returned from a mailing sent out to Village of Hortonville residents, the following areas of the collection are considered priorities to the community. "Priority" here means that these areas of the collection were voted as the most likely areas for respondents to choose items from, and areas that respondents felt are currently lacking in size or diversity.

- Adult Fiction
- Nonfiction
- Young Adult
- DVDs and CDs

Specific responses showed a high level of interest in mysteries and crime fiction, cookbooks, contemporary romance, and TV series on DVD.

- **Programs:** Until recently, regular programs at the library had dropped to include one weekly program for children ages 2-3 and special programs had dropped to include 1-2 adult programs per month. Children ages 3-18 and adults in their 20's and 30's were not being offered regular or special programs geared towards their interests or age groups. Programming has now been expanded to include the following regular programs:

- Rhythms, Rhymes & Read: Weekly for children 2-3.
- Storytime Adventures: Weekly for children 4-5.
- Early Release Drop-Ins: Occurring on every HASD early release day for children of all ages.
- HHS Creative Writing: Weekly for high school students.
- HHS Book Club: Weekly for high school students.
- Homeschooling Group: Monthly for homeschooling families.
- FOHL Book Club: Monthly for adults.
- Wednesday Night Book Club: Monthly for adults.
- Tourist in Your Own Town: Monthly for adults.
- Stitch-Wits Group: Monthly for adults.
- Tame Your Tech: Monthly for adults.

Job descriptions for six of our seven library assistants have been amended to include a requirement that the library assistant lead at least one regular program, so the extra workload of program planning has been distributed widely rather than becoming a stressor setting apart one or two staff members. This approach also ensures a variety of programs catering to a variety of community members with programs being led by library assistants passionate about their program and who are approachable to the group they are reaching out to. Examples include:

- Storytime Adventures is led by a recently-retired teacher.
- Tourist in Your Town is led by a rural Hortonville resident with a passion for local history.
- Tame Your Tech is led by our technical services specialist.

In addition to the recently revitalized regular programming schedule, we hope to amplify our special programming schedule to address the following survey results:

- Respondents favored science experiments, Lego events, and special programs featuring presenters for children's programming.
- Respondents favored lectures featuring professors from local colleges, classes resembling those featured by UW-Extension, and book clubs for adult programming.

We hope to address this by adding bi-weekly after-school programs for children ages 6-12 and monthly intellectual programs for adults featuring speakers or classes.

\*\*Note that seniors have been excluded from our programming regimen. This is due to survey results showing that seniors in the community preferred informational classes for special programs, a need which we can meet with our adult programming, or that seniors preferred adult programming anyway. The library takes care to offer adult programs which cater to a variety of age groups without showing age-discrimination or exclusiveness by designing the programs to appeal to interests rather than age. The library has also appointed a representative to the Senior Activities Committee from among the library staff.

- **Local Collection:** We currently host a large and historically-notable Wisconsin collection and reference section. This collection contains books specific to Wisconsin and the region, as well as documents of local significance including pamphlets, newspaper clippings, and small press publications. We also host an above-average number of books by local authors or fiction featuring local settings which are not currently located in the Wisconsin section. A large amount of newspaper clippings, pamphlets, and yearbooks are also in the library's possession, but not prepared for public use. In short, we already possess a large and unique local collection, but it is not as well presented as it could be.

- **Goals for One Year Plan:**

- **Overall Collection:** The collection is now reasonably well updated with items that were severely outdated or in poor condition removed and/or replaced. The collection development policy has

either proven effective or been rewritten to be more effective in maintaining each area of the collection as living parts of the library that are always growing and changing. Some areas stand out as clear priorities, but none are left behind or neglected.

- **Programs:** A regimen of regular programs that are valued and reasonably well-attended by the community is in place. Special programs reflect topics that are timely and of local interest and bring in relatively predictable, sizeable crowds. No age group of the community is left out of regular programming options and programming does not put an overwhelming burden on any one staff member. Cost-effective solutions for high-demand programs have been found and implemented. Programs for 2018 are planned at least four months in advance and a successful marketing strategy has been determined and implemented on a systematic basis.
- **Local Collection:** The Wisconsin collection is now larger, better maintained, and circulating better. The community recognizes the importance of local interest items and programs to the library and appreciates the priority level the library places on this area. All staff members possess at least a minimal understanding of local history and of this collection with at least one staff member acting as a resident historian for the library. The library fosters a strong relationship with the Hortonville Historical Society and other entities interested in the preservation and accessibility of local history and literature.

- **First Three Months:**

- **Overall Collection:** Careful and systematic weeding of all areas of the collection will be undertaken to remove items that are outdated and in poor condition. The weeding policy will be followed to ensure that all weeding decisions are made with the strategic plan, library budget, and community needs in mind. Replacements will be considered and a sector of the collection development budget reserved for replacements will be used as needed. Some items will be replaced from the new item budget with an up-to-date comparable item at the director's discretion. A new collection development policy outlining budgets for new items for each area of the collection based on priority level will be adopted and implemented. This policy will guide the overall collection to be more in line with the community's needs and will ensure proper updating of areas that are most time-sensitive. New items and special displays will be properly merchandised and rotated.
- **Programs:** Priority will be given to evaluating and/or ensuring the success of the new regular programs. A special program will be scheduled once to twice per month. Extensive planning for summer programming will be undertaken to ensure that all programs are scheduled are enough in advance for proper advertising and that all printing, prizes, etc. are ordered far enough in advance. The library will coordinate with the Village of Hortonville with cross-promotion of programs. This is to ensure that patrons' needs for educational classes are met by the Village where the program would be too expensive for the library to host without charging a fee.
- **Local Collection:** Careful examination of the overall collection will be undertaken to move any items that fit into the Wisconsin section to the Wisconsin section. Programs will be booked featuring local authors and a portion of the collection development budget will be reserved for local interest items. All staff will be given the opportunity to get familiar with the local collection and with basic local history.

- **Three-Six Months:**

- **Overall Collection:** Continue with the collection development policy and updating strategy. The library will coordinate with the Friends of the Hortonville Library to plan and, if possible, undergo a book sale.
- **Programs:** Regular middle-grade and teen programs will be added as part of the summer programming regimen with the intention of continuing them year-round at a decreased frequency

(i.e. weekly decreasing to bi-weekly). Summer programs will place an emphasis on outdoor activities and make good use of the Story Walk. Grants will be applied for in cooperation with the Friends of the Hortonville Library and the Village of Hortonville to continue with the Horton Meadows project. Spring regular programs will be evaluated for continuation through summer or again in fall. Replacement of regular programs with new regular programs will be considered. Special programs for fall will be booked, potentially including a lecture series.

- **Local Collection:** Possibilities for preparing local interest materials not currently in the collection for circulation will be explored and pursued. Grants will be applied for to cover the costs of electronic back-up of historical documents and the time to prepare the items for circulation. A partnership with the Hortonville Historical Society on this project will be forged and consideration will be given to hiring an intern/page to complete this project over the summer.

- **Six-Nine Months:**

- **Overall Collection:** Effectiveness of project to update the collection will be evaluated, as will the collection development policy and budget. The following questions will be considered: Are areas being neglected that shouldn't? Are these policies doing enough for the priority areas of the collection? Have unforeseen needs or requests risen that need to be addressed? Evaluation of policies will factor into 2018 budget proposal. If a book sale was impossible in the summer, it will be planned and executed now.
- **Programs:** Evaluation of the summer programs will be undertaken to determine which regular programs should carry over as year-round programs and which programs and strategies were most effective and worthy of revisiting in summer of 2018. Effective outdoor programs will be referenced in additional grant applications for the Horton Meadows project. Emphasis of programs will shift back towards adults for the school year with the possible start of a lecture series, special programs featuring area non-profits, cost-effective classes, and increased regular programming.
- **Local Collection:** If integration of remaining local interest items into the collection could not be completed over the summer, it will be completed now. Haunted history program(s) highlighting local people and places will occur in October and possible programs featuring local traditions and history will be considered for the holiday months.

- **Nine-Twelve Months:**

- **Overall Collection:** Any changes made to the collection development policy or budget will be reevaluated. Updatedness of the collection will be reevaluated. A 2018 budget that reflects the successes and shortcomings of the 2017 strategic plan and collection development budget will be implemented. Consideration will be given to whether 2017 priority areas should remain priorities for 2018 or whether a shift should be made to another area.
- **Programs:** An annual survey to determine effectiveness and community value of programs will be taken. The survey should validate what has already been determined through trial-and-error about which programs are most successful and desired. The survey will also suggest areas that are being neglected and ideas for new programs.
- **Local Collection:** The Wisconsin collection will be evaluated for its size, quality, and uniqueness. Circulation statistics will be compiled and consideration will be given to how to increase circulation of this collection. Consideration will also be given to physical care of this collection. Are any of the items in need of repair? Can items in need of protection be better preserved through use of binders, lamination, sleeves, folders, etc.? Are there items that are not circulatable which should be turned over to the Hortonville Historical Society for preservation?