

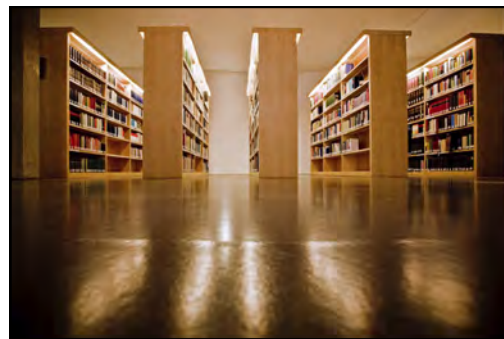
# PLANNING FOR SUCCESS: STRATEGIC PLAN 2012–2015



Visit a Comfortable Place  
Create Young Readers

## Our Vision for the Future

Satisfy Curiosity  
Stimulate Imagination



BARBERTON  
PUBLIC  
LIBRARY

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Stained glass windows from the O.C. Barber Mansion on display in our Local History Room.

# BARBERTON PUBLIC LIBRARY: Planning for Success Strategic Plan 2012–2015

## INTRODUCTION

Barberton Public Library first opened its doors on April 7, 1903 at the corner of Tuscarawas Ave. and Fourth St. Formerly known as Barber Public Library, the small rented space was filled with 3,400 titles donated by Town Founder, O.C. Barber, and other residents, or purchased with funds donated by the community.

Just over 100 years later, Barberton Public Library has grown substantially. The library itself is now housed on W. Park Ave. in downtown Barberton overlooking Lake Anna, giving the library 23,813 square feet of space open to the public. The library has also expanded to include a Community Health Branch through a partnership with Summa Barberton Hospital. The collection has also grown to include 213,471 print, audiovisual, and downloadable materials within the library's walls. Overall, the community has access to more than 10 million shared items because of our participation in the CLEVNET consortium. A larger space and more items mean more visitors to the library. From 2010 to 2011, there was a 31% increase in visitors to the main library and the Community Health Branch. As numbers continue to grow, the library's services, collection, and its environment must change and evolve as well. Our vision for the future is rooted in the reality of growth and the desire to meet the expectations of our community.

Barberton Public Library is a gateway to further develop educational, creative, personal, and professional interests of the Barberton community. The *Strategic Plan 2012-2015* will help administrators and staff further address the needs of the community while offering a safe and enriched environment. The *Strategic Plan* was adopted by the Board of Trustees on June 28, 2012. All administrators, staff, and community members who contributed to the *Strategic Plan* were invaluable in the process of establishing a cohesive vision for a strong future at Barberton Public Library—thank you for your help.



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## MISSION

The Barberton Public Library will promote independent thought and community interaction by providing services and resources necessary for individuals to pursue educational, creative, personal, and professional interests.

## CORE VALUES

We value:

- Lifelong learning and individual enrichment which both educates and stimulates creativity and imagination
- Trustworthy information handled with integrity
- Intellectual freedom and open access to library information and resources
- Excellent service that is innovative, responsive, and inclusive
- Community collaboration actively working towards the shared goal of making Barberton a healthy, prosperous, and vibrant community

## SERVICE RESPONSES

### Goals, Objectives & Activities

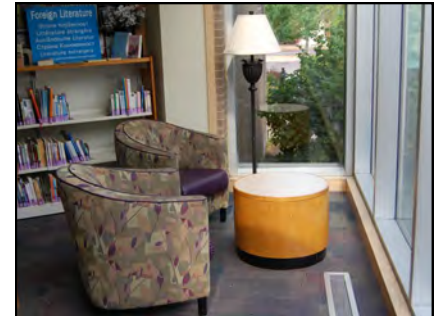
Visit a Comfortable Place: *Physical Spaces*

Create Young Readers: *Emergent Literacy*

Satisfy Curiosity: *Lifelong Learning*

Stimulate Imagination: *Reading, Viewing, and Listening For Pleasure*

### Service Response I: Visit a Comfortable Place: *Physical Spaces*



### Goal 1: Community members will have safe and welcoming physical spaces kept in good repair in which to meet and interact with others.

- A. Improve the overall safety of those visiting or working at BPL
  - a. Revise safety manual by June 2013
  - b. Conduct quarterly in-house safety drills for all staff
  - c. Train volunteers and interns on safety procedures as needed
  - d. Evaluate existing security systems (I2C surveillance, building alarm) and investigate the possibility of a remote panic button
  - e. Update paging system by December 2013
  - f. Reduce overall clutter of all public and staff spaces, having the boiler room pass an OSHA safety inspection by December 2012.
- B. Create facility management plan by June 2012

- a. Audit main building mechanicals records to establish likely replacement schedule for HVAC, roof, and other main systems
- b. Establish and prioritize maintenance needs for main building, including estimated costs per project.
- c. Evaluate existing lighting on main floor and establish prioritized replacement schedule
- C. Utilize, repair, and maintain existing building(s)
  - a. Convert the mezzanine (over Teen Central) into usable space by December 2014
  - b. Address lighting conditions in the Teen Central by December 2014
  - c. Replace or repair main building atrium by Dec. 2015

**Goal 2: Improve the accessibility of the main facility.**

- A. Institute website accessibility software by December 2013
- B. Make handicap compliant restrooms available on the main floor by December 2015
- C. Make handicap compliant restrooms available in the Children's Department by December 2015
- D. Update/upgrade phone system to include voicemail by Dec 2012
- E. Evaluate existing directional signage and institute temporary plan by December 2012.
- F. Assess opportunities for off-site materials return points at locations such as Van Buren Homes, Giant Eagle plaza. (Media drops)

**Goal 3: Increase annual visitor count by 3% per year**

- A. Establish a regular schedule of not less than two outreach visits per month
- B. Hold library card registration drive each fall
- C. Evaluate opportunities for paid and unpaid advertising within the community and place at least two pieces per year
- D. Increase hits to website by 3% annually by providing more fresh and timely content

**Service Response II: Create Young Readers: *Emergent Literacy***



**Goal 1: The Library will be a destination spot for children and families.**

- A. The Library will provide a collection that reflects the interests of children and families
  - a. Evaluate standing orders annually
  - b. Identify local trends in children's interests through professional development opportunities, mainstream media, review sources, and customer feedback
  - c. Market the collection on the website and through other (free) sources
- B. The Library will provide high quality programs and activities for children and families
  - a. The budget will include sufficient funds to allow for paid performers regularly
  - b. Add two additional AWE Literacy stations by December 2013
  - c. Implement school-aged programming incorporating literacy components

**Goal 2: The Library will provide outreach services to children and families**

- A. The Library will actively work to develop a dynamic and symbiotic relationship with the Barberton City School District

- a. The Library Director will interact with the School Superintendent when matters of joint concern arise
- b. Library staff will share information with building principals, school library staff, and classroom teachers and tutors as possible specifically highlighting service and materials available to classroom teachers
- B. Outreach to local schools, preschools, and daycares will be provided on a regular basis
  - a. Create a schedule for regular (quarterly) visits
  - b. Promote library resources to teachers via the website and two annual direct delivery print pieces
- C. Provide services to groups or organizations which currently do not utilize library services
  - a. Seek community input for groups who do not use the library
  - b. Create a (quarterly) schedule of visits and initiate service to at least two new agencies by December 2012
  - c. Contact the City of Barberton to develop an off-site story time partnership at a high-profile public location like the Lake Anna gazebo
  - d. Contact Decker HeadStart to determine the viability of initiating a deposit collection for the 2012/2013 school year

### **Service Response III: Satisfy Curiosity: *Lifelong Learning***



#### **Goal 1: The Library will be a resource site for adult learners in the Barberton community**

- A. The Reference Department will support GED students
  - a. Explore opportunities to host tutors and/or study groups
  - b. Frequently purchase print copies of GED study materials to replace those missing from the collection
- B. The Reference Department will promote online learning resources
  - a. Market Learning Express Library
  - b. Offer classes for using library resources
- C. The Library will retain teen library users into adulthood (age 18-24)
  - a. Advertise/promote the library's website through Facebook, Twitter, and other social media. Emphasize the variety of online resources and databases.
  - b. Develop program for life skills: applying for loans, budgeting, and establishing credit.
  - c. Continue to partner with The University of Akron and Stark State College for on-site classes until a regular Barberton facility is established.

#### **Goal 2: The Library will be a community resource for consumer health information**

- A. Increase number of customer visits to CHL by 10% annually
  - a. Increase awareness of CHL within the hospital by contacting no fewer than five hospital departments in 2012 about displaying CHL information in their offices. If there is a positive response, continue this practice annually.
  - b. Increase awareness of CHL in the community by contacting no fewer than five private Barberton health care entities in 2012 about displaying CHL information in their offices. If there is a positive response, continue this practice annually.



- B. Develop community partnerships to provide library information to those in the community battling a wide array of health and wellness issues
  - a. Make initial contacts with agencies such as YMCA, Adult Center, Barberton Palliative Care & Hospice, Salvation Army, throughout 2013 and beyond
- C. Promote the use of CHL resources both in person and remotely
  - a. Hold staff training at least annually so that all reference personnel are familiar with CHL resources
  - b. Create pathfinders as needed

### **Service Response IV: Stimulate Imagination: Reading, Viewing and Listening for Pleasure**



#### **Goal 1: Library users will have access to a contemporary and classic collection and resources that is reflective of their interests and meets popular demands**

- A. The Library will maintain or increase the percentage of total budget allocated for collection development activity annually.
- B. Identify emerging AV formats and assess their appropriateness for the collection
  - a. Attend professional development sessions as needed
  - b. Eliminate tape format materials when public demand is negligible
- C. The Library will provide customers with timely access to materials
  - a. Make new releases available to the public on the publisher's "street date" 100 per cent of the time
  - b. Weed the entire collection every three years
  - c. Expend at least 95 per cent of allocated collection development funds annually

#### **Goal 2: Customers will be more informed and engaged in reading, viewing, and listening for pleasure**

- A. The Library will actively promote available materials and resources
  - a. Actively market the collection by publishing not less than 6 reviews annually
  - b. Create (and keep up to date) handouts in print and online
  - c. Create a more interactive website experience by updating or upgrading software to allow for public posting and response by 2015
- B. Increase the use of downloadable media by 10% annually
  - a. Offer hands-on staff and customer training on the use of Overdrive and Freegal
  - b. Create training documentation (handouts and pathfinders) to be available in-house and on the website
  - c. Make "power station" charging units available throughout customer use areas



*The Barberton Public Library is an independent library  
that proudly serves the city of Barberton and surrounding areas.*