



# Red Wing Public Library Long Range Plan

2019 – 2028

The Red Wing Public Library's patron-driven 2019-2028 Long Range Plan is strategic, relevant, and forward-thinking. Based on current use, demographics, input from the community, staff experience and research, we better understand how our patrons use the library and what they want from us. We also have developed a better understanding of how our community views the library and the needed steps to create new relationships and maintain our current bond with the community. As a staff we will take inspiration from the words of Caitlin Moran:

“A library in the middle of a community is a cross between an emergency exit, a life-raft and a festival. They are cathedrals of the mind; hospitals of the soul; theme parks of the imagination. On a cold rainy island, they are the only sheltered public spaces where you are not a consumer, but a citizen instead”

We will continue to provide high-quality library services through print and electronic collections, research assistance, accessible technology and successful and relevant programs for children, youth and adults.

## **Library Mission Statement**

The Red Wing Public Library is committed to providing for the lifelong learning and information service needs of the community.

## **Motto**

Growing Lifelong Learners

## **Vision Statement**

To be a major contributor to the intellectual growth, cultural vibrancy, recreational opportunities, and economic well-being of a democratic community

## **Core Values - We Care**

Welcoming Environment

Committed to Intellectual Freedom

Access for all

Remain inclusive

Exceptional library service

- **Welcoming Environment** – We are committed to being safe and welcoming. Our policies and practices ensure safety for the public and the staff, provide exceptional patron service, and provide a comfortable, inclusive and non-judgmental place to gather, interact and discover.
- **Committed to Intellectual Freedom** – We are committed to intellectual freedom and the need for the library collection to represent many points of view. Individuals are responsible for making their own choices regarding appropriateness of materials, and parents/guardians are responsible for the choices made for their children.
- **Access for All** – We serve all users fairly and equitably, and are committed to removing physical obstacles for all potential library users. We are committed to providing basic library services at no charge, though some optional services may carry a fee.

- **Remain Inclusive** – We honor diversity and inclusion. We seek to represent all people in our collections, programs, services, workforce and other areas.
- **Exceptional Library Service** –We are committed to providing prompt, objective, confidential, and knowledgeable responses to requests for assistance.

**We live out these values by following the *Four Cs*:**

- We champion **collaboration** internally and by working together with community partners to meet goals and develop positive relationships, while maintaining open communication.
- We embrace **creativity** by being innovative; open to new ideas, and willing to try new things.
- We engage in the **community** by harnessing community talents and resources and supporting opportunities for individuals to connect through our welcoming space and programs.
- We **care** about each other, our patrons, the community and what we do.

**Long Range Plan Component Definitions:**

- **Mission Statement:** A concise declaration of purpose of an organization
- **Motto:** A short sentence or phrase chosen as encapsulating the beliefs or ideals guiding an institution.
- **Vision Statement:** A brief statement that defines where the organization wants to be in the future.
- **Core Values:** The values that define, inform, and guide an organization. They are the underpinning of the organization’s ethos.

- **Goals:** Broad statements describing desirable end results toward which an organization will work over the long term.
- **Objectives:** Specific measurable statements of results to be achieved to implement a goal.
- **Action plan:** A statement of the steps that need to be taken to achieve a particular objective.

### **Goals & Objectives:**

#### **Goal #1: Maintain and enhance our collections with an emphasis on reading materials and research services.**

The core of our mission is providing information to people through broad and deep collections that are representative of a wide-range of thought, beliefs and knowledge in various subjects. We provide professional information activities by staff through the internet, phone, in libraries and emerging technologies. We will:

- **Develop Collections** to provide current items that are in high demand and to collect a variety of materials in multiple formats.
  - Annually monitor circulation and interlibrary loan (“ILL”) reports for user trends.
- **Provide Reference Services** to assist in accessing resources and services.
  - Conduct sampling of reference assistance quarterly.
- **Maximize Lending** and use of the collection.
  - Work to identify organizations that could benefit from the use of an organization library account. (The Goodhue County Historical Society is an example of an organization that could benefit from this.)

- Work to identify organizations that could benefit from the use of a deposit collection, such as we currently do with Potter Ridge.
- **Maximize Public Service Hours** to provide the highest level of access to services possible
  - Discuss extended hours and investigate possible changes to the library's current schedule.

**Goal #2: Provide 21<sup>st</sup> century literacies**

Today's society requires enhanced skills to thrive in an increasingly information based culture. Supportive programming that targets early childhood, financial, health, and social/cultural literacies will better equip children and adult learners with the tools they need to succeed. We will:

- **Prioritize Early Literacy Services** to develop lifelong readers and prepare children for school. The library provides programs, services and space designed to ensure children will enter school prepared to learn to read and continue being successful readers throughout their lives.
- **Strengthen School Age Services** to encourage reading through innovative and exciting programming for school age children.
  - Identify needs and develop or strengthen school age services to target those needs.
- **Reduce Cultural and Language Barriers** to accessing library services.
  - Increase staff Spanish language fluency either through a new hire or training current staff using available resources.
  - Meet formally with Hispanic Outreach to discuss what services the community would like the library to develop.

- Partner with Adult Basic Education to provide ESL classes.
- Have staff participate in cultural sensitivity training.
- **Provide Information Literacy Skills** so patrons can search for, locate, evaluate and effectively use information to resolve an issue or answer a question.
  - Make relevant information available to patrons through a variety of channels and formats.
  - Bring in experts annually to speak at the library.
- **Provide Financial Literacy Resources** to give people the knowledge and tools to make informed and sound financial decisions.
  - Make relevant information available to patrons through a variety of channels and formats.
  - Bring in experts annually to speak at the library.
- **Provide Health Literacy Resources** to empower people in their personal health management.
  - Make relevant information available to patrons through a variety of channels and formats.
  - Bring in experts annually to speak at the library.
- **Promote Online Learning through Library Resources** to support the improvement of school outcomes through increased library use by school age users and adult learners.
  - Create a Library Board Marketing Committee to assist in increasing the visibility of library resources.

**Goal #3: Provide sufficient access to technology resources and work towards digital inclusion.**

Red Wing Public Library provides computer skills education and access to digital resources. An increasingly digitized world requires new knowledge, practice and

access to technology. The library is positioned to provide a broad spectrum of hardware and software support for increasing digital literacies. It is also ideally positioned to develop digital literacy skills that are critical for today's society. We will:

- **Promote Digital Inclusion** to ensure that our community is aware of and has access to the wealth of information available through the internet.
  - Discuss possible changes to the current computer use policy at the library to reduce barriers to computer access.
- **Continue Technology Assistance** to provide equal opportunities for basic computer skills.
  - Continue to partner with Adult Basic Education to provide quality computer classes.
  - Continue to provide one on one tutoring for patrons
- **Invest in Infrastructure** to ensure robust and technology-rich library environments.
- **Initiate Technology Programming** to engage adolescents, teens and adults in technology based learning opportunities.
  - Investigate avenues and partnerships to develop new technology programming.

**Goal #4: Engage the community and work with local leaders to support the library's mission.**

The Red Wing Public Library will work to bring services to neighborhoods by engaging with residents, neighbors and the community. The library will establish itself as a community stakeholder and knowledge bank for community initiatives. We will:

- **Support Community Engagement Activities and Board Participation** to establish the Red Wing Public Library as a valued resource.
  - Continue to participate in the Red Wing 2040 planning process and future community engagement activities.
- **Connect the Community** by introducing patrons to a wide variety of resources and activities provided by agencies, organizations and individuals throughout the community.
  - Work in cooperation with other organizations to develop self serve methods of delivering community information.
  - Invite speakers to speak during staff meetings to educate staff about resources available to the community.
- **Develop a Volunteer Corps** to expand the capacity of staff and strengthen community support.
  - Work towards creating of a group of volunteers that can advocate for the library and share information on the library's resources, services and programs.
- **Increase Library Usage** through partnership development to build awareness of library services and meet the needs of the community.
  - Work to market the library to new community members, businesses and organizations to increase awareness of the library.
  - Improve online library resources and introduce those resources to the user community.
- **Offer Cultural and Educational Programs** to provide individuals with social opportunities.
  - Explore ways to provide, in cooperation with other community organizations and individuals, library services to underserved

populations (e.g., a reading discussion group for the visually impaired or for persons with dementia and their families)

**Goal #5: Recognize staff contributions and provide avenues for professional development.**

We will work to provide our staff with the resources and education that they need to fulfill the mission of the Red Wing Public Library and to give them the means to provide quality resources, services and programs to the Red Wing community.

- **Develop an Environment that Ensures that the Work-Life Balance** of our employees is allowing our staff to maintain a healthy and balanced life.
  - Work towards increasing the staff with one 22 hour a week position and then continue to monitor the need for staffing changes, whether in terms of staff numbers or staff responsibilities and duties.
- **Increase awareness and opportunity for professional development** so that the staff maintains and enhances their skills.
  - Make sure staff are aware of new opportunities and encouraged to participate in them as appropriate.
- **Encourage staff to bring forth new ideas for services, resources and programs** in order for the staff to provide the Red Wing community with a positive library experience.
  - Continue to invite ideas from the staff through monthly staff meetings and an internal open door policy.