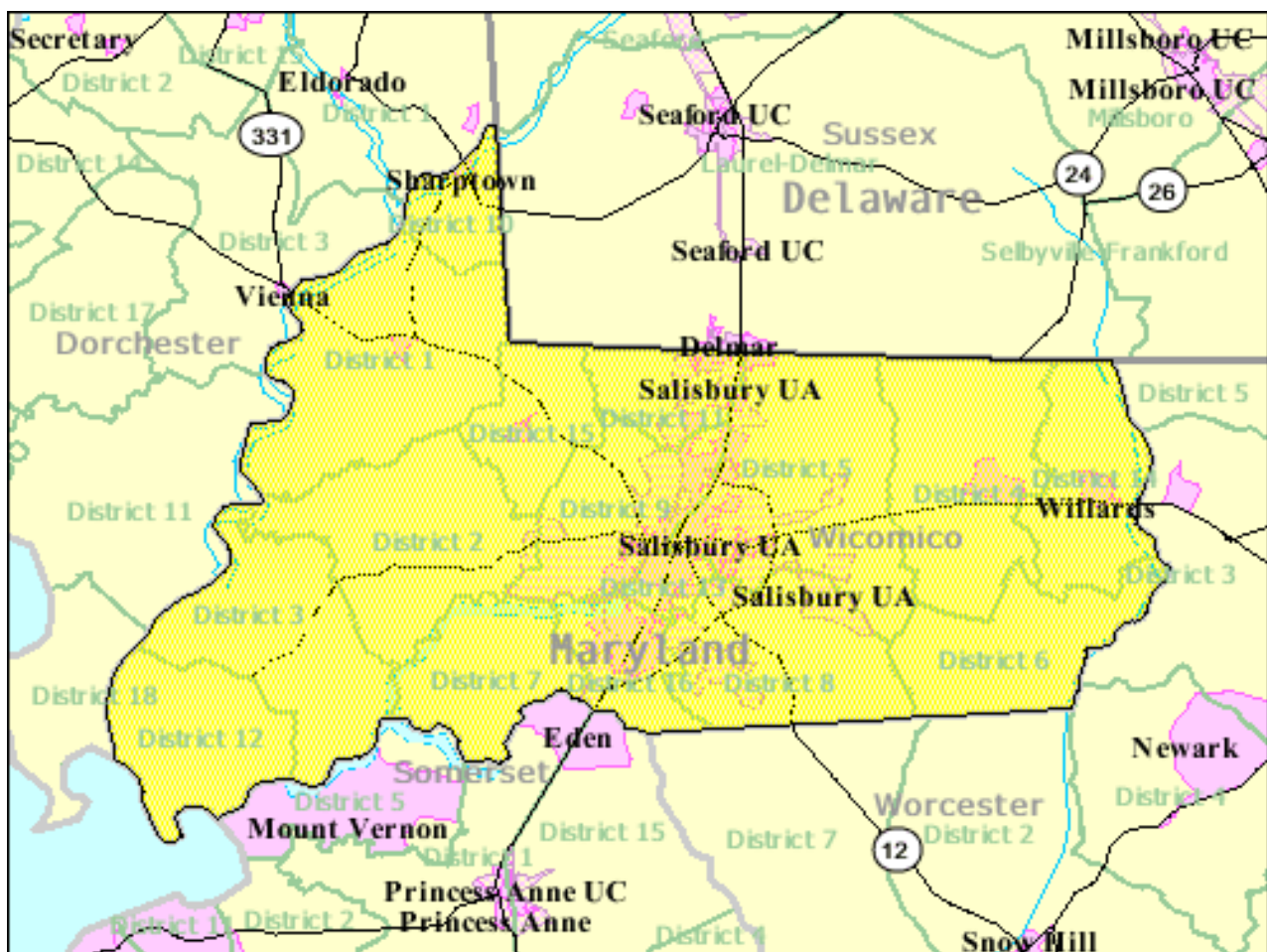


Wicomico County Free Library Long Range Plan of Services 2005-2010



U.S. Census Map

Approved by Wicomico County Library Board of Trustees, February 8, 2005

Contents

Introduction.....	3
Wicomico County Free Library.....	3
Previous Long Range Plans.....	4
Planning Methods.....	4
Library Mission	6
Wicomico County Free Library Mission.....	6
Brand.....	6
Goals and Objectives	7

Introduction

Wicomico County Free Library

Wicomico County, Maryland is located on the Eastern Shore of the state on the Delmarva Peninsula. The library serves a population of over 87,000 county residents. Five library outlets serve the public.

<i>Facility</i>	<i>Location</i>	<i>Size in Square Feet</i>
Wicomico County Free Library	122 S. Division St., Salisbury	50,000 SF
Bookmobile	Various stops in county	
The Centre outlet*	Salisbury Mall	1,120 SF
Willards outlet	Willards Lions Community Center**	500 SF
West Side Community Center outlet	Lodge Rd., Bivalve	600 SF

* This and the following two library outlets have been called WILL sites. WILL is an acronym for Wicomico Information Learning Library and dates from the grant funded project through which they were established.

** This location may change within the next year.

The Wicomico County Free Library in Salisbury is a full service public library. It offers:

- Loan of library-owned materials and borrowing from other libraries through inter-library loan
- Collections of print and audio-visual media for adults and children
- Information services to walk-in, web site, telephone, and email customers
- Use of computers to access the Internet, electronic databases, productivity software, and educational games.
- Youth services through materials collections, programming, homework assistance, dedicated program and teen space, and outreach to preschoolers through the Birth to Four program and other services
- Meeting room spaces available for use by community groups
- Programs of adult interest
- Instruction in using computers for information seeking

- Programs and services for people 50 and over through the Next Chapter project
- Programs for men and boys in the Guys Read initiative

This location houses library administration and support services on the lower level, where four meeting rooms are also located. Public services and other staff spaces are on the main level which is accessed through a ground floor lobby and a flight of steps or by elevator.

The library outlet at The Centre, an enclosed mall in Salisbury, is a limited service that offers computers for public use and training in using electronic information resources, along with a small popular materials collection. The other two outlets also provide public access computers and offer hands-on information literacy programming.

The bookmobile service brings library materials and services to areas of the county that are a long distance from the Free Library, schools, childcare providers, children and family agencies, neighborhoods, and senior centers on a regular schedule. It offers print and non-print materials for check-out, access to the library's database of available materials and other information resources, and a staff of two who assist customers.

The Wicomico County Free Library is governed by a Board of Trustees and administered by the Library Director. Financial support comes from Wicomico County, the state of Maryland, federal and other grants, fines and fees, and fund raising.

Previous Long Range Plans

Wicomico County Free Library has had two long-range plans in recent years. The first plan was developed in 1998 and the second in 2002. The 2002 plan is dated 2002 to 2005 and the current planning effort is intended to replace that document.

The 1998 planning process used *Planning for Results*, a previous version of the model used for the new plan. The 2002 plan did not, although it has some components of that type of plan such as objectives and activities lists. The passage of time, arrival of a new library director, and the start of several new grant funded services have made the 2002-2005 plans obsolete.

Planning Methods

This long range plan was developed using the Public Library Association model described in *The New Planning for Results* by Sandra Nelson. The fourth in a series of manuals on public library planning published by the national association, this most recent version provides an efficient approach to assuring community and staff involvement and focusing planning on identified needs. Ruth O'Donnell, library consultant, assisted with the planning process.

1. Community Participation

➤ The Library Board

Representatives of the Library Board of Trustees participated in discussions about the planning process with library staff. They also participated in the two groups that developed the plan.

➤ Public Meeting

Wicomico County residents participated in a public meeting facilitated by the project consultant to discuss library service needs.

➤ Community Planning Committee

A representative group of Wicomico County residents met twice as the project Community Planning Committee, the group that identified service needs and suggested service focus for the plan. They provided the citizens' point of view and valuable insights into how the library system can most effectively respond to local needs in the next five years to achieve service excellence.

2. Library Staff Participation

➤ A group of library staff members met as the Staff and Board Task Force to consider the advice of the Community Planning Committee and develop the plan mission statement, goals, and objectives.

➤ All staff members were involved in assisting the Staff and Board Task Force in identifying activities that will be carried out over the next five years.

Definitions of Long-Range Plan Components

The *New Planning for Results* model uses specific definitions for long range plan components.

- Mission – a brief statement of the services on which the library system will be focusing over the next five years
- Goals – what the library system hopes will result from its efforts; the benefit to be received by the people of Wicomico County
- Objectives – statements that set a standard of performance for the library's work towards meeting its goals; measurable and time-limited, objectives tell staff how success will be measured and services evaluated
- Activities – a list of activities to implement the plan; the activities list describes what the library hopes to do over the life of the plan to work towards plan goals

Library Mission

Wicomico County Free Library Mission

The library's mission statement describes the services that will be focus of resources for the next five years.

The Wicomico County Free Library provides:

- Popular materials and programs
- Resources for lifelong learning
- Support for education
- Guidance in finding and using information
- A community meeting place

Brand

A new "library brand" was developed during the planning process. It reflects the new mission and focus of services and will be used in public awareness materials.

Wicomico County Free Library...

- Supporting Learning
 - Building Community
 - Enriching Lives

Goals and Objectives

Goal 1

People in Wicomico County have access to popular materials in desired formats.

Objectives:

- 1.1 Circulation of Current Adult Books will increase by 5% each year.
- 1.2 Circulation of audio-visual materials will increase by 5% each year.
- 1.3 Following the baseline* year of 2005-06, online reserve requests will increase each year by a percentage to be determined.
- 1.4 Following a baseline year, electronic visits to the Readers' Corner page of the library Web site will increase each year by a percentage to be determined.

*"Baseline" refers to the need to collect data for this measure to establish the current level of service. Data is not currently collected.

Goal 2

People in Wicomico County have opportunities to attend programs on current interest topics.

Objective:

- 2.1 Attendance at library programs will increase by 5% a year.

Goal 3

Students in grades K through 12 find resources that support school assignments.

Objectives:

- 3.1 Electronic visits to the library's Web site homework link page will increase by 15% by December 2005 and 5% each year thereafter.
- 3.2 Teacher use of Assignment Alerts will increase by 25% by December 2005 and 5% each year thereafter.
- 3.3 Seventy-five percent of students who use library resources will say on a survey that they have adequate resources to support school assignments.

Goal 4

People in Wicomico County are able to find, evaluate, and use information effectively.

Objectives:

- 4.1 At least 500 seniors will receive instruction on electronic medical information resources by January 2006.
- 4.2 The number of people participating in public information literacy classes will increase by 5% a year.

4.3 Seventy-five percent of participants in electronic information classes will report on a class evaluation that they learned at least one new skill in the class.

4.4 The number of people using online library services (renewing materials, placing reserves, using databases) will increase by 5% per year.

Goal 5

People in Wicomico County have resources for lifelong learning.

Objectives:

5.1 At least 2,300 people aged 50 or more will use an electronic resource at a Next Chapter site by January 2006.

5.2 At least 1,000 people aged 50 or more will access the Next Chapter Web portal to get health information by January 2006.

5.3 After the baseline year of 2005-06, the number of unique children attending preschool programs will increase by 5% annually.

5.4 Attendance at library programs will increase by 5% a year.

5.5 80% of adults attending lifelong learning programs will say on a program evaluation that they learned new information.

5.6 Following the baseline year of 2005-06, attendance at Guy's Read programs will increase each year by a percentage to be determined.

Goal 6

People in Wicomico County have an inviting place to meet and gather.

Objectives:

6.1 Following the baseline year of 2004-05, the number of library users who say on a survey that the library is an inviting place to meet and gather will increase by 20% by July 2006.

6.2 Eighty percent of the organizations that use the library meeting rooms each year will say on a survey that the booking process, spaces, and equipment meet their needs.

6.3 Number of hours meeting rooms are booked for public use will increase by 5% each year.