

Winfield Public Library

Long Range Plan 2010

Goal 1. – Remodel building interior to maximize collection, accessibility, staff work areas, and public use areas.

- a. Conduct a space needs assessment by using a library building consultant and architect to analyze current space and suggest modifications to meet current and future needs including items from the architect's building assessment of 2009.
Status – in progress as of 11/10
- b. Determine long and short term objectives
Status – in progress as of 11/10
- c. Prioritize objectives – will be done winter/spring 2011
- d. Implement the plan – starting summer/fall 2011

Goal 2. – Analyze staffing requirements

To be started as soon as building objectives are prioritized. Target date to start is April 2011

Goal 3. – Investigate, plan for, and implement new catalog system

- a. Identify vendors - April 2011
- b. Evaluate systems – November 2011
- c. Determine costs and budget for purchase – April 2012
- d. Begin physical processing of items – January 2012
- e. Purchase software and begin migration process – May 2012

Goal 4. – Expand programming to attract new customers - ongoing

Goal 5. – Develop a marketing plan to raise the visibility, attract new customers, and keep current customers coming back

- a. Decide name to use in library promotion – completed December 2010
- b. Decide “tagline” to use in library promotion – completed December 2010
- c. Develop new logo for library – in progress December 2010
- d. Develop templates/style guide for promotional pieces – Fall 2011
- e. Identify marketing venues – in progress December 2010
Possible venues included Facebook, Twitter, and other social networking applications, targeted marketing pieces, email lists for library announcements
- f. Provide graphic design training for appropriate staff – 2011

Goal 6. – Expand electronic resources – ongoing

Items to consider include:

- Educational products
- Reference materials
- Electronic books

Goal 7. – Convert to a district library – started Fall 2010