



Strathmore Municipal Library
Plan of Service
2011-2016

Approved by the Strathmore Municipal Library Board
November 24, 2010

Mission Statement: The Strathmore Municipal Library will provide opportunities for lifelong learning to the residents and visitors of Strathmore and District.

Overview of Service Responses for 2011 to 2016

1. Create Young Readers: Early Literacy
2. Learn to Read and Write: Adult, Teen, and Family Literacy
3. Visit a Comfortable Place: Physical and Virtual Spaces
4. Satisfy Curiosity: Lifelong Learning

1. Service Response: Create Young Readers: Early Literacy

Service Response Description: Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Target Audience: Children age five and under; children age five and under where English is their second language.

Goal 1: Children age five and under will enter school ready to read, write, and listen.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Number of children registered as library patrons	Children age 5 and under	Strongly encourage that every member of a household receive a library card when a family membership is acquired in order to more accurately reflect the library’s patron demographics.	2011-2016	Increase the number of children registered as library patrons by 10% annually.
		Promote the library’s services and programs for pre-school children throughout the community with special emphasis on appropriate venues such as daycares, medical offices, churches, etc.	2011-2016	
		Offer free memberships to the financially disadvantaged and via Welcome Wagon, Christmas Hampers, etc.	2011-2016	

Number of participants in pre-school children's literacy programs	Children age 5 and under	Develop additional pre-school children's programming in response to community needs.	2011-2016	Increase the number of participants in pre-school children's literacy programs by 10% annually.
		Promote the library's services and programs for pre-school children throughout the community with special emphasis on appropriate venues such as daycares, medical offices, churches, etc.	2011-2016	
		Offer free memberships to the financially disadvantaged and via Welcome Wagon, Christmas Hampers, etc.	2011-2016	
Circulation of children's materials	Children age 5 and under	Promote the library's services and programs for pre-school children throughout the community with special emphasis on appropriate venues such as daycares, medical offices, churches, etc.	2011-2016	Increase the circulation count of children's materials by 10% annually.
		Offer free memberships to the financially disadvantaged and via Welcome Wagon, Christmas Hampers, etc.	2011-2016	

Goal 2: Children age five and under where English is their second language will have access to library materials that will help prepare them to use English language instructional materials upon entering school.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Amount of available children's ESL materials	Children age 5 and under where English is their second language	Increase portion of acquisitions budget spent on children's ESL materials.	2011-2016	Spend \$1500 annually on children's ESL materials.
Variety of available children's ESL materials	Children age 5 and under where English is their second language	Regularly consult ESL educators in Strathmore's schools and Marigold/TRAC librarians with experience in selecting ESL materials on what is best to acquire.	2011-2016	Annual collection analysis shows the available children's ESL materials cover a broad range of subjects.

2. Service Response: Learn to Read and Write: Adult, Child, Teen, and Family Literacy

Service Response Description: Adults, children, and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

Target Audience: Everyone over the age of five; everyone over the age of five where English is their second language.

Goal 1: Everyone over the age of five will have access to programs and services that increase reading skills and promote literacy.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Number of active library patrons over the age of five	Everyone over the age of five	Strongly encourage that every member of a household receive a library card when a family membership is acquired in order to more accurately reflect the library's patron demographics.	2011-2016	Increase the number of active library patrons over the age of five by 10% annually.
		Develop programs and services that encourage library use based on community needs.	2011-2016	
		Promote the library's services and programs throughout the community.	2011-2016	
		Offer free memberships to the financially disadvantaged and via Welcome Wagon, Christmas Hampers, etc.	2011-2016	
Circulation of Juvenile, Young Adult, and Adult materials	Everyone over the age of five	Develop programs and services that encourage library use based on community needs.	2011-2016	Increase the circulation count of select Juvenile, Young Adult, and Adult materials by 10% annually.
		Promote the library's services and programs throughout the community.	2011-2016	
		Offer free memberships to the financially disadvantaged and via Welcome Wagon, Christmas Hampers, etc.	2011-2016	

Goal 2: Everyone over the age of five where English is their second language will have access to ESL materials that will help improve their English language skills.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Amount of available ESL materials	Everyone over the age of five where English is their second language	Increase portion of acquisitions budget spent on ESL materials.	2011-2016	Spend \$1500 annually on ESL materials for patrons over the age of five.
Variety of available ESL materials	Everyone over the age of five where English is their second language	Regularly consult ESL educators in Strathmore's schools and Marigold/TRAC librarians with experience in selecting ESL materials on what is best to acquire.	2011-2016	Annual collection analysis will show that the available ESL materials cover a broad range of subjects.

3. Service Response: Visit a Comfortable Place: Physical and Virtual Spaces

Service Response Description: Residents will have safe and welcoming physical places to meet and interact with other or to sit quietly and read and will have open and accessible virtual spaces that support virtual networking.

Target Audience: Everyone.

Goal 1: Everyone will have easy and affordable access to a multi-purpose meeting space outfitted with wireless Internet access and equipment for videoconferencing and presentations.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Number of room bookings	Everyone	Write and implement a comprehensive meeting room rental policy that includes provisions for use outside of the library's normal operating hours.	2011	Increase number of meeting room bookings by 10% annually
		Promote the library's meeting room and its equipment throughout the community.	2011-2016	
Revenue from room bookings	Everyone	Write & implement a comprehensive meeting room rental policy with provisions for use outside of the library's normal operating hours.	2011	Increase revenue from meeting room bookings by 10% annually

		Promote the library's meeting room and its equipment throughout the community.	2011-2016	
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Goal 2: Everyone will have access to an attractive and useful library space for study, reading, and computer use.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Door count	Everyone	Assess the library's existing space to see if/how it can be better utilized/arranged/outfitted for reading, study, and computer use.	2011	Door count will increase by 10% annually
		Promote the library in the community with particular emphasis on wireless Internet access, availability of computers, and reading/study space.	2011-2016	

4. Service Response: Satisfy Curiosity: Lifelong Learning

Service Response Description: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Target Audience: Everyone.

Goal 1: Everyone will have access to a local collection that is up-to-date and relevant to community needs.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Patron satisfaction	Everyone	Regular consultations with stakeholders (individual patrons, schools, social services, etc.) that ensure new acquisitions reflect the community's needs.	2011-2016	80% of patrons surveyed will indicate they found the information they were looking for.
		Ongoing collection development and maintenance to ensure available library materials are up-to-date.	2011-2016	

Goal 2: Everyone will be familiar with the online resources to which the library provides access.

Measure	Target Audience	Strategy	Timeframe	User Outcome
Number of unique website users	Everyone	Promote online resources throughout the community.	2011-2016	Number of unique website users will increase by 10% annually.
Number of users navigating to external online resources	Everyone	Collaborate with schools, social services, etc. in order to provide information literacy instruction to their clients.	2011-2016	Number of users navigating to external online resources will increase by 10% annually
		Promote online resources throughout the community.	2011-2016	