

Wood County District Public Library 2013-2015 Strategic Plan Adopted by the Board of Trustees, March 19, 2013

During 2012, WCDPL undertook a planning process to help guide the library through the 2013-2015 time period. As part of this process, the Vision/Mission statement was reviewed, as well as local demographics and local/national library trends. In May 2012, the library gathered a focus group of nearly 30 people to discuss Wood County's strengths and areas of concern. At the same time, the City of Bowling Green and BGSU partnered in a Visioning Process with goals that seem to match those of the library.

Vision, Mission, Core Values, and Core Services Statement:

Vision: As an essential part of the Wood County community, the library will reach everyone through learning and entertainment.

Mission: The library provides access to literature, information, creative experiences, and ideas to enrich our community.

Core Values:

- User-focused services
- Current, varied, and balanced collections of materials and resources
- High-quality facilities and services that are accessible and extend beyond the library's walls
- Technological innovation
- Empowerment of staff to make decisions and serve as library ambassadors to the community
- Collaborative agreements and partnerships with other libraries in the county to enhance services
- Faithful financial stewardship; robust public and private funding streams to ensure superior services
- Substantial involvement with government and community organizations to enhance services and efficiencies

Core Services:

- Serving all patrons with respect and professionalism
- Providing materials and resources that meet the demands of our diverse community
- Serving as a "door to learning" for babies, preschoolers, and families to promote early literacy
- Sharing materials with other libraries to enhance access
- Collecting Wood County's local history and genealogy information, and sharing it with patrons
- Connecting the collections to our community through programming
- Providing welcoming community gathering spaces

Community & Library Trends:

1. Wood County's 2010 population of 125,488 is: growing (3.7%), aging, poorer due to the Great Recession, more educated, and more diverse.
 - a. The population of the library's legal service district (see attached map) is 61,124. If population patterns continue, in 2020 the legal service district may have a population of 63,240 – an increase of 3.5%.
 - b. Trends in the library's legal service district, as well as the perception of "three counties" (North, BG, and South), indicates a need for a diverse set of service models.

2. Library use continues to increase:
 - a. Circulation: +6.5% in 2011 +10% in 2012
 - b. Program Attendance: +18% in 2011 +8% in 2012
 - c. Questions Answered by Staff: +13% in 2011 +2% in 2012
 - d. On average, over 17,500 people visit the BG building each month.
3. National, and local, library usage trends show that the demand for electronic services is increasing.
 - a. However, this does not appear to lessen the demand for traditional, face-to-face services.
 - b. Studies show that ebook users read across formats, and read more. These people are known as “power patrons” and visit the library weekly.
4. Other national library trends: the mobile revolution, “bring your own device,” privacy issues, funding concerns, and maintaining facilities.

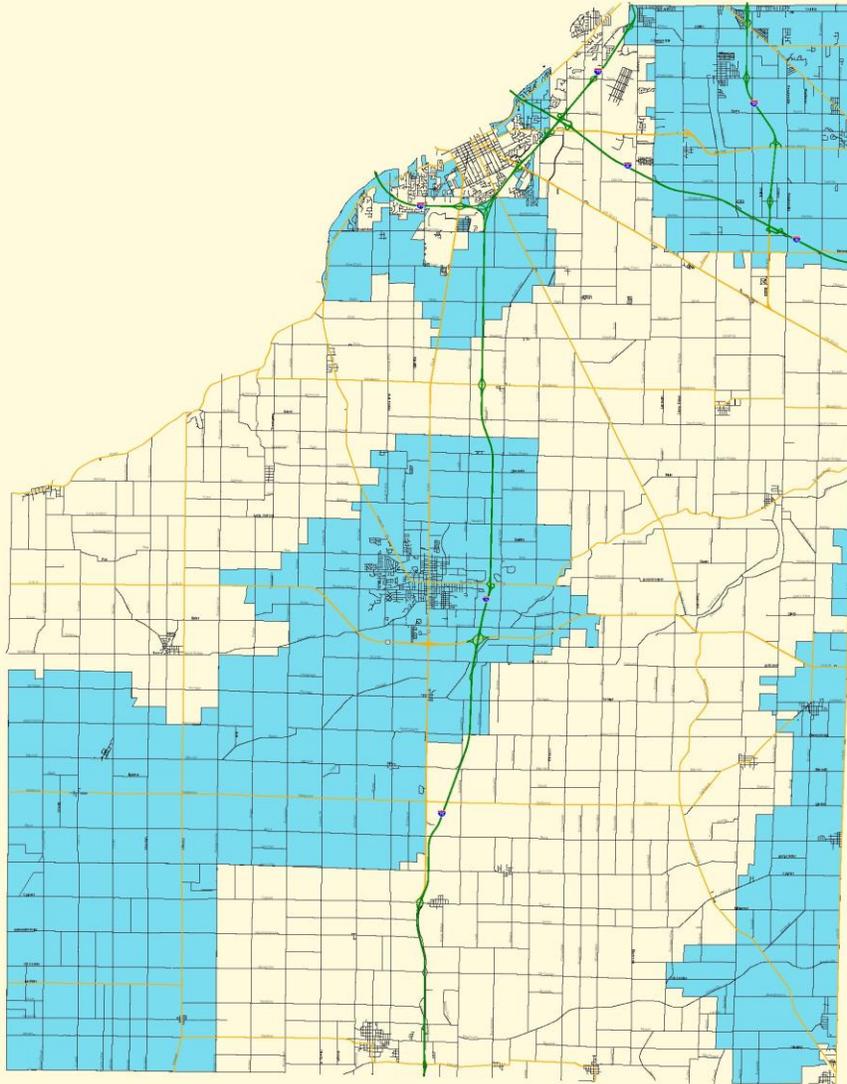
Considering all of the above, the following have been identified as:

Strategic Focus Areas for WCDPL for 2013-2015:

1. Promote community collaboration and diversity:
 - Expand existing partnerships and relationships with agencies and community organizations to benefit the library and to seek ways to improve collaboration, service delivery, and to avoid duplication of effort.
 - Celebrate the diversity of all of Wood County through programs and services.
2. Financial stewardship:
 - Advocate for continued, robust state funding of Ohio’s public libraries.
 - Pass an operating levy in November 2014 (before the current levy expires).
 - Continue working with the other independent libraries in Wood County to amicably divide PLF funds and to seek ways to save dollars through collaboration.
 - The Foundation will annually contribute at least \$70,000 toward library operations.
 - The Friends will annually contribute at least \$15,000 toward library operations.
 - Implement payment by credit cards for fines/fees at services desks.
3. Facility and property stewardship:
 - Follow the established maintenance schedule as well as the technology-replacement schedule.
 - Fund the Building Repair Account adequately to cover future costs.
 - Open the Carter House; implement new system-wide “building security” plan; increase WIFI bandwidth at BG and internet bandwidth at Walbridge (2013).
 - Complete Children’s Place furniture replacement and story room refurbishment project (2013).
 - Add at least 4 group-study rooms and expand the Interlibrary Loan area to meet demand (2014).
 - Implement materials security, self-checkout, and self-service holds systems (2014).
 - Add meeting room space to the Walbridge Library; update 1987 lighting and HVAC systems (2015).
 - Investigate reconfiguration options for the Techlab space to meet future needs (2015).
4. Remain an integral community service: expand high-demand services, while maintaining valued legacy services:
 - Expand the offering of outreach services throughout the service district:
 - Double the amount of time the bookmobile is delivering services; implement a 2-run per day model.
 - Investigate a parent-child or grandparent-grandchild team approach to homebound delivery.
 - Increase offerings of off-site children’s programs outside of BG city limits.

- Expand homebound service, Lunch & Literature service, & our WCCOA partnership to sites outside of BG.
 - Develop an array of services targeted specifically to:
 - Northeastern Wood County (Lake and Northwood school districts):
 - Expand hours of operation, and available services, at the Walbridge library.
 - Implement depository collections.
 - Implement an active outreach plan to both school systems for pre-K/5 age-levels.
 - Perrysburg School District (outside of Perrysburg city limits):
 - Seek a formal partnership with Way Public Library in serving this area.
 - Implement depository collections.
 - Expand online presence to serve as a Virtual Branch Library in order to deliver all library services 24/7.
 - Spend at least 16% of the annual budget on purchasing new materials.
 - 45% of this amount will be spent on non-print items (such as ebooks and audiobooks).
 - Remove outdated formats, and unused items, from the collections.
 - Increase usage of the collections (print, non-print, and online) by 5% annually, resulting in an annual total of at least 700,000 items by 2015 (604,000 in 2012).
 - Expand Local History resources:
 - Expand the collection of BG & Wood County photos and documents, and offer them online.
 - Implement a “This is BG Today” photo/video collection project that will, in time, serve as a snapshot collection of BG in the early 2000s.
 - Pursue a new oral/photo history project to collect our community’s stories.
 - Increase program attendance by 5% annually, over 2012 base.
5. Emphasize, and provide for, continuing staff development to maintain relevance to our community:
- Spend 1% of budget on staff training, with a focus on increasing customer service and technology skills.
 - Increase number of volunteer service hours annually by 5%, over 2012 base, to help meet increasing needs.
 - Provide instructional support to patrons to improve math, science, and reading/writing skills by recruiting part-time instructors. Additionally, create part-time technology trainer position.
6. Focus marketing of services to: existing patrons, new residents, the BGSU community, and senior citizens.

Wood County District Library



Wood County Auditor's Office GIS Mapping Department

Map Date: 2004-06-22

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