

MCHENRY PUBLIC LIBRARY DISTRICT LONG-RANGE DIRECTIONAL PLAN 2012-2020

MISSION STATEMENT: THE MCHENRY PUBLIC LIBRARY IS A WELCOMING PLACE THAT “ENRICHES THE QUALITY OF INDIVIDUAL AND COMMUNITY LIFE THROUGH RESPONSIVE LIBRARY SERVICES THAT PROMOTE LIFELONG LEARNING OPPORTUNITIES AND RECREATIONAL INTERESTS.”

VISION STATEMENT:

YESTERDAY’S WISDOM; TODAY’S KNOWLEDGE; TOMORROW’S DREAMS.

This mission will be fulfilled through the years 2012-2020 by following the goals and plans of action described below. This strategic plan is broken into eight divisions (**Administration, Budget, Collections, Physical Plant Needs (Existing and Future), Programs/Services, Public Relations, Staff/Training, and Technology**). Within each division are component goal statements, followed by targeted objectives with specific actions to accomplish those goals. Inclusive dates and targeted responsibility for action completion is also included. This long-range plan will be a ‘living document’ with continuous evaluation/re-working and editing within its life-cycle. The most important component of the strategic plan is “evaluation” or “assessment – not necessarily success or failure - of goals/objectives. Evaluation assists staff/board in revision, determination of success – program continuation or termination, and adding new goals as well as making the whole process cyclical.

Views of the future that drive our goals: immediate access; teen/kid/mom hangout; separate branch/segment for teens; need to separate ‘quiet space’ for some users from teen/children spaces; on-line reader advisory service; adaptability (use of room dividers/mods) of room space for different uses; offering the newest/coolest tech; managing ratio of eResources with paper books and needs of young/old alike; feasibility of virtual library; developing partnerships with business/non-profit for fundraising, collections and services; recognizing importance of home schoolers and offering more integrated family activities; recognizing ‘doing what we are good at!; recognizing important and integrated role of changing/expanding technology and how that effects all aspects of the library; need to hire and keep/train qualified staff.

(Note - Blue print staff inserted goals, objectives and actions, 6/22)

Administration

Goal 1: (Administration/Board/Policies/Procedures) – Insure that all policies and job descriptions are current/legal. Keep Pay Scale current.

Action: Have all in-house policies (not public) and job descriptions analyzed by IL Management Assoc. for legality and wording. Continue work on pay-for-performance compensation plan. FY2012/13 1st yr. for Exempt staff - develop for all staff? Keep pay scale up-to-date, participate in all RAILS, LACONI and IL Management Association salary surveys. Design new job descriptions for Business Manager and Emerging Technologies Librarian (Librarian I or II); job description for assistant (PT/Circ) to Business Manager and job descriptions for interns. Develop new organizational chart with positions.

Goal 2: Develop a succession and in-house CE program/plan for specific staff (groom existing staff for future advancement)

Offer CE opportunities to board members.

Action: Have each staff members (Exempt) compile a notebook of processes/best practices for their job- tasks for cross-training purposes. This will help define CE needs. Keep CE in budget; provide CE opportunities in-house and regionally. Have staff report-teach other staff after CE opportunities. (see also staff/training)

Goal 3: Business Manager to work with personnel and board/admin files to develop file policy/procedure - records retention.

Actions: Schedule IL State Archives to do inventory; separate all personnel files into 3 disparate files as law dictates; start electronic duplication of various files (durable copies) and schedule destruction of originals.

Goal 4: New Pay-for-performance program adopted - continue, possibly expand for all staff.

Action: Continue evaluation process, refine form if needed, CE for supervisors on process/scale. Evaluate all job descriptions, place on IL Management scale.

(Creation of HR officer, Foundation Officer, or PR Assistant not possible under current budget restrictions w/o modifying budget/goals) - use Interns, Director/Asst. Dir. for some items.

Additional Actions:

Staff training - provide more immediate 'hands-on' training for everyone (databases, new technology); have all staff develop a 'manual' for their position - enable cross-training

Train additional staff/cross train to enter data into Quickbooks - bill paying; payroll. Keep third-party accounting as existing contract due to GASB/audit requirements.

Blding Manager inputs data (descriptions/prices/photos) of furniture and equipment into asset management software.

Board performs self-evaluation using "Stands for Illinois Public Libraries" and "A Library Board's Practical Guide to Self-Evaluation (ALTA)"

Update Technology Plan

Keep informing staff via staff blog, Final Fridays, after board staff meetings and other training opportunities.

Purchase of software to integrate staff time-keeping and scheduling

Budget

Goal 2: Balanced, effective/responsible and efficient spending; reorganize priorities, expect property tax decreases within next 3 yrs; explore alternative revenue and save for remodel + new building. Try to decrease spending for next 3 years (FY2013-16) - possibly even seeking to lower the tax levy OR ask for less in 2 of the coming 3 years if PTELL tax laws don't change. Increases in FICA, health care insurance and IMRF are big concerns. Budget for pay increases as financial/budget and economic conditions warrant.

Actions:

Executive Director, Dept. Managers and Bd. develop an annual budget that rewards staff by 3-6% (possibly) for pay-for-performance (keep mix of COLA and pay-for-performance for non-exempt/exempt), keeps other costs down, reaches goals and transfers \$500,000+ to special reserve fund. Revise budget - (add/collapse lines) for new technologies, changes in systems (RAILS and delivery). Up to 2% of existing pay at-risk.

Pay off Recovery Zone Bond (July 2012 or Nov. 2012)

Shop around for better deals on health insurance, utilities, 457 retirement plan, all other required insurance. (3 yr. Cycle for bids/quotes)

Per capita grant increases to \$42K+ relative to 2010 increase in Census. If this continues, use portion to fund e-resources + purchase of an Apple/Mac computer (what will this do for us?).

Consider asking for less than the levy in coming years - or at least ask for less than the COLA increase (Staff has long-term concerns/consequences about lowering the tax levy or asking for less money relative to our needs, tax structure in IL and precedence it will set).

Save for a new building and/or a branch (even virtual branches) to fulfill goal of "being the front-porch of the community."

Collections

Goal 3: We are reaching collection capacity within 5 years, even with aggressive weeding. 12% of budget for collections. Concentrate on multiple copies of popular materials, trying to match circ. % with coll. % make-up. Collections also include electronic – ebooks, audio and video downloads and reference databases. Keep evaluating computer games, diverse AV types, etc.

Actions:

Strive to have collection purchases reflect same % as that of circulation %. Increase % spending on electronic resources, making sure that they are

simultaneously available in-house/off-site. Set collection cap at 213,000 volumes and develop an aggressive weeding campaign (we cannot increase collection size w/o a new building.)

Investigate use of rental collections (like McNaughton) to serve our physical book, multiple copy needs rather than purchase multiple copies (less storage needed, possible revenue in charging for rentals)

If public demand is present for this application, purchase a mobile app/website access for library. (e.g. Boopsie, BookMyne)

More \$\$ put into promoting our collections - especially related to technology, eReaders, electronic resources - possibly targeting age audiences/clientele

Decrease overall collection spending from 14% to 9-10% for FY12/13. Target collection areas to increase spending. Increase spending on e-resources, 24/7 items by 10-20%. Use Collection HQ or other collection development tool to 'balance' print/nonprint collections and budgets based on use (we will need to track stats on use of eBooks and electronic resources). Perform a drastic weeding of collection to 'free-up' top/bottom shelves of adult collection for display.

Find ways to focus patron search and access options (1-2 mouse clicks, no changing passwords, etc.) integrating eResource access through the ILS/BC interface to promote ease of access

Purchase and train staff to use collection/circulation analytics software/website (CollectionHQ) OR new Sirsi software to maintain better handle on usability of collection/collection turnover

Review selector responsibilities every 2 years; rotate collection development committee members so all selectors get an opportunity to be on. Provide CE for selectors - possibly a mentor program

Develop a methodology of consistently tracking use of electronic resources (both statistical and anecdotal) so we can track, measure and evaluate use/usefulness of these resources. Keep statistics on use of eReaders, ebooks, eMagazines and various databases. Adjust \$ amounts accordingly relative to consumer response, need and demand.

Continue to add eReaders - pre-loaded with content (purchased and free as per current practice). Continue participation in the OverDrive consortium but look into new producers of ebooks including 3M, B&T - choose diversity of product over 1 source. Adjust budget to reflect added line items and emphasis of eContent. Pending evolution of eMaterials - work with multiple vendors and consortiums to allow patrons access to greater digital resources - don't be overly concerned with problem of offering multiple platforms. eBooks, eMagazines, electronic resources/databases, etc. (establish rental books model of eMaterials?)

Purchase diverse hardware (petting zoo of permanent electronic gadgets for staff to familiarize themselves with).

Participate in the Advantage program thru OverDrive to avail our patrons with more copies/selection of eMaterials.

Clean out warehouse of duplications/donations - keep only 1 copy of titles in storage ([see exploration of rental books](#))

Weed current shelves so no books on bottom shelves (except for Oversized)

Physical Plant Needs (Existing and Future)

Goal 4: Keep current building and upkeep of premises. (major efforts completed 2009-2012, but \$ now allocated toward upkeep, upgrade of physical plant). Estimated that, due to economy, we should not attempt new building/operating referendum for 7-10 years (2022-2024). We have extra land on current site, but is it best area considering traffic? [New space needs to be built/renovated to address all customers' needs \(quiet areas, modular/easily rearrangeable public spaces, separate YA/childrens' and adult spaces, possibly less space for physical collections, more technology\)](#)

Actions:

Executive Director/Board will investigate a branch library with Harrison School - dependent upon completion of Thatcher Meadows subdivision.

Install 1 remote site materials drop equidistant from library in NW/SE business environment (see Goal 5).

Investigate talks with River East PLD to see how we might cooperate or combine service/districts since we both serve the same school districts (15 and 156) - if we can save money and provide better service to the community.

[Keep assessing needs for a new facility - new single building on current site, evaluate feasibility of new site\(?\) or possible branch\(es\)/explore feasibility of virtual branches/support from local businesses/partnership with local businesses/other non-profits.](#) Board committee setting parameters with public input when time is right.

[Work with Friends to install/upkeep of Coffee Bar \(or work with a local business for consignment option?\)](#)

Programs/Services

Goal 5: The make-up/use of our collection should drive programs. [Customer interest, current events and trends/quality,entertainment should drive programs and form the make-up of our collection.](#) Keep doing the diverse range of in-house programs along with the targeted surveys to participants so we can evaluate success/changes needed in programs and services; self-check units, offer social networking on website, expand outreach and homebound/nursing care services.

Actions:

Programs - should be planned based on previous/current survey data and demand.

Assess feasibility of 'tricked-out Bookmobile with wi-fi, downloadable materials, etc. (we would need to define what public needs are in this area)

Explore outsourcing of teaching computer classes, paid/volunteer or partner program with college/Shah Center. Possibly start charging for computer classes and others (\$5 per person?)

Train all YPS/Adult staff on how to run a program (steps and techniques).

Goal 6: Explore cost-saving methods in Tech. Services for processing including cross-training. Also decrease lag-time from item receipt to shelf as well as decreasing cataloging backlog.

Actions:

Explore outsourcing of various cataloging/TS functions as cost/time savings. Possible reduction in-force in TS.

Continue to offer Tech Fair, computer game days and other tech social activities for YAs/families.

Keep offering PC skill classes - enlarge subject areas and train additional staff to offer classes.

Continue to develop service to local nursing/assisted living retirement homes. Annually review programs/services for cost-effectiveness, sustainability and responsiveness to needs.

Develop Adult and YPS programs using community experts (# of events, types of events). Explore liaison efforts with Dist. 156 and 15, especially in ESL, Spanish area. Improve school/library partnerships.

Promote all electronic resources and remote access to information/materials. Adequately train staff to teach/advertise (in-house) all technology offered + eResources (working with new hire - Emerging Technologies Librarian)

Executive Director/Board will discuss with Harrison School to develop a branch library in school - dependent upon completion of Thatcher Meadows subdivision OR install 1 remote site materials drops equidistant from library in NW/SE business environment.

Explore author book signings/author events, with partnership of Friends - offer YA and adult programs - going into schools and on-site (4 in FY2012/13).

CCS will be offering wireless access to Workflows in near future. Explore the possibility of using netbooks to offer staff help/circulation though out library. (see Technology)

Public Relations

Goal 7: Develop a marketing campaign to get our service message out to the public with better saturation.

Actions:

Do a major patron survey using Preface, Survey Monkey, other? to determine direction in collections, technology, budget, programming, etc. Keep refining smaller patron surveys on demand and at point of contact, during/after programs, at random in library - using surveys delivered by different formats.

[Network and cooperate/partner with various local organizations and businesses - seek to 'sell' promotional space in Preface - enough to print newsletter for free or make a profit \(proceeds funneled into programs or into hiring of a PT PR Assistant?\)](#)

Explore coffee shop/business collaboration or coffee shop with Friends. (see Physical Facilities)

PR Manager works with new Emerging Technologies Librarian position to establish programs (ex.): Book reader club with live chat, updating Facebook, Twitter, new mobile apps, adding content/book reviews to BiblioCommons - basically increasing our social network footprint for teens/20+ age group.

Explore possibilities of advertising in other venues [and use of technology \(e.g. use of LCD picture frames hung in library/businesses, billboards, ball diamond fences, Peterson Park, etc.\)](#) [Sponsor various outings - drive-in movie, Chamber Golf outing, Scavenger Hunt, Library golf- show the value of a library presence?](#)

How can we bridge gap of understanding between viability/use of Wikipedia/Google vs. authoritative electronic resources/databases (choose a terminology and stick with it)?

Develop ideas and opportunities to increase the number of cardholders through online registration coupled with legally valid electronic signatures.

Explore the possibilities of establishing a library foundation to encourage monetary support of a new facility.

Continue to promote all electronic resources and remote access to information/materials.

Goal 9: Use and refine traditional methods of marketing while simultaneously exploring new technologies (eg. LED signage, mobile/wireless tech, new social networking applications and other new developments).

3-fold Annual Report continuation - Executive Director and Public Relations Manager work together to produce 3-fold annual summary.

Improved Web presence, especially for mobile devices and use of video, social networking technologies.

Use of LCD/picture frames + LCD screens for PR (placement of LCD screens). Produce short library material related 'bookmercials' using staff and patrons.

Maintain ***The Preface*** newsletter with current distribution schedule - include businesses at least 1 time per year.

Explore alternative to mailed newsletter - email, social networking distribution sites such as Constant Contact, Bookpages, etc.

YPS and Adult Services will establish/update/maintain a library presence on the most used social networking sites plus evaluate their use on a quarterly basis.

Staff/Training

Goal 8: Based on premise that "Staff is the library's greatest asset" continue to cross train staff. In terms of succession planning - try to promote from within when possible. Expand tuition reimbursement, keep hiring qualified people, realign staff/keep updating job descriptions, make sure one has 'useful' Final Fridays and other training. Develop core competencies program tied to new annual performance evaluation that is also tied to pay-for-performance. Also keep looking to improve benefits – even for PT employees. Possible changes in duties as technology influences the way staff do/will do their jobs. Budget more for training/CE/workshop participation and to develop a method of staff retention and succession

Actions:

[Purchase mobile PC wireless units for staff on-floor reference \(seek to have CCS make Workflows available wirelessly and have remote wireless receipt printers\). \(see Technology - staff is split on this issue\)](#)

Develop a program of cross-training between departments to assist in better coverage and job advancement. Develop and implement a core essential duties plan including training for all staff in new examples of technology/mobile devices. (high priority) Start a PC/Technology core essentials program - with checklist/ pay-for-performance initiatives + evaluation with incentives for CE/Final Fridays - inclusive of total knowledge package for job. [Develop content/links for more self-help and tutorials, possibly web-based.](#)

Develop a succession plan that promotes from within/rewards when possible along with tuition reimbursement rewards

Keep training staff in evaluation review process - make sure it is on-going, at least 2-3 times during year, progressing toward individual goals. Develop staff technology/training check-list (essential skills) for each machine - have them cross off when successfully mastered + regular updates.

Train all staff in “the art of the hand-off” - effectively handing-off a customer to another, more knowledge-specific staff member (have this part of core essential skills). Make sure that we still have specialists in YPS, Children’s, Adult and Genealogy/Local history - don’t just hire generalists.

Explore the use of paid/unpaid interns for various projects/scenarios.

Technology

Goal 9: In-house and remote, not only patrons using equipment, software, mobile devices and social networking sites but staff using same; includes staff CE training. Technology influences budget and affects collections, policies/procedures and staff/ergonomics

Goal 10: Consortium Participation – continue to be part of CCS. Explore further consortium avenues. Advantages in resource sharing, ILL, reciprocal borrowing, technology. Influences budget, staff, technology and collections.

Goal 11: Staff constantly evaluates consumer technological trends to see how they will affect library services/collections/access. Also evaluate connectivity, capacity vs. use, open-source software, security and new hardware developments. Involve patrons in evaluations/suggestions (patron input)

Actions:

Investigate feasibility and economics into RFID technology for materials security and PR/promotions as well as total integration of collection for self-check (full range of what RFID can do)

Involve patrons in evaluations and suggestions (new forms) regarding new technology inclusion, new software.

Compile “core essentials/core competencies” list for staff and implement

Obtain digital resources from multiple sources, work with multiple vendors - possibly forming direct alliances.

Keep offering diverse range of classes for staff and patrons on technology use

CCS will be offering wireless access to Workflows in near future. Explore the possibility of using netbooks to offer staff help/circulation though out library? (Some staff don’t want this because we have a Questions desk - staffing might be an issue?)

Improving/upgrading self-check units to perform better (check out/de-sensitize ALL materials) (note: we need to improve ILS or have CCS implement special programming for us OR move to RFID)

Even though 'Open Source' programs are inexpensive to purchase - schools use proprietary software so we should stay with what they use for now - community isn't demanding open-source.

Goal 12: Develop a technology plan that has a replacement schedule for new hardware/software purchases as well as discussing security, bandwidth regulation and future staff needs.

Actions:

Upgrade workstations/services/routers - # and frequency per year. *(should all workstations be upgraded to most current software? Should the library be moving toward Open Source software? What about patron accessible workstations - how does this impact patron use AND our PC classes?)*

Move to cable modem/access instead of T1 lines (expand bandwidth/keep costs down). Explore alternate packet-shaping and other routes to permit improved bandwidth access.

Develop a technology plan that includes workstation/server upgrade calendar.

Develop a technology trouble-shooting guide (and keep it current) for staff.

Keep exploring staff ergonomics for public/staff workstations, use of mobile technology – new furniture, new ways to utilize staff - update equipment first by asking staff about their needs.

Expand role of self-check machines to eliminate circulation redundancy

Work with Administration to make sure the digitization of board records and other materials is properly/legally digitized in a sequential manner (durable copy). Must be done with approval from IL State Archives.

Be aware of all changes/trends in technology effecting libraries and be ready to act upon those changes readily within budgetary limitations

McHenry Public Library

Technology Plan -

Table of Contents

- A. Mission Statement
- B. Vision Statement
- C. Technology Inventory - Current and Projected
- D. Goals and Objectives
- E. Professional Development Strategy
- F. Budget
- G. Evaluation Process

A. MISSION STATEMENT

The mission of the MPLD is to enrich the quality of individual and community life through responsive Library services that promote lifelong learning opportunities and recreational interests.

B. VISION STATEMENT

“Yesterday’s Wisdom; Today’s Knowledge: Tomorrows Dreams”

C. TECHNOLOGY INVENTORY - CURRENT AND PROJECTED

Inventory Category	Current Count	Projected Count
Networks		
Client Server	9	9
Computers		
Laptop	25	35

Workstation	78	80
Peripherals		
Copier	5	5
Internet Connections		
Cable	1	2
T1	2	0
Telecommunications		
Touch Tone Handset	33	40
Cordless	1	2
Cell Phone	3	10
TDD	1	1
FAX	2	2
Software Subscriptions		

D. GOALS AND OBJECTIVES

It should be stressed that this plan is one of the strategic planning documents used by the McHenry Public Library District board and administrator to help guide the formation of policies and procedures. The Vision Statement for technology in the MPLD is reflected in its mission statement and given focus by various goals within the 5-year plan. **The mission of the MPLD is to enrich the quality of individual and community life through responsive Library services that promote lifelong learning opportunities and recreational interests.** Technology's role in this vision serves only as a vehicle or tool to enhance and expand the services, collections and community outreach in an already vital library - it is not an end in itself. One goal of the MPLD is to become *“the front porch of the community”* – or the place to come for all the answers. Technology assists us in reaching that goal.

I.1. Within that mission, it is a goal of the Library to continue participation in the CCS, a twenty-four library, consortium/database used for bibliographic access and circulation activity. Budget allocations are necessary for subscription fees to fund annual membership and NSLS (or its successor) part of the statewide library. Also line item budget allotments are used for workstations, routers, wiring, printers, scanners maintenance, and software for bibliographic conversion and transfer.

I.3. The Library will utilize computer technology whenever necessary and appropriate to enhance the scope, availability and currency of information and coverage comprehensiveness. To that end, various databases are accessed via the Internet (subscription and non-subscription basis). Full-text databases with remote access are preferred rather than citations only are first choices for Library subscriptions as is a requirement for off-site/in-house access. (See collection development policy)

I.5. The Library will also work cooperatively and collaboratively with other libraries to provide information for patrons not available at MPLD. ILLs are used to accomplish this goal which are done through the ILL module of CCS and Illinois First Search, through vehicular transport contracted through NSLS, and via FAX machine and e-mail.

I.8. The Library will provide access to its holdings through a wide variety of technology interfaces including Internet web-page access; consortium purchased electronic resources such as down loadable e-books, audio books, and videos.

III.3. Within this technology plan, the Library recognizes the need for continued upgrading and maintenance of computers, telecommunications equipment, networking hardware and various software, as well as the purchase of replacement equipment due to obsolescence over time. Staff training to run this new equipment and software is vital to the successful and efficient utilization of this hardware/software. Each budget year, funds are allocated for hardware and software maintenance, upgrades, new purchases, staff training and continued education.

V.1. The Library realizes its role in educating the public/patrons in the use of this new information access. Pamphlets, homepage information, computer classes and displays as well as providing CD-ROM software, books and video instruction materials are very important in helping patrons gain an understanding of this technology.

As the MPLD applies technology to its services and collections, there are a number of values and principles that have guided the print world which must be overlaid on the technology template.

The spirit of intellectual freedom and parental responsibility must be enforced in guiding selection and use of electronic resources, with those resources available to persons of all ages, ethnic and economic groups, and the disabled. Electronic resources must be chosen for their inclusive value to the total picture, complementing and extending collections and services rather than just replacing print materials. In no way should the addition of technology be considered to be a substitute for staff interaction with patrons. In fact, technology demands much more intensive staff training and constant patron interaction.

MPLD is not defined nor limited by the technology it uses and emphasizes that technology is only one tool from an impressive arsenal of information and retrieval sources, inclusive of print and AV resources, from which to access information.

MPLD Website -

The MPLD website is considered to be an extension of the library for people doing research away from the library as well as a marketing device advertising the library. As such, information concerning library services, collections, open hours, policies, programs and board information must be clearly written and up-to-date. All of the bibliographic and information databases available within the library should be available through the website and "ready reference" hotlinks should be available to provide the following information: local and regional, community, homework sites and general, consumer information, and state/federal government links. The staff also uses this website in answering daily in-house reference questions. The principles of simple website development apply: simple construction, quick loading, minimal graphics, lots of informative hotlinks rather than updating information yourself. (www.mchenrylibrary.org) (see Policies & Procedures Manual, Collection Development Policy)

McHenry is primarily a two-parent working community with many latchkey children. For this reason, the physical library must be reproduced into a virtual library accessible from a home/office/school computer and attractively presented through a marketing plan. The goal of the virtual library is to make it accessible (off-site) 24 hours a day, 7 days a week. User-friendliness and transparent searching are paramount in this environment as are offering extensive full-text databases. Technology is expensive and patrons may be asked to reimburse various access/use costs including, but not limited to printing, supplies (such as computer disks), and any costs incurred by the patron for access to proprietary databases or other extended services that the library does not provide as a basic service for all patrons. In addition, there may need to be reasonable fees for some services where demand greatly exceeds supply and fees are used to extend the services.

Additionally, the Library administration must be flexible to adapt to new technologies and stay abreast of new developments. Continuous staff training and development is vital as is developing partnerships and collaborative/cooperative efforts with local, state and federal government and local business for the acquisition and use of technology.

Relationship of Technology to Services and Collections -

Changing technology affects the usability, look, availability, access and formats of resources of both print and nonprint. The Library continues to use existing technology as long as it satisfies patron needs and is economically serviceable while continuing to remain abreast of current trends, product availability and equipment development in business and the library world. CD-ROMs are an example of a technology that bridges non-print formats and information technology. The Library has a number of CD-ROM products as well as on-line databases. We are currently providing any circulating PC software, games, etc. as well as providing PC instruction on CD-ROM and Web-based training materials. The Library is providing downloadable audio books, downloadable video, e-books, PC utilization classes and additional electronic databases for the public. Currently, it is clear that many of the traditional print publishers who simultaneously publish their materials in book, CD-ROM, and electronic database forms, are looking to market more of the electronic media. The Library's decisions on what to purchase, in which format, when to purchase, and when to update those materials will largely be driven by those publisher decisions.

Current State of Technology in the Library -

The MPLD currently has 99 WSs: 34 patron access WSs, 2 patron microfilm readers and 35+ for staff functional use - cataloging, circulation, ILL, etc. The CCS catalog is accessed through ComCast Business class Broadband (16 Mbps) funneled through a Cisco router on-site. As backup the Library has 2 T1 lines from ICN. But we also utilize the ComCast connection for all patron Internet accessible WSs. Staff Workstations (WSs) are routed through the same ComCast Broadband cable. All Ethernet connections are RJ45 Cat 5 or 6 UTP cable, connected through a LAN using several hubs/switches in server - client network environment. A color laser copier/printer is networked to all patron WSs but access to shared hard drives is not enabled. All WSs are protected via surge suppressors and/or UPS devices for critical need servers and WSs. Deep Freeze software is on all patron accessible WSs essentially protecting writing to the hard drive and changing hardware/software configurations. Deep Freeze also aids in protection against viruses; however, Trend Micro Anti-Virus is installed on all WSs. WebSense software solution helps protect against pornographic access. We have a 14 laptop WS lab on their own wireless network used for public training classes. Video projector is available for use in patron computer classes and for staff training. Currently our network uses a combination of Windows XP Professional as operating systems on individual WSs. Various WSs share printers via the print services managed on our Windows servers through LAN IP addressing. Staff uses the Internet to order materials (from Baker & Taylor) as well as cataloging (CCS).

The Library also maintains a FAX machine for patron (fee-based) and one for staff use. Staff WSs are used for cataloging, circulation, ILL, Internet access, word processing, acquisitions, board documents preparation and budgeting. MPLD also has two video projectors that can be connected to WSs to provide large-screen PC/Internet instruction to groups. Digital copy machines allow our microform readers to print to our color laser printers across the network. WS share a printer through the network and a nominal fee (currently 10¢ black & white and 50¢ for color) is assessed per page to offset the paper/print cartridge costs. Allowing equal access for valid library research has been another concern and various policies/procedures have been enacted by staff/board to assist that goal.

Staffing and Staff Training -

Library staff support the use and development of computer technology within the Library. However, with the increasing complexity of networks, software installation and use, and equipment software/hardware compatibility problems staff training /use orientation is vital. Additional computer support technicians for the Library may be a priority within the next 5 years. Also, various ergonomic issues and problems must be addressed from reducing repetitive computer tasks to designing efficient and comfortable workspaces (and furniture). The Library will strive to create and maintain a healthy work environment.

Staff training in the use of in-house WSs, searching the Internet, and the use of offsite training has been extensive and on-going, but more needs to be done. The MPLD Board has made a commitment to closing the Library to permit in-service days during the year. Every month, minimal training for new equipment and procedures is done in a staff meeting. Staff have attended half-day seminars on computer software applications and a partnership with a local business for staff training (ILL Worknet) has been set up.

Reference and Home Page Goals -

The Internet and various electronic resources have proven to be great source of "ready reference" resources. As the Library purchases more e-book titles, gains access to more databases on-line, and develops "hot links" to its web page, the following goals should be kept in mind. Hard choices must be made concerning what sources are duplicated in print/non-print and how often each is updated as well as what information is purchased in just one format.

- * Make appropriate use of electronic resources to meet the patron's needs;
- * Identify useful resource, both free and fee, and provide links to simplify access;
- * Provide adequate, ongoing staff training and continually evaluate resources and use;
- * Train staff to educate the public on WS/Internet use;
- * Seek partnerships to develop/finance resources and;
- * Provide adequate equipment for those resources to be used properly.

The MPLD web page has been designed to meet the following criteria: (be a marketing and an informational reference tool):

- * Design a page that encourages repeat viewings but loads quickly - sparse arrangement, simple graphics, satisfying hot links without dead-ends, easily browse able and with current, "must have" content pertaining to library, city, county, regional, state information. The MPLD page must provide access to CCS and all its databases as well as providing "ready reference" links to other sites. The full gamut of information must be represented as well as maintaining the focus of marketing the library. Library policies and board information must be maintained and updated on a regular basis. MPLD may implement dial-a-story video/audio, an electronic newsletter, an e-mail book club or other projects on the web.

Labor-Saving Devices and Assistive/Adaptive Technologies -

Goals within this concern are to utilize staff in the most productive manner, effectively freeing them from tedious, mindless, repetitive tasks allowing them to help patrons in a more productive manner. Self-checkout systems, improved signage and clearer site WS instructions along with improved brochures and flyers and displays will be considered for improved service. The Library also wants patrons to be able to access information regardless of physical/ethnic/mental disabilities. *Various adaptive technologies exist in the form of mouse touch pads, voice recognition WSs, OCR scanners and language translating software.* Efforts will be made to purchase this type of hardware/software when necessary and if practical.

Plans for the Future With Associated Costs and Timelines -

1/11 - ongoing. Continuously upgrade/replace 10 WSs per year (if necessary) to accommodate equipment obsolescence. (Over a period of 4 years, all WSs will be replaced on a MPLD need basis). Go green where possible by recycling staff WSs to public and purchasing tested off lease WSs when available.

Cost: \$800 per WS = \$8,000

6/11. Expand WS services by another 2-4 stations in 2010-2011 possibly going green by utilizing recycled off lease equipment **Cost: \$250 per WS = \$1,000**

11/10 - ongoing. Keep copiers, & printers servers & WSs in working order - purchase of new printers, scanners. Expand/repairs to network
Cost: \$3,000

12/10 - ongoing. Improve and maintain existing CCS databases (annual subscription fee). Migrating to a upgraded system in 2010. **Cost: currently \$15,500 - expected to rise to \$25,000 by 2015**

09/10 - ongoing. Continue maintenance of routers, cable modems, digital equipment and leasing of telephone lines as well as apply for telecommunications grant/discounts when applicable.
Cost: currently \$5,000 per year.

09/10 - ongoing. Continue to explore subscriptions to new databases on an individual library level.
Cost: ?? As Electronic resources budget increases allow.

09/10 - ongoing. Continue to offer staff training. Continue closed-to- public days for staff training, budget increased funds for computer training through business and college opportunities and guest speakers. *Note: Since a recent renovation involved an extended period when the library closed, we will not be closing for staff training during the next six (6) months.* Work with local companies in partnerships to provide needed classes as well as with CCS & state to provide training. Staff will be trained how to search CCS, First Search, use the circulation/acquisitions system, use of the Internet, improve communication and library research skills, and customer service skills, specific software use skills.
Cost: ??? per year Staff costs includes in salaries, Travel, membership budget lines

09/10- ongoing. Seek ergonomic furniture for staff and patrons.
Cost: ???

E. PROFESSIONAL DEVELOPMENT STRATEGY

F. BUDGET

Budget Categories

Electronic Media (part of Collection development)	65,000.00			
Computer/Ofc Eqp/Copier Repairs & Contracts				
Network Expenses				

Funding Sources

General Fund Revenues
Capital Reserve Fund
State Grants



G. EVALUATION PROCESS