



Long-Range Plan for 2008-2012

Report 2007-2008

Accomplishments indicated are in bold. It will be helpful to read with a copy of the Director's Reports at hand.

I. MISSION STATEMENT

The mission of the Avery-Mitchell-Yancey Regional Library is to be an integral part of the lives of the people in the three counties by providing them with excellent educational, recreational, informational and cultural services. Recognizing the diverse communities served and the specific individual needs of their citizens, four governments and four libraries collaboratively are committed to the economic development and quality-of-life contributions that libraries uniquely are able to provide.

VISION: Members of the communities served by AMY will make their libraries a focal point in their community. The libraries will be inviting places where people of all ages, cultures, backgrounds, interests, and abilities will find friendly and caring assistance to meet their educational, informational, cultural heritage, and recreational needs. AMY will collaborate with all educational and human services groups in the communities to assure the most effective and efficient use of funds.

II. THE PLANNING PROCESS

Data and projections from the 2000 Census, combined with feedback and information gathered directly from library users and other members of the community continue to serve as the foundation for our ongoing planning process. The long-range plan is reviewed annually by the Regional Library Director, the library staff, and the Regional Library Board. All planning is conducted within the framework of *Guidelines for North Carolina Public Libraries, 1998*.

To identify and respond to specific community needs, the Regional Library will:

- Continuously review available demographic data from all sources to guide ongoing planning. (2008-ongoing)
- Conduct focus groups with selected users and potential user groups as needed to gather detailed information regarding satisfaction, priorities for service, and new services. (2008-ongoing)
 - **Conducted Survey in April and May to gather input for assessing satisfaction with collections and services as well as suggestions for programs and overall improvement.**

- Maintain effective communication and positive relationships with existing Friends of the Library groups. (2008-ongoing)
 - **Met with Mitchell's quarterly and 3 planning meetings to rejuvenate the Spruce Pine which looks very promising for 2008-2009.**
 - **Until the major push for the new library is completed, we will not attempt a formal Friends group in Yancey.**
- Work toward developing FOL in Avery County and reactivate the group in Spruce Pine. (2008-ongoing)
 - **Met with the organizers 3 times and will push harder in 2008-2009.**
- Collaborate with and seek input from a wide range of groups and agencies within the community. (2008-ongoing)
 - **Membership in and attendance at the meetings listed in the Director's Reports for 2007-2008 are evidence of achievement.**
- Analyze data from annual statistical reports to identify major service goals (as outlined in the American Library Association's *Planning for Results: a Public Library Transformation Process*). (2008-ongoing)
 - **Accomplished as evidenced with report presented at the Annual Meeting 28 August.**
- Annually review the long-range plan and refine objectives based on timely information. (2008-ongoing)
 - **Director and Librarians met 22 August to review the Long-Range and Technology Plans and develop specific objectives for 2008-2009. Feedback will be gathered prior to and during the Annual Meeting from the Regional Board. Director Priorities will be based presented at that meeting and modified based on the feedback and during the Spring Quarterly meetings of the local boards.**
- Create a Management Team composed of the Head Librarians, Technical Processes Librarian, Bookmobile Librarian, and Outreach Librarian and meet on a monthly basis. (2008-ongoing)
 - **Achieved and ongoing as evidenced by the list of meetings of this group in the Director's Reports for 2007-2008.**

III. GOALS

Staffing

The Regional Library System is fortunate to have enthusiastic, service-oriented staff dedicated to meeting the needs of their users and communities. Effectively combining human resources and technology applications has allowed AMY to continue to provide outstanding service with minimal levels of staffing. However, as the needs of the populations increase, it will be necessary to review all staffing situations and patterns.

Goal: To provide sufficient levels of staff and training necessary to pursue the Regional Library mission and goals.

Strategies:

- Continually evaluate needs and provide staff with the tools they need to work effectively. (2008-ongoing)
 - **The monthly meetings include a “housekeeping” agenda item to gather feedback collectively.**
 - **An open door, email, phone policy is kept for continuous feedback from all members of the Regional and Libraries’ staffs by the Director.**
- Provide opportunities and resources on a regular basis (9 times per year) for staff development, including in-house training, attendance at workshops and conferences, and web-based training. (2008-ongoing)
 - **Achieved as evidenced by the list of workshops in the Director’s Reports.**
- Continually seek and utilize volunteers from the community to enhance library services and resources. (2008-ongoing)
 - **Additional effort in the area is needed.**
- Explore partnerships with local colleges to provide internship and service learning opportunities to benefit both students and libraries. (2008-2009)
 - **Initial conversations with Mayland Community, Mars Hill, and Lee McRae Colleges have been positive; however, we have not yet achieved this. We will establish this as a priority for 2008-2009.**
- Pursue hiring a second full-time staff member for children and family services. (2008-2009)
 - **Still a dream during economic hard times. But still a dream and one we will continue to work toward.**

Collection Management

The Regional Library maintains collections of books, magazines, and other print materials, as well as collections of music, voice, local history, and film in all appropriate formats including CD’s, DVD’s, and microform. These materials are selected based on the Regional Library’s “Book and Materials Selection Policy” which outlines the criteria for the selection and weeding of materials, the responsibility for selection, and the process for requesting reconsideration of library materials.

While these print and multimedia materials will continue to be major components of library collections, users are increasingly turning to the Internet as a source of information, and libraries have a critical and unique role to play in guiding their users to the best and most reliable information in this format. As the use and availability of electronic resources continues to grow, the library will respond appropriately in both its selection of print materials and in the access it provides to electronic resources.

Goal: To continue to provide quality collections in all appropriate formats and services those provide maximum benefits to members of the libraries’ communities.

Strategies:

- Continue to review, select, and provide access to materials that meet the diverse needs of the library's users. (2008-ongoing)
 - **Accomplished as evidenced by the positive circulation statistics and feedback on our survey.**
 - **Involving the Librarians more in the selection process has resulted in a collection that reflects the preferences and needs of the local communities.**
- Display and promote library materials in ways which are visually appealing and easily accessible. (2008-ongoing)
 - **Moving J nonfiction to its own space has been positive in Spruce Pine and Avery. We plan to do the same in Mitchell as renovations progress. This will be carried forward in the new Yancey Library when we move.**
- Redesign the AMY website to provide a more organized, inviting, and informative access to a wider range of local library and Internet resources. (2008-2009)
 - **Accomplished as evidenced by the website and positive feedback from the survey and Library staff.**
- Review reference collections and usage at each library, weeding as appropriate to take advantage of appropriate and available electronic resources. (2008-ongoing)
 - **The check out policy for reference books appears to have been received well**
- Provide training for staff to assist users in the effective access and use of electronic resources. (2008-ongoing)
 - **Achieved this year as evidenced from the list of continuing education workshops conducted in 2007-2008 listed in the Director's Report.**
- Identify areas of the collections in need of preservation. (2008-2009)
- Develop a preservation plan. (2008-2009)
- Explore the possibilities of providing digital library services to communities. (2008-2009).

Services

A full range of services is provided at each of the libraries in the Regional Library, and outreach services are provided to users who are unable to come to a library by an outreach van and bookmobile. Access to the library's Online Catalog and other electronic resources is provided 24 hours a day through the library's webpage.

Goal: To provide and promote a variety of library services that respond to the current and future needs of the communities served by the Regional Library.

Strategies:

- Continue to identify and serve groups and individuals who may find it difficult because of geographical location, physical condition, or institutional affiliation (e.g. child care facilities) to visit a local library on a regular basis by providing Bookmobile Service. (2008-ongoing)

- **Accomplished as evidenced by the increase in circulation and “stops” presented in the Bookmobile Librarian’s report.**
- Continue to identify and serve individuals and groups (e.g. senior centers) who because of age, physical condition, or transportation cannot visit a local library by providing Outreach Van Service. (2008-ongoing)
 - **Accomplished as evidenced by the increase in circulation and “stops” presented in the Outreach Librarian’s report.**
- Continue to provide appropriate training and equipment to enable the library to participate fully in Interlibrary Loan and document delivery services. (2008-2009)
- Continue to provide and promote a range of programs for both children and adults. (2008-ongoing)
 - **Achieved as evidenced in the Children’s Services Librarian’s and Director’s Reports.**
- Enhance reference services by providing ongoing training for staff in the use of all electronic resources available online. (2008-ongoing)
 - **Achieved this year as evidenced from the list of continuing education workshops conducted in 2007-2008 listed in the Director’s Reports.**
- Work with both local schools and home schoolers to provide services which support educational goals and initiatives especially with a focus on teens. (2008-ongoing)
 - **Achieved this year as evidenced from the activities listed in the 2007-2008 Director’s Reports.**
- Pursue planning for services to Hispanic populations by applying for an LSTA Project Planning Grant. (2008-2009)
- Create an Economic Development Center for the 3 counties by becoming a Collaborative Collection designated system of the Foundation Center. (2008-2009)
 - **Achieved as evidenced by the description of activities listed in the Director’s Reports. Specifically having received the distinction of being selected as a Collaborative Collection of the Foundation Center and awarded a grant from the Community Foundation of Western North Carolina.**
- Provide access to and support in using Job Link along with related support materials from the collections in all 4 libraries. (2008-2009)
 - **Accomplished as evidenced by activities listed in the Director’s Reports. With the closing of the center in Newland, this has become a critically important service for the people in Avery County.**

Facilities

The four libraries in the Regional Library System are currently housed in older buildings, with two having limited space and flexibility.

Goal: To provide well-maintained, comfortable, and easily accessible facilities.

Strategies:

- Continue to realign collections and services to provide maximum current space use in all facilities. (2008-2009)
- Review and update signage, interior, exterior, and community rooms at all locations. (2008-2009)
 - **Partially accomplished 2007-2008 at Avery, Mitchell, and Spruce Pine as evidenced in the Director's Reports.**
- Renovate the Avery County Library to provide more inviting and useful space for children and young people and repair damaged rock work. (2008-2009)
 - **Partially accomplished 2007-2008 as evidenced in the Director's Reports.**
- Renovate the Mitchell County Library to accommodate an improved public reading space, Children's Room, Teen Space, and History/Genealogy Room. (2008-2009)
 - **Partially accomplished 2007-2008 as evidenced in the Director's Reports.**
- Continue to improve the Spruce Pine Library Children's Room, replace carpet, and upgrade the Community Meeting Room. (2008-2009)
 - **Partially accomplished 2007-2008 as evidenced in the Director's Reports.**
- Continue to work toward moving the Yancey County Library into the newly renovated Yancey Collegiate Institute building. (2008-2009)
 - **Partially accomplished as evidenced from the work that has been accomplished on and in the building.**
- Explore options for using the Historic Bakersville Courthouse collaboratively with other educational and community groups. (2008-2009).
 - **Partially accomplished 2007-2008 as evidenced in the Director's Reports.**

Promotion of Library Services

While each of the four libraries in the Regional System is well-loved and used by many members of the community, much of the public is unaware of the variety and extent of library services. In the coming years, the Regional Library will continue to improve its relationship with the public by focusing considerable effort on promoting library services and increasing the visibility of the library in the communities it serves.

Goal: To increase visibility and awareness of library services.

Strategies:

- Revise current Library webpage to maximize its usefulness as both an informational tool for the public and promotional tool for the library. (2008-2009)
 - **Accomplished as evidenced by <http://www.amyregionallibrary.org/>**
- Develop an advocacy campaign including workshops to encourage greater use of online resources for selected groups including small business people, college students, teens, home educators, and . (2008-2009)

- **Partially accomplished with presentations at various community groups, Interagency Councils, the Foundation Center Workshops, and with articles in the newspaper. We will expand this considerably in the coming year.**
- Provide talks and demonstrations of library services to various groups outside the library. (2008-ongoing)
 - **Ongoing accomplishments as indicated in the lists of meetings and presentations included in the Director's Reports for 2007-2008.**
- Actively seek new partnerships with community organizations sharing similar goals. (2008-ongoing)
 - **Ongoing accomplishments as indicated in the lists of meetings and presentations included in the Director's Reports for 2007-2008.**
- Publicize remote access to library services for those who cannot visit a library facility. (2008-ongoing)
- Promote collections of special interest to particular ages or groups. (Example: Displays of new Young Adult literature, job search aids, Hispanic literature, "beach reading," etc.). (2008-ongoing)
 - **Ongoing for example the high school reading clubs, collections at the Hispanic Centers, Revolutionary War Stories during Over Mountain Victory Trail Celebration each September, book discussions at the Avery and Mitchell Senior Centers, and the Avery Home School Book Discussion.**
- Pursue each library becoming a node in the Job Link network. (2008-2009)
 - **Achieved for all libraries 2007-2008**
- Contribute articles to special interest newsletters, as well as to newspapers. (2008-ongoing)
 - **Articles contributed at least monthly**
- Pursue additional training and external funding for library marketing. (2008-2009)
 - **Director attended the Advocacy Workshop conducted by the State Library in the Spring.**

Technology

The AMY Regional Library Technology Plan, submitted to the State Library of North Carolina in September 2006, addresses the issues of evolving technology, staff training, technology assessment, and budgeting.

Goal: To provide and use technology appropriately to promote the library's mission and to maximize the efficiency of its procedures.

Strategies:

- Continue to implement the Technology Plan for 2008-2010 (see appendix A).
 - **Significant accomplishments as reported for 2007-2008 (see separate report).**

Funding

Funding at the local level remains a major concern. Changing demographics, evolving technology, and the need to provide services and collections to a growing and diverse population combine to emphasize the need for additional commitments at the local level.

Goal: To increase local government support to a 50% minimum funding level of the total operating income.

Strategies:

- Develop and present budgets based on goals and annual objectives. (2008-ongoing)
 - **Accomplished to date with successful budget presentations with all governing bodies and extra funding from 3 of the 4.**
- Actively promote library services and communicate library support needs to both the community and local governments. (2008-ongoing)
 - **Accomplished to date with articles related to libraries and economic development, annual reports of accomplishments of each library and the Region, and attending meetings with comments.**
- Investigate possible strategies for most effective management of current charitable trusts. (2008-2009)
- Use LSTA Planning Grant to determine and address causes for minimal funding from local governments. (2008-2009)
 - **This is a strategy that will not be pursued. We need money for things other than planning. The Director has the necessary skills and knowledge to accomplish this internally and use LSTA for technology, program and collection development.**