



Long-Range Plan for 2006-2011

(Reviewed by the Regional Board annually and to be revised in 2012 when the new NC Public Library Standards are available.)

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 that 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:

- Review Census data and projections for the area served by the Regional Library to guide ongoing planning. (2006-2007)
- Use data collected from the 2005 Library User Survey to help identify user needs, priorities, and levels of satisfaction with current services.(2006-ongoing)
- Conduct additional focus groups to gather additional detailed information regarding library user satisfaction and priorities for service. (2006-2007)

- Maintain effective communication and positive relationships with Friends of the Library groups. (2006-ongoing)
- Apply for a LSTA Planning Grant to ensure effective planning and prioritizing of future services and staffing. (2006-2007)
- Collaborate with and seek input from a wide range of groups and agencies within the community. (2006-ongoing)
- Analyze data and identify major service goals (as outlined in the American Library Association's *Planning for Results: a Public Library Transformation Process*). (2006-2007)
- Annually review the long-range plan and refine objectives based on timely information. (2006-ongoing)

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 populations of all three counties continue to grow, so will the need for additional Regional Library staff.

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

Strategies:

- Aggressively pursue recruiting and appointment of the Regional Library Director. (2006-2007)
- Continually evaluate needs and provide staff with the tools they need to work effectively. (2006-ongoing)
- Provide opportunities and resources for staff development, including in-house training, attendance at workshops and conferences, and web-based training. (2006-ongoing)
- Continually seek and utilize volunteers from the community to enhance library services and resources. (2006-ongoing)
- Explore partnerships with local colleges to provide internship and service opportunities to benefit both students and libraries. (2006-2007)
- Pursue hiring of full-time staff member for System Administration and Technology Support. (2007-2008)

Collection Management

The Regional Library maintains collections of books, magazines, and other print materials, as well as collections of multimedia materials such as videos and books on tape. These materials are selected based on 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 formats and services that 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. (2006-ongoing)
- Display and promote library materials in ways which are visually appealing and easily accessible. (2006-ongoing)
- Explore and fully utilize capabilities of Solutions 3.2 (new version of TLC Integrated Library System) to increase access to materials through the Online Catalog. (2006-ongoing)
- Redesign the AMY website to provide a more organized, inviting, and informative access to a wider range of local library and Internet resources. (2006-2007)
- Review reference collections and usage at each library, weeding as appropriate to take advantage of appropriate and available electronic resources. (2006-ongoing)
- Provide training for staff to assist users in the effective access and use of electronic resources. (2006-ongoing)
- Use feedback gathered from 2005 Library User Survey to identify areas of the library’s collections in need of improvement. (2006-2007)
- Identify areas of the collections in need of preservation. (2006-2007)
- Develop a preservation plan. (2007-2008)
- Explore the possibilities of providing digital library services to communities. (2006-2007).

Services

A full range of services is provided at each of the libraries in the Regional Library, and outreach services are provided by an outreach van and bookmobile to users who are unable to come to a library. 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 provide appropriate training and equipment to enable the library to participate fully in Interlibrary Loan and document delivery services. (2006-2007)
- Continue to provide and promote a range of programs for both children and adults. (2006-ongoing)
- Enhance reference services by providing ongoing training for staff in the use of NCLIVE and other electronic resources. (2006-ongoing)
- Work with both local schools and home schoolers to provide services which support educational goals and initiatives. (2006-ongoing)
- Enhance delivery of children's services by pursuing funding for a vehicle for use by the Children's Librarian. (2006-2007)
- Pursue planning for services to Hispanic populations by applying for an LSTA Project Planning Grant. (2006-2007)

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:

- Dispose of obsolete and unused furniture and equipment. (2006-2007)
- Realign collections and services to provide maximum current space use. (2006-2007)
- Review and update signage, both interior and exterior, at all locations. (2006-2007)
- Renovate the Avery County Library to provide more inviting and useful space for children and young people and expanded facilities for other public access. (2006-2007)
- Renovate the Mitchell County Library to accommodate an improved public reading space. (2006-2007)
- Continue to improve the Spruce Pine Library Children's Room. (2006-2007)
- Continue to work toward moving the Yancey County Library into the newly renovated Yancey Academy building. (2006-2008)
- Explore options for using the Historic Bakersville Courthouse collaborative with other educational and community groups. (2006-2008).

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. (2006-2007)
- Continue distributing “Welcome to the Library” brochures. (2006-2007)
- Provide talks and demonstrations of library services to various groups outside the library. (2006-ongoing)
- Actively seek new partnerships with community organizations sharing similar goals. (2006-ongoing)
- Publicize remote access to library services for those who cannot visit a library facility. (2006-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.). (2006-ongoing)
- Contribute articles to special interest newsletters, as well as to newspapers. (2006-ongoing)
- Pursue additional training and external funding for library marketing. (2006-2007)

Technology

The AMY Regional Library Technology Plan, submitted to the State Library of North Carolina in May, 2004, 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 3-year Technology Plan for 2004-2007 (see appendix A).
- Utilize appropriate webpage editing software to facilitate updates and changes to the webpage. (2006-ongoing)
- Continue to maintain policies, procedures, and documentation necessary for the library to qualify for the Universal Service E-Rate Discount. (2006-ongoing)
- Explore collaborations with other agencies such as Mayland Community College and the local schools. (2006-ongoing)
- Apply for LSTA Technology Planning Grant to ensure the most appropriate use of technology for the Regional Library System. (2006-2007)
- Use information gathered during the implementation of the LSTA Planning Grant to develop Technology Plan for 2008-2011. (2006-2007)
- Establish a standing Technology Committee to ensure appropriate input from both library staff and from the community in the planning process. (2006-2007)

Funding

Funding at the local level remains a major concern. Aging facilities, evolving technology, and the need to provide services and collections to a growing 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. (2006-ongoing)
 - Actively promote library services and communicate library support needs to both the community and local governments. (2006-ongoing)
 - Investigate possible strategies for most effective management of current charitable trusts. (2006-2007)
 - Use LSTA Planning Grant to determine and address causes for minimal funding from local governments. (2006-2007)
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