

**Centralia Regional Library District  
Long Range Plan  
July 2011 – June 2016**

**Our Vision**

The Centralia Regional Library will be a premier community institution that anticipates and strives to meet the expectations of district residents through services and resources that meet current and future needs and are delivered by a knowledgeable and customer-oriented staff in facilities that are accessible, functional and welcoming.

**Our Mission**

The mission of the Centralia Regional Library is to ensure access to information for all, provide the resources and services for lifelong learning and enjoyment, offer space and opportunities for people to gather and connect, foster a love of reading in young and old alike and enrich the quality of life in the community.

**Our Long Range Plan**

**Goal 1**

To provide facilities that are accessible, functional and welcoming.

**Goal 1 Objectives**

- a) Address Americans with Disabilities Act (ADA) related issues concerning accessibility.
- b) Develop and implement a plan to maximize the functionality of the existing physical space.
- c) Acquire new furnishings as needed to replace obsolete items and to enhance functionality.
- d) Conduct an evaluation and proceed with improvements to the main library's infrastructure by addressing electrical, plumbing and foundation/structural issues.
- e) Construct an addition to the main library building and renovate the existing structure to address safety and accessibility issues while enhancing services and functionality.

**Goal 2**

To provide collections, programming and services that meet the needs of district residents and institutions, promote literacy and education, and enhance the community's quality of life.

**Goal 2 Objectives**

- a) Provide programs and conduct outreach targeted to children and young adults to encourage them to visit and utilize the library.

- b) Offer monthly book club reviews on the library website that are written by students and adults.
- c) Host expanded cultural and educational programs with funding provided by outside sources.
- d) Collaborate with Kaskaskia College to offer the Family Success literacy program and other programs that encourage literacy.
- e) Offer the Project Next Generation program and similar programs in collaboration with the Illinois Secretary of State and others.
- f) Establish an e-book program to encourage reading by all age groups.
- g) Provide training for patrons on a regular basis regarding use of the library website, card catalog and other library services.

### **Goal 3**

To pursue and embrace library technologies that improve, enhance and/or expand services and programming for area residents and institutions.

#### **Goal 3 Objectives**

- a) Continually update the technology plan for systematic replacement of computers, printers and related equipment.
- b) Upgrade the library website to include online program and library card application while promoting the availability of downloadable materials.
- c) Seek inclusion of the library in plans for fiber optic connections.
- d) Establish an e-book program to enhance accessibility of materials by all age groups.
- e) Secure a group of laptop computers that can be checked-out by library patrons for use in the library setting.
- f) Encourage adoption of a new automation system for the restructured state library system that best meets the needs of district residents while remaining financially feasible for member libraries.

### **Goal 4**

To build and sustain a professional staff that is knowledgeable and customer-oriented and is prepared to lead the library in pursuit of its vision, mission, goals and objectives.

#### **Goal 4 Objectives**

- a) Continue to link quarterly individual employee bonuses to completion of online staff development training that addresses issues of technology and customer service, among others.
- b) Establish staff standards of conduct to be included in the Policies and Procedures Manual.
- c) Present staff workshops to address topics identified by the staff and management team.
- d) Establish a procedure for members of the Board of Trustees, in conjunction with the management team, to share information on the library's operations and long-range plans with all staff members.

## **Goal 5**

To develop and execute a marketing plan that creates broad community awareness and support of the library's programs and services and the resources needed to carry out its goals and objectives.

### **Goal 5 Objectives**

- a) Adopt uniform signage inside and outside of all library facilities.
- b) Build a database of patron emails to expand electronic marketing opportunities.
- c) Adopt a marketing campaign theme that will be used consistently throughout all printed and electronic materials including e-newsletters, traditional newsletters, brochures, posters, radio and newspaper advertising, public access television, library website, and social media.
- d) Utilize partnerships with area schools, businesses, organizations and government to promote the library and its services.
- e) Periodically seek input from patrons, staff and the community regarding library operations and direction through surveys, meetings and other means.
- f) Coordinate activities with and provide support to the Friends of the Library organization to maximize their success.

## **Goal 6**

To create and implement a resource development plan that will provide the financial support necessary to achieve the library's goals and objectives.

### **Goal 6 Objectives**

- a) Engage a consultant to assist in the creation of a resource development plan that includes initiating website donation capabilities, building estate planning partnerships, creating funds for annual giving and capital projects in conjunction with the Centralia Foundation, and establishing naming rights for library facilities.
- b) Engage a consultant to train the management team and Board of Trustees members to implement a resource development plan.
- c) Coordinate the activities of the resource development and marketing plans.

Plan adopted by the Board of Trustees in June 2011