DOOR COUNTY LIBRARY

Inform. Instruct. Inspire!

2019-2021
Strategic Plan

BAILEYS HARBOR

EGG HARBOR

FISH CREEK

EPHRAIM

SISTER BAY
LIBERTY GROVE

FORESTVILLE

STURGEON BAY

WASHINGTON ISLAND

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Acknowledgements

Groups Participating and/or Providing Data in the Development of this Plan

Door County Library Board

Door County Library Staff

Library Foundation

Friends of the DC Libraries

Renovation/Expansion Steering Committee and Focus Groups

Miller Art Museum

Door County UW-Extension

2019 - 2021 Strategic Planning Chronology

I. Review Data and Conduct SWOT Analyses
[June and July 2018]
  o Library Board
  o Staff
  o Foundation
  o Review Focus Group and Survey Data

II. Develop Strategic Issue Statements
[September – October 2018]

III. Developed Goals, Strategies, and Action Steps to Address Strategic Issues
[October – November 2018]

IV. Submit for Board Review and Adoption
[November 2018]

Door County Library

Community libraries within Door County, Wisconsin have been active since 1866. Several libraries combined to become branches of the Door County Library in 1953, then became a consolidated system in 1990. Currently there are eight Branches: Baileys Harbor, Egg Harbor, Ephraim, Fish Creek, Forestville, Sister Bay/Liberty Grove, Washington Island, and the Main Branch in Sturgeon Bay. All branches serve the information needs of children, teens and adults, including year-round and seasonal residents and visitors. Door County Library is a member of the Nicolet Federated Library System and the Outagamie-Waupaca Library System shared automation system (OWLSnet).

Materials for check out at the libraries include print books, magazines, and newspapers, audiobooks on CD and dedicated devices, music CDs, gaming software, and DVD and Blu-ray video. Some libraries also have art prints, telescopes, and toy library items to check out. Virtual materials include eBooks, audiobooks, music, videos and database collections. Materials are available from all 49 libraries in OWLSnet through the shared InfoSoup catalog.

Programs

Door County Library branches offer a variety of programs free of charge for all ages. Summer library programming and a winter countywide reading event, Door County Reads, are two special yearly programs. An online calendar of events is available at the Library website, www.doorcountylibrary.org.

Services

Computers - Public access computers are available to the public at all libraries. Reservations for the computers at Baileys Harbor, Fish Creek, Sturgeon Bay and Sister Bay/Liberty Grove Libraries are made in-person or online with a library card and PIN.

Wireless Access – Wireless access is available at all branches. Some libraries also have laptops to checkout for in-library use.

Copying/Printing – All libraries have copying/printing ability for a nominal fee.

Interlibrary Loan – Materials not found in the InfoSoup catalog may be available from libraries around the state of Wisconsin and beyond via Interlibrary Loan requests at the Branches.

Self-Check – Self-check is available at the Sturgeon Bay, Sister Bay/Liberty Grove, Baileys Harbor, and Egg Harbor Branches.

Instructional Technology — 3D printing is available at the Egg Harbor and Ephraim Branches. Other STEM instructional technology opportunities are included in programming at the Branches.

Meeting Rooms

The Sturgeon Bay Branch has four meeting rooms available at no charge to non-profit community groups. Rooms are available Monday through Saturday from 9:00 AM until 15 minutes before closing. Meetings held at the library must be open to the public.

The Sister Bay/Liberty Grove Branch and Egg Harbor Branch have meeting space available by in-person or telephone reservation. Some AV equipment may also available for meeting use.

History Resources

All Branches carry information of historical significance to their locations within Door County.

In addition, the Laurie History Room collection of books and information on local (Door County and Wisconsin) history is available for in-library use at the Sturgeon Bay Branch. Decades of the local newspaper are available, digitized and on-line, for reading and printing. Plat books going back to 1899 are also available.

The Egg Harbor Historical Society houses historical materials at the Egg Harbor Branch History Room for in-library use by the public.

<u>Door County Library</u>

<u>Mission & Motto: Inform, Instruct, Inspire</u>

The Mission and Motto of the Door County Library is to Inform, Instruct, and Inspire. We accomplish this by being a physical and virtual hub for information, ideas, and knowledge. The Door County Library connects people with the resources they seek for education and enrichment by providing friendly and welcoming service.

<u>Vision & Values</u>

The Vision and Values of the Door County Library are connected. We support a Vision that looks toward a future where everyone who uses our services will find up-to-date resources accessible over a broad spectrum of current media. Our Values nurture this Vision through building community with accepting, functional, and respectful places for people to gather, work, and study.

Strategic Issues to Address over the Next 3 Years

1. Continue to improve and evolve our technologies and capabilities to meet the needs and expectations of the Door County community.

2. Improve public awareness of library services through community programming, collaboration and marketing.

3. Focus on transforming the DCL to becoming an active learning environment for patrons and staff.

4. Manage and optimize the expansion/remodeling of DCL Headquarters/Sturgeon Bay Branch and the emerging role the library will play.

5. Ensure collections, facilities and programs meet the needs of evolving demographics of Door County.

Goals, Strategies, Action Plans
Door County Library Strategic Planning
2019-2021

1. **Continue to improve and evolve our technologies and capabilities to meet the needs and expectations of the Door County Community.**

Goals, Strategies, Programs, Projects and Activities to address this issue	Action Steps to Take	Time Frame	Who's Involved?	Notes Needed Resources, Assumptions
Maintain up-to-date technology	Improve wireless printing capability – monitor OWLS proposal for wireless printing	Years 1-3	CW, TK, KJ	Funding or consortia support needed Foundation/Friends Grants?
	Scanning ability at all Branches	Year 3	CW	Branches that still need it include: FIS, FOR, WSH
	New computers replacement schedule	Years 1-3	CW, TK, D. Bacon	We have about 90 computers Budget Constraints Replace 15 computers per year?
	Evaluate routers and update every 2 - 3 years	Years 2-3	CW, D. Bacon	OWLS consult
	Revaluate access points at each branch	Year 3	CW, D. Bacon	OWLS consult
	Watch and evaluate national technology trends	Yearly	CW, TK, D. Bacon	OWLS consult

2. Improve public awareness of library services through community programming, collaboration and marketing.

Goals, Strategies, Programs, Projects and Activities to address this issue	Action Steps to Take	Time Frame	Who's Involved?	Notes Needed Resources, Assumptions
Effective marketing efforts for all programs at all Branches	Target Facebook marketing	Years 1-3	TK, MM, LK, BL	Budget support
	Brochures for special programs	Years 1-3	MM	Budget support
	Conduct survey to Identify demographics to target markets for programs	Years 2-3	TK, MM, RB	WiLS, compare to 2016 survey, make sure survey is robust
	Partner with schools	Years 1-3	BL, BH, MM, CJ, TO	School District communication
Programming revitalization	Evaluate multiple factors to promote steady, consistent #'s at programs	Years 1-3	TK, MM, LK, BL	Revise evaluation form
	Targeted programming	Years 2 & 3	MM, BL, LK, CJ	Use evaluations
	Programming that emphasizes hands-on interactive activities	Years 1-3	BL, BH, MM, CJ, HC, TO	Brainstorm with team/Follow trends
	Consider an Ambassador program	Year 1 & 2	TK	DCVB membership
	Investigate timing of current programming	Year 1 & 2	BL, LK, Branch Mgrs.	Based on survey results
	Survey community needs regarding programming	Year 2 &3	MM	WiLS, compare to 2016 survey, make sure survey is robust
Increase exposure and create opportunities	Partner with and join strategic groups	Years 1-3	TK, MM	Brainstorm with management team

3. Focus on transforming the DCL to becoming an active learning environment for patrons and staff.

Goals, Strategies, Programs, Projects and Activities to address this issue	Action Steps to Take	Time Frame	Who's Involved?	Notes Needed Resources, Assumptions
Address issues at smaller libraries	Do more outreach programs to take library activities out into the community	Years 1-3	TK, & Branch Mgrs., MM, LK, BL	
	Wish lists from each branch to help make small changes	Year 1	TK, & Branch Mgrs., MM, LK, BL	
Programs with experts and professionals	Partner with others for arts learning programs - MAM, etc.	Years 1-3	TK, MM, LK, BL	
	Partner with Boys and Girls Club and Learning in Retirement	Years 1-3	TK, MM, LK, BL	
	Explore mini-conferencing opportunities	Years 1-3	TK, MM, LK, BL	
	Pursue local expertise for programs	Years 1-3	TK, LK, BL, Branch Mgrs.	
Emphasize passive programming	Maker tables for walk-ins	Years 1-3	LK, BL, MM, Branch Mgrs.	Brainstorm sessions at meetings
	Display results of programming	Years 1-3	LK, BL, MM, Branch Mgrs.	Display furniture, classes
	Calendar display of programs	Years 1-3	MM	On website
	Maintain chalkboard at Sturgeon Bay	Years 1-3	MM	
	Pursue electronic display	Years 2 & 3	MM, CW	Budget support
Have more non-traditional resources/collections	Investigate Library of Things	Years 2 & 3	TK, MM, LK, BL	Staff and/or volunteer time

4. Manage and optimize the expansion/remodeling of DCL Headquarters/Sturgeon Bay Branch and the emerging role the library will play

Goals, Strategies, Programs, Projects and Activities to address this issue	Action Steps to Take	Time Frame	Who's Involved?	Notes Needed Resources, Assumptions
Move Sturgeon Bay expansion/remodeling process forward	Complete the programming and conceptual design phase	Year 1	TK, HGA, BMG, Steering Committee	
	Explore ways to fund the expansion/remodeling	Year 2 - 3	TK, HGA, BMG, Steering Committee	Hire professional fund raiser
	Conduct a Marketing and Feasibility study to avoid reproduction in the community	Year 2	TK, HGA, BMG, Steering Committee	
	Keep public informed of progress with lobby board and regular press releases	Years 1-3	MM	

5. Ensure collections, facilities and programs meet the needs of evolving demographics of Door County.

Goals, Strategies, Programs, Projects and Activities to address this issue	Action Steps to Take	Time Frame	Who's Involved?	Notes Needed Resources, Assumptions
Conduct research on evolving demographics	Work with R. Burke, UW-Ext., State of WI	Year 2	MM	Regularly monitor demographic reports and studies, and new census data as released
	Evaluate all programs offered by all branches	Years 1-3	MM, TK, Branch Managers, HQ Staff, OWLS & NFLS	
	Monitor national library trends	Years 1-3	HQ Staff, OWLS & NFLS	
Explore the possibility of housing, organizing and making Door County Historical Archives accessible	Continue steps needed to move this forward	Year 1	LK, Archives Researcher	Facilities and staff funding
Maintain relevancy by defining and developing DCL role in the County	Review/Rewrite mission, vision, and value statements of the Door Co. Library	Year 1	TK, KJ, BL, LK, MM, LS	Begin revision in January of 2019

Appendices

SWOT Analysis

Survey Results

Door County Library Strategic Planning. SWOT Discussion Results.

June 2018 Library Staff	July 2018 Library Board	July 2018 Foundation
Strengths: • Customer service • Knowledgeable people working in libraries • Community support • Strong resource sharing • Branches all over County • Good leadership • Meets the recreational and education needs of a large geographical area • Community programming (DC Reads, etc.) • Unique and applicable collections – being patron driven • Responsive • Vast amount of resources • Collaboration with other groups (customer service and programming) • Good internal communication • Serving unique needs of all the branches • Focus on print and electronic materials – good balance • Good turn-around from order to shelf • People's relationships with staff, about customer service • Good community organization and collaboration • Locations and access • Online presence – good feedback • Friends of the Library • Moving well into the new national library model • Our libraries are dynamic and alive • Ease of getting a library card • Low overdue fees • Book sales • Funding and generous donors • Forestville – highest Hispanic population • We are "the place" in Door County • Source of local/tourism information	**Strengths:** • Internet for those who don't have it at home • Branch diversity • Population familiar with libraries, it is a "habit for them" • Dedicated staff, continue to attract and retain • Acceptance for a card, it's easy • Focus on community, willingness to evolve and meet public's needs • Public is key advantage, a community space • Communication and social media • Visionary Director/Leader • Positive hometown, community leadership (branches)	**Strengths:** • No need to walk sideways in Egg Harbor • We can become community centers • Availability of materials to all patrons in all locations • Partnerships with other entities – DC Community Foundation, Schools, Miller Art Museum • Numerous branches… but need another branch in Southern Door County. • Staff makes things work well • Renovation/Redesign at Sturgeon Bay is an opportunity • Display case • Libraries seem as popular as ever among the public

Door County Library Strategic Planning. SWOT Discussion Results.

June 2018 Library Staff	July 2018 Library Board	July 2018 Foundation
Weaknesses: • Knowledgeable Awareness of services, etc. • Staffing and hours – need for more • Young Adult Area – relates to space • Carpeting/Furnishing • Staff support, staff numbers and hours • Outreach to underserved communities, make the collection more relevant • Need 1 rotating collection – an Hispanic one, or other language travelling collection • Able to afford access to database. LYNDA, Reference USA, A-Z • Facilities update • Haves and have nots – limited space in places • Staff – equalize • Workloads too high • Wasted paper • Hoopla – more titles • Parking • Some branches don't have outside space • After hours usage • Kids computer space section • Under budgeted • Underserving some age groups (20-40) • Staff	**Weaknesses:** • Funding – County • Some dated buildings • Branding and marketing • Competition for the "blue collar population." Not keyed into using libraries. What are we doing to bring them to the door? • Facilities and space design • Appeal to 20 – 45 age group • Over-extended resources, unequal dispersion of branches • Change narrative to show libraries contribute to economic development **Recommended Issues and Priorities for the Library to Address:** • Facility improvements, cultural destinations • Public/Private partnerships • Archival Project • Literacy	**Weaknesses:** • More hours at branches • More work stations, especially in Sturgeon Bay • More intellectual activities – "Author Talks," etc. **Recommended Issues and Priorities for the Library to Address:** • More book displays • Weekly periodical talks "Great Conversations" • Exchange tours with other libraries • Budget on what's coming • New ideas for programming • Remodel/renovation • Expanding hours?

SURVEY RESULTS

(Separate Document)