



City of McCall

LIBRARY

McCall Public Library

Strategic Plan

2021-2026

Updated
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Mission Statement

The McCall Public Library is the anchor for the heart, mind, and spirit of our community. Our mission is to provide boundless opportunities to educate, inspire, and connect patrons of all ages, backgrounds and views.

Vision Statement

To learn from our storied past, transform lives, and cultivate curiosity about an ever-changing future.

Core Values

These values shape our plan to meet the challenges of increasing demand for library services:

1. **Inclusivity:** create a safe and organized atmosphere for patrons and staff to connect, learn and grow.
2. **Access:** allow freedom to explore all kinds of information and civic engagement; provide thoughtfully curated materials and intriguing programming.
3. **Innovation:** embrace 21st century library practices and evolving technologies.
4. **Sustainability:** be responsible stewards of the McCall Public Library's financial and material resources.
5. **Resilience:** adapt to change according to the needs of the community.

Goal #1: To increase the library's capacity to transform lives by serving the needs of everyone in the community

Objectives:

To blend new technologies with traditional approaches to improve service for all patrons; to cultivate and train librarians who can expertly guide library users; and to expand targeted services for underserved groups.

Benefit to Community:

The library offers an enriching, welcoming environment where people can come to read, learn and exchange ideas. Library space is safe, convenient and flexible. Supportive, knowledgeable staff encourage patrons to explore topics of interest, access information, or develop a skill. The library's service is inclusive to all and nurtures an informed, discerning and resilient community. Underserved populations will be more aware of library's potential to provide programs and materials. Inclusion of a broad demographic enriches the community of existing library users. The library promotes the development of conventional literacy, such as reading and writing, as well as broader literacies, including:

- Information literacy
- Media literacy
- Cultural literacy
- Financial literacy
- Scientific literacy
- Critical literacy
- Health literacy
- Technological literacy

Action Plan:

From 2016-2020, the library conducted a series of community outreach workshops to set its future course and to better serve the needs of all patrons. From "Mindbreaking" public workshops led by consultants, to Focus Groups held by the City, the library has gathered feedback and ideas from a variety of sources with the goal of implementing services and programs tailored to the needs and interests of the community. We always encourage patrons to share their thoughts through the library website, social media, and email. We will continue to anticipate and respond to public comments and opinion at weekly staff meetings and monthly Library Board of Trustee meetings.

The library remains committed to creating opportunities for patrons to become producers not just consumers. Current offerings include Make-It lab space and equipment, kits available for checkout, and patron book reviews online and on the Libby app. For patron convenience and safety, the library offers flexible services such as curbside options. We plan to also explore a convenient and secure debit/credit card system for payments in person and online, and a locker system at the front entrance, designed for patrons to pick up reserved items after hours.

Measures of Progress:

- Regularly evaluate how to reach underserved groups (e.g. Spanish speakers, Senior citizens, low income families)
- Formalize the fine-free library policy to remove barriers to library services
- Offer periodic "amnesty" weeks to clear up any old, negative experiences with libraries

- and encourage those who may be embarrassed or intimidated to return to the library
- Update the Accessibility Plan and continue to accommodate all mobility types in our services
 - Promote the Talking Book service through local doctors' offices to better serve those with vision impairment
 - Cooperate with the Senior Center and local health providers to provide accurate, reliable health information to patrons and maintain openness to serve other needs
 - Provide Spanish speaking services and translations whenever possible
 - Improve workforce development services, including job search, resume building, and interview practice with librarians
 - Continue to find creative ways to serve patrons who are unable to visit the Library, like the Book Bike or remote return drop boxes
 - Assess and evaluate inventory annually (to include weeding the collection and adding new releases)
 - Maintain a diverse collection rich in classics, contemporary books, digital resources, and "Library of Things" items evaluate the usage to better serve patron wants and needs
 - Add to McCall's share economy by expanding our "Library of Things" collection, in partnership with the Recreation Department.
 - Provide resources for staff to attend at least two professional development trainings per year, focused on customer service and/or use of new technologies to serve patron needs
 - Make It Program Training III to be completed by Programming Librarians
 - Adjust policy and practices to provide flexible options for debit/credit payments
 - Improve Curbside and Concierge services; formalize flexible and personalized book selection process available online 24/7
 - Expand Zoom room (or equivalent) checkouts for patrons, as needed
 - Maintain and promote equipment checkouts: laptops, projector, WiFi hotspots and other technology
 - Explore Virtual Reality, 360 degree cameras, and other emerging technologies
 - Make Wifi printing available to patrons
 - Evaluate and select a mobile-friendly app for library catalog
 - Promote the Libby app and integrate it into the library website
 - Maintain health and safety protocols, including cleaning and quarantine practices to respond to health emergencies
 - Expand outdoor usage opportunities for patrons, including WiFi access around the library 24/7; improve library surroundings for comfort and safety
 - Improve Library website design for easier navigation and use
 - Install a Story Walk to increase serendipitous literacy learning opportunities
 - Migrate to a paperless process whenever possible, to maintain sustainability of library operations, including formalizing paperless membership renewal process

Goal #2: To increase awareness of the boundless opportunities with the library

Objective:

Improve public relations strategies to increase community awareness and input regarding library resources.

Benefit to Community:

As people become aware of what their library has to offer, and as their ideas are heard, they will take advantage of opportunities to educate and entertain themselves and spread the connections to others. This results in a synergistic, resilient cycle.

Action Plan:

Continue traditional media announcements about library events (radio, newspaper, and local groups' newsletters); publish and post calendars of events; increase ways for the public to interact and sign up for programs on the library website; and harness the power of social media, when appropriate to the library's mission. Library Board members will attend City Council meetings when there is pertinent content being discussed or to show support for a specific project. The Library Director will attend one Council meeting a month to present the monthly report. A member of the Friends of the McCall Public Library will serve on the Library Board. A member of the Board will serve as liaison to the Foundation.

Measures of Progress:

- Continued growth in the number of people using the library
- First website launched: 2006. New version to thoroughly upgrade website: 2015. Next upgrade will be complete by the end of 2021.
- Website traffic and Facebook likes will continue to increase
- Social media weekly content links with hashtags that increase library visibility and connects McCall library to larger library issues and trends
- Library will distribute information at a minimum of 3 community events per year like Winter Carnival, Kaleidoscope, and Payette Children's Forest programs
- Chamber of Commerce includes library events in their published calendars
- Local schools and churches will help spread the word about library services
- Library newsletter communicates effectively with organized and inspirational content
- Library staff partners with City Communications and Rec department to increase awareness

Goal #3: To increase access and inclusivity through library outreach

Objectives:

To connect our library to resources and groups in the community, thereby increasing access to library services and programs. To recognize how our mission overlaps with other community objectives.

Benefit to Community:

Those who cannot enter the library building can still take advantage of library benefits through outreach programs and virtual services. Sharing mutual goals through partnerships with other community organizations, and supporting children learning to read proficiently and to enjoy the ability to become better informed, will increase the strength and resilience of our community.

Action Plan:

- Develop a list of community organizations that have access to various populations and obtain their support in reaching those community members
- Adapt and/or increase library programming to reach any new groups discovered, following up with these organizations on a systematic basis. Examples include: Senior Center, Food Bank, Daycares, CUB, Shepherd's Home, Recreation Department, and McCall Transit
- Increase digital collection to better serve all patrons for remote access to library services
- Focus on development of other virtual opportunities
- Rekindle partnerships and outreach opportunities with area schools
- Use resources available to facilitate access to library services for non-city residents
- Children's librarian will inform daycares of library card promotions and check out items to families who cannot visit the library during open hours
- Use social media platforms to actively increase outreach and encourage love of reading
- Support mobile services like Book Bike and TutorMobile

Measures of Progress:

- Programming librarians complete at least 1 outreach-related educational course per year
- A list of target organizations and/or populations will be consulted for outreach purposes on a systematic basis
- Working relationship with area schools in McCall is established, including Jump Start Kindergarten, Summer Reading Program partnerships and Internships
- Engage in 8 outreach programs/events per year, partnering with diverse organizations
- Maintain user satisfaction rates of "very satisfied" on program feedback forms
- Visit off-site daycares consistently September – May
- Welcome newborns to our library with hospital bags and a free 1-year family library card
- A minimum of 3 large community events per year will have a library presence: Winter Carnival, Kaleidoscope, Payette Children's Forest, or other similar events
- Increase non-resident library card members through pro-rated cards, low/ no fines, robust digital content and the partnership with Friends of the Library for scholarships.

Goal #4: To embrace innovative and sustainable paths toward organizational effectiveness

Objective:

Approach workflow and policy revisions with open-mindedness and innovation to help the library effectively meet challenges.

Benefit to Community:

Improving our operations for greater efficacy, safety, and efficiency will allow us to achieve the highest possible level of service.

Action Plan:

The Policy Manual will be updated every 3 years or as needed, with the next revision due by the end of 2022. The Library Director and the Chair of the Board of Trustees will set up a schedule that reviews one specific area of the manual at a time. The current Policy Manual will be available to the public and posted on our website. Local law enforcement will be consulted for emergency procedures in the library. The “user experience” will be evaluated on an ongoing basis at weekly staff meetings and improvements documented when possible.

Measures of Progress:

- Policy Manual will be reviewed and published online every 3 years or as needed to make it an adaptive, dynamic document
- Programs will be assessed and attendance will be tracked with the Library Director to assure that quality of performance accompanies quantity of persons reached
- Library Staff and Director will invest time in continuing education and professional development, in accordance to their annual goal setting, to stay informed about library industry trends and skills
- Library staff will bring workflow inefficiencies and safety hazards to the Director’s attention
- Library staff will be trained once per year in the spring for emergency library procedures
- Adequate staffing covers 6 days of operation (including Saturday schedule)
- Library staff facilitates an evaluation of capacity and demand for expanding hours of service to the public

Goal #5: To plan and construct a library renovation and expansion

Objective:

To build a modern, safe facility that honors our past, transforms lives and cultivates curiosity. The larger building will be energy efficient and have resources appropriate to the present and future needs of our community, as directed in the City of McCall Comprehensive Plan, the Downtown Core Master Plan, and the Civic Campus Master Plan.

Benefit to Community:

With a booming population of summer visitors and year-round increased demand for books, computers, and other services, our library is bursting at the seams! Built in 1972, our library originally contained 5,000 books; we now hold more than 34,000 volumes. Expanded space will allow placement of materials within reach. It will also provide more reading, study and meeting areas, as well as dedicated areas for special collections, program and processing, Friends of the Library bookstore, and safe storage. A successful library should provide a comfortable environment with sufficient reading space, natural light, heat, and ventilation, and appropriate decorations and displays. A library must keep pace with the community it serves. With an area of only 4400 square feet, the McCall Public Library building no longer provides adequate space for our resources nor our community needs.

Action Plan:

Background: In 2002, the Library Expansion Committee presented to the Library Board that the most feasible alternative for expansion was to combine the old firehouse property and the existing library. In 2006-2007, the City of McCall's new City Campus plan included an expanded library facility. This plan has since been set aside by the City due to lack of overall funding for the entire project.

The Library Board is committed to expanding, planning, and funding a future expansion, independent from the City Hall buildings. In 2016, LOT funds for pre-design consultant work allowed the Library Board to commission a new Library Expansion Committee. That committee continues to meet in order to best implement the awarded funds, work through design development, and kick-start the expansion. See Appendix for the Committee's Mission Statement. The library is now an important part of the City's CIP Plan and a volunteer Library Foundation raises private funds to supplement the public funds for the new library. The action plan includes building new library to the north and east of the current library, then remodeling the current library into some shared library/community spaces.

New facilities and services include but are not limited to:

- More shelf space for books, technology and multi-media
- Room for a young adult book collection and gathering area for teens
- More computers and more mobile devices, more outlets for charging, space for those bringing their own tech devices, and sufficient server space

- A programs area to encourage and support adult and children’s performing arts
- A new materials processing area
- Break room for staff where food can be kept separate from workspace
- A community “Living Room” - Leisure reading and special collections areas for patrons
- Conference rooms to provide meeting space with after-hours entry and access to restrooms
- Study rooms will accommodate many needs, such as quiet space to concentrate; coworking space for individuals or collaborators who can work out loud without disturbing other library users; and “Zoom rooms” (or equivalents) for virtual connections.
- On-site used book sales, sponsored by Friends of the Library, to raise money and provide patrons with opportunities to purchase books, possibly with coffee shop
- On-site storage and workspace for selling used books of the Friends of the Library
- Shared, multi-purpose space whenever possible

Measures of Progress:

- Received City Council acknowledgement in 2003 that the best and highest use of the old firehouse is the library system
- In 2005, the City campus plan drawn up by CH2MHill included 10,000 sq. ft. library. Already the annual growth has made this projection too small for a twenty -year projection of library growth and needs
- 2016 City Comprehensive Plan update included development of expanded library, recommended 12,000-16,000 ft²
- Budget funds for preliminary planning documents – LOT funds 2015-2016
- RFP issued and architectural/design firm selected by Summer, 2016
- Increase the LGIP account through private donations, reserved for building project
- Fundraising will continue through construction to finish the project and site development
- Library Board will pursue a bond to complete the funding of the new building, with the support and decisions of City Council
- Building Committee will work through design decisions through project completion

Appendix:

Mission Statement for 2015 Library Building Committee

Purpose: The Library Facility Committee is established to advise, plan, promote and make recommendations to the McCall Library Board regarding the building/expansion of the McCall Library Facility. All recommendations will be presented to the McCall Library Board for final approval.

Duties: THE COMMITTEE SHALL

1. Develop assessment tools to poll community on their ideas for library expansion.
2. Conduct a survey using assessment tools including but not limited to presentations to local groups.
3. Review and evaluate community feedback. Then, as the next step, develop a needs assessment and move on to planning the facility.
4. Solicit proposals from design consultants to provide the committee with building options. Options are to be based upon the needs assessment, as well as other pertinent local factors such as location, weather and other community conditions.
5. Evaluate proposals and recommend award of a contract.
6. Determine fund raising goals.
7. Develop and implement a capital fundraising campaign to pay for the new library facility.
8. Develop a schedule for the building project, including the needs for management, design and construction.

Meeting Times/Places: The Committee shall meet not less than once a month, in a regular fashion on a specific day, time and place. Such day and place shall be recorded on the City calendar and otherwise published. Currently, meetings times are the 1st and 3rd Wednesdays of the month, at 11:00 AM in the McCall Public Library.

Conduct of Meetings: All meetings shall be open to the public and meetings shall not be held in any location to which the public is denied access. All meetings will be conducted following the State of Idaho Open Meeting Laws.

Officers and Duties of Officers: The committee shall elect among themselves in October, annually and /or for the duration of the project a Chairman, Vice Chairman and Secretary. It



will be the duty of the Secretary to prepare minutes and submit them to the Library Board for distribution. The Secretary will prepare meeting agendas and post with the City.

The Library Facility Committee shall consist of approximately 10 members.

1. Committee shall include at least one Library Board member as liaison.
2. One designated member from the Friends of the Library is preferred, as a voting member.
3. Staff member from the City of McCall Community Development Department and the City of McCall Public Library as liaisons.
4. Other members will be city residents representing the community-at-large, as voting members.