

Five Year Plan: July 1, 2017 to June 30, 2021

**Northumberland County Public Library
7204 Northumberland Highway
Heathsville, Virginia 22473**

MISSION

The Northumberland Public Library serves residents and visitors of all ages in Northumberland County as a center for free access to multi-media information and library materials; to offer instructional, educational, and cultural opportunities; and to engage and partner with community groups and organizations, by offering the use its facilities and through its services, programs, and activities.

STANDARDS

The Library of Virginia has developed a series of essential standards for broad categories of library service. Following are the broadly defined components that go into creating a library (Library of VA: Planning for Library Excellence: Standards for Virginia Public Libraries)

Governance

Library Board

Administration

Planning

Access to Library Services

Lending

Information Resources

Collections

Programming

Internet Access

Facilities

Technology

Personnel

Community and Public Relations

Funding

Northumberland Public Library will aspire to meet or exceed these standards in order to provide these services in our County.

THE LIBRARY BOARD OF TRUSTEES AND STAFF EMBRACE

THE FOLLOWING PRINCIPLES

1. Identifying and providing high quality library services to the County is our primary goal.
2. Reading and learning are important responsibilities of citizenship, essential to individual growth and enrichment. Promotion of these principles is paramount.
3. Reliable access to information and cultural resources is a right of citizenship in a democracy and fundamental to the preservation of democracy.
4. Readily accessible programs and services of the highest quality are necessary as is the relevance of those programs and services to all current and future populations served by the library.
5. The importance and value of library services must be promoted to patrons by staff, Board of Trustees and volunteers. Creativity is encouraged.
6. It is necessary to stay ahead of social and technological change so as to always be of critical value to the community.

ABOUT US

1. Northumberland is a rural county whose population is less than the 25,000 threshold held by the State of Virginia for maximum state financial support.
2. It is primarily non-industrial with income derived from agriculture, forestry, commercial fishing and recreational boating.
3. As many as 50% of its residents do not have access to reliable, high-speed internet.
4. The Northern Neck has the highest percentage of residents of all counties in Virginia over age 65 mainly because of retirees coming from the Richmond and Washington, D.C. metropolitan areas.
5. The library is a non-profit organization and operates with a volunteer Board of Trustees and a small professional staff assisted by volunteers.
6. A significant portion of its operational budget, beyond grants received from the state and county government, and the entirety of its capital facility maintenance and improvement budget, is raised by private funds.

ASSETS

1. Library lending collections serving the interests of older adults, including large print books, Virginia history, genealogy, and E-books.
2. A collection of juvenile materials to support the local school curriculum and to encourage and promote reading and learning.
3. Books in all formats, extensive and creative programs promoting reading, and computer programs geared towards children.
4. Afternoon and evening programming open to the public in music, art, local history, and current events.
5. A community meeting room available 365 days a year to local organizations.
6. A newly reconditioned mobile library vehicle equipped with Wi-Fi access, laptops and technology service applications to include printing, copying and scanning.
7. Access to library information resources through library Wi-Fi Internet terminals during service hours and free 24 hours a day access after-hours from its parking lot for personal devices.

VISION and GOALS for 2017-2021

Our vision is to serve and be an active and involved resource for all residents, visitors, community organizations, local schools, government and volunteer service organization and to respond effectively and efficiently to their informational, educational, recreational and work related needs.

To address our vision we pursue the following goals.

1. Enhance visibility and recognition of the library as a critical community resource to meet informational, educational and recreational needs.
2. Involve community groups, organizations, and expand existing partnerships to promote library services and develop public history programs associated with local history.
3. Through library administration, conduct ongoing assessment of library collections, facilities, programs and services to ensure responsiveness to the changing needs of the community.
4. Develop new and maintain existing financial resources to support the continued evolution of the library.

FIVE YEAR PLAN

Goal 1: Enhance visibility and recognition

Objective 1: Initiate Mobile Library Project with a full service mobile library vehicle reaching areas of the county, families with limited access to the Internet and persons with transportation issues.

Actions:

2017	Mobile Library initiative launch
2018	Establish routes and partnerships
2019	Assess personnel needs and data usage
2020	Assess Funding Model
2021	Update services

Outcomes:

Use the mobile library vehicle to bring services and access to its collections to more areas of the county with an emphasis on reaching pre-school, home school, and school age children lacking Internet services, and adults of all ages with limited vehicle or transportation access.

2017	Vehicle assessment and upgrade
2018	Provide outreach library services to Northumberland County residents
2019	Hire personnel as needed
2020	Acquire funds needed to maintain or increase services
2021	Establish new five year plan for mobile library

Objective 2: Develop an outreach plan for community organizations, businesses, and churches.

Actions:

2017	Identify stakeholders and community partners
2018	Develop a planning strategy for local public history programming
2019	Create programs aligned with local history
2020	Collaborate to identify topics associated with school curriculum
2021	Establish the library as a community asset for public history

Outcomes and Evaluation:

2017	Planning Committee established
2018	Stakeholders identified, topic identification, collection assessment
2019	Offer two programs incorporating public history in partnership with local organizations
2020	Offer an outreach program at School or YMCA about local history
2021	Creation of information resources (website, brochures, subject guides) for local public history

Objective 3: Maintain Educational Programming and Services for Children of all ages.

Actions:

2017	Recruit a new children's library services coordinator
2018	Coordinate summer reading program with stakeholders in the community
2019	Identify potential outreach services for utilization of Tech Mobile
2020	Collection Assessment
2021	Develop a consistent process for programs and services in support of reading.

Outcomes and Evaluation:

2017	Successful transition for children's programming management
2018	Maintain outreach with partners (Schools, YMCA, Churches)
2019	Participation in Vacation Bible Schools
2020	Weed and purchase new materials for the collections
2021	Identify two new initiatives for Children's Programming

Objective 4: Utilize technology applications to provide access to library information and services.

Actions:

2017	Assess Library Website and Social Media use
2018	Launch new Library Website
2019	Market usage of the Tech Mobile
2020	Create pathfinders and use guides for technology applications
2021	Utilize students to offer technology assistance

Outcomes:

2017	Establish a pattern to update website and social media interactions
2018	Increase website usage by 10%
2019	Increase numbers served by Tech Mobile by 10%
2020	Increase usage of electronic resources by 10%
2021	Increase number of users receiving technology assistance

Objective 5: Utilize Ye Old Book Shoppe (YOBS) for outreach.

Actions:

2017	Recruit new book shop manager due to retirement
2018	Review administrative processes for YOBS
2019	Increase hours of operation
2020	Collaborate to expand services at YOBS
2021	Identify marketing opportunities for YOBS

Outcomes:

2017	Successful transition of YOBS management
2018	Establish specific procedures for cash handling and daily management
2019	Extend service hours by 4
2020	Implement service programming at YOBS
2021	Increase income by 5%

Goal 2: Expand Partnerships and Collaborations

Objective 1: Maintain our volunteer, financial and programming support of an active and creative Friends of the Library (FOL) organization

Actions:

2017	Recruitment for Friends of the Library (FOL) Programming
2018	Partner with FOL in support of staff development
2019	Identify volunteer opportunities for Tech Mobile
2020	Include FOL members for library service opportunities
2021	Record a FOL history

Outcomes:

2017	Friends of the Library (FOL) member list updated
2018	Conduct at least one staff development activity supported by the FOL
2019	Establish one FOL Tech Mobile event
2020	Establish a FOL expert coalition
2021	Post FOL timeline on library website

Objective 2: Maintain partnerships with the local YMCA and school system for summer reading and other children’s programming.

Actions:

2017	Recruit new children’s program coordinator due to retirement
2018	Identify and apply for a grant for student assistants for SR programming
2019	Establish partnership with school personnel and align collection with school curriculum
2020	Utilize students to increase technology education
2021	Increase student awareness of local history

Outcomes:

2017	Successful transition of services and programs
2018	Provide job opportunities for two student library assistants for SR programming
2019	Improve access to materials to support school curriculum
2020	Increase technology support to community users
2021	Develop a local history program for school age children

Goal 3: Library Administration

Objective 1: Library Board Members and Responsibilities

Actions:

2017	Recruit new library director
2018	Create and review five year plan (2017-2021)
2019	Utilize Board Member expertise to support library services
2020	Board Members
2021	Create five year plan (2022-27)

Outcomes:

2017	Successful transition for library management
2018	Adopt five year plan
2019	Establishment of library support committees
2020	100% Board Member participation on committees
2021	Adopt five year plan

Goal 4: Financial Planning

Objective 1: Annual Appeal and Local Government Support

Actions:

2017	Launch Annual Appeal by November 15, 2017
2018	Increase county financial support
2019	Identify community stakeholders
2020	Review Annual Appeal database
2021	Initiate Annual Appeal process by September 1, 2021

Outcomes:

2017	Apply two fold approach to Annual Appeal
2018	Increase giving by 5%
2019	Expand business support by 5%
2020	Strengthen Annual Appeal process
2021	Increase giving by 10%

Objective 2: Expand Business and Community Partnerships

Actions:

2017	Follow up with identified stakeholders
2018	Recognition for Tech Mobile donors
2019	Increase venues for Tech Mobile
2020	Explore business opportunities
2021	Explore community partnerships

Outcomes:

2017	Working luncheon for business and community partners
2018	Establish recognition protocol on Tech Mobile
2019	Establish two new route options
2020	Create a business support program for job opportunities
2021	Identify one additional community partnership opportunity

Objective 3: Explore additional revenue opportunities.

Actions:

2017	Explore grant opportunities
2018	Identify grant opportunities
2019	Explore library endowment options
2020	Market library endowment
2021	Review revenue stream

Outcomes:

2017	Acquire at least one grant
2018	Acquire at least two grants
2019	Identify endowment program management tool
2020	Establish library endowment
2021	Identify library revenue needs for next five years

Last updated: January 2018

Bibliography:

Library of Virginia. Library Board (2009). *Planning for Library Excellence: Standards for Virginia Public Libraries*.