



**ARAM**  
**PUBLIC LIBRARY**  
DELAVAN, WI

## 2016 -2019 Strategic Plan

“A library outranks any other one thing a community can do to benefit its people. It is a never failing spring in the desert.” -- Andrew Carnegie

Mission Statement: We strengthen our diverse community by providing equitable access to resources that engage, enrich and empower.

### **Aram Public Library: Looking Back**

When he died in 1897, James Aram provided \$20,000 to establish and maintain a public library and reading room to be named the Aram Public Library. It was dedicated on July 8, 1908. The library opened with 2,332 volumes. Eighty three years later, a major expansion was marked with a dedication program on June 13, 1991. The expanded library building offered a new children’s area, elevator for ease of patron access, modernized restrooms, and large meeting room. In 2004, needing more space for materials and computers, the large meeting room was sacrificed to house a rapidly growing youth collection. In 2015, space was made for a dedicated teen area.

### **Aram Public Library: Current View**

#### *Community Statistics*

The 2010 U.S. Census places the population of Delavan at 5,285, 11.1% of whom were identified as Hispanic. Our service area, according to the 2015 Annual Report Data, encompasses a population of 14,751 residents. In 2015, we recorded 8,204 registered users.

#### *Governance and Budget*

According to Wisconsin State Statutes, a ten member board of trustees hires the Library Director, sets policy, and maintains exclusive fiscal control. The City of Delavan and Walworth County, as well as funds from fines and fees, are the major sources of revenue. The Library’s 2016 budget is \$496,198.

#### *Facility*

The Library is a 12,412 square foot facility located on the city’s main thoroughfare in the downtown business center. In future years, the Library will need to address the issues of the

lack of a large meeting room, requests for smaller, private meeting spaces, and lack of space in the youth area. The Library's 2017 capital improvement budget includes a provision for a Needs Assessment Study to identify how to address current deficiencies.

### *Collection*

The Library is committed to serving the needs of all citizens. In order to do this effectively, the Library strives to provide a balanced collection that includes print materials, non-print materials, and access to the Internet and electronic content. As stated in the 2015 Annual Report, the collection contained 53,508 print and 13,235 non-print items (including DVDs, music CDs and audiobooks) and provided access to 174,010 downloadable electronic items.

### *Circulation*

In 2015, Aram Public Library circulated 127,014 materials, up from 124,740 in 2014. Children's materials were 45% of the 2015 circulation.

### *Services*

The Library provides a range of services for adults, young adults, and children. These include a staff of skilled information specialists, reading recommendations for all ages, library tours and instruction, and programming for all ages, including book discussion groups, early literacy activities, and computer instruction. In 2015, 463 programs were offered with an attendance of 7,534.

The Library also offers workstations with Internet access for public use (14,805 log-ins in 2015), wireless Internet access (2,582 log-ins in 2015), hold requests, interlibrary loan of materials not owned by this library, an Internet accessible library catalog, and a newly redesigned, mobile device-friendly website.

## **Aram Public Library: Looking Forward**

Aram Public Library strives to identify and meet the needs of the community. To that end, in September 2015, Aram Library sought input from area residents through a survey inquiring about value of current services to patrons and suggestions for possible other services and materials we could provide in the future. Response to the survey was primarily from current users; we had been hoping for further responses from non-users. Respondents indicated that on the whole they are satisfied with what Aram Library has to offer. One query asked for input on the importance of certain services to the community; high scores indicated that much importance is placed on excellent customer service, providing print, audiovisual, and digital resources, promoting literacy, and providing space for the community to gather.

Additional input was acquired from staff and the Library Board of Trustees resulting in the adoption of a mission statement and strategic initiatives.

## **Strategic Initiatives and Goals for 2016-2019:**

### SATISFY CURIOSITY: Lifelong Learning

Recognizing the vital importance of reading and access to information to open doors and expand horizons, Aram Library strives to support every patron in becoming a lifelong learner. We support early literacy efforts and second language acquisition through programming and materials. We are the premier source for information on life challenges, in partnership with local community services.

#### *Goals:*

1. Implement a bilingual storytime
2. Implement all-abilities programming
  - A. Offer storytimes suited to those on the autism spectrum and other differently-abled patrons
3. Produce or link to a listing of community resources
4. Provide learning opportunities for unique local history resources
5. Services for dementia-afflicted patrons and their caretakers
  - A. Monthly memory cafe
6. Services to seniors
  - A. Implement senior health-related programs
  - B. Group technology classes targeted to seniors

### CELEBRATE DIVERSITY: Cultural Awareness

Aram Library celebrates Delavan's diversity and strives to ensure that all feel welcome in the Library. Area residents and visitors will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community. Aram Public Library actively supports efforts that combat prejudice, stereotyping and discrimination.

#### *Goals:*

1. Provide opportunities for improving second language skills
2. Seek materials and programs to celebrate cultures
  - A. Once a quarter, focus on a different ethnic group and offer programming and materials to highlight that population
  - B. Invite foreign exchange students to present
  - C. Encourage residents to share travel experiences
3. Produce bilingual brochure outlining materials and services in Spanish for distribution in the community and inclusion on our website
4. Creation of bilingual listing job resources and other materials
5. More basic Spanish/ASL training for staff

#### NURTURE ORGANIZATIONAL EXCELLENCE: Competent and Service Oriented

Aram Library creates and maintains a culture of excellence by supporting and inspiring its staff, boards, and volunteers. We strive for an organizational culture that rewards imagination, experimentation, teamwork and initiative and is focused on service.

##### *Goals:*

1. Develop on-going staff training program
  - A. Annual Staff Inservice/Team building
  - B. Cross Training
  - C. Webinars
  - D. Staff goals to include customer service/further learning opportunities
2. Implement an employee recognition mechanism
3. Increase awareness of volunteer opportunities
  - A. Develop robust volunteer program in cooperation with local schools
  - B. Implement an adopt-a-shelf program

#### COMMUNITY ENGAGEMENT: Strong Connections

Aram Library extends its reach and impact in the community through partnerships with individuals, public and nonprofit agencies, community groups, educators and businesses.

##### *Goals:*

1. Expand collaboration with schools
  - A. Continue current extensive activity with area schools
  - B. Explore providing outreach to Headstart programs
2. Seek community members to provide expertise to others via programming
3. Keep downtown vital by partnering with other Delavan agencies
  - A. Liaise with community organizations such as Downtown Business Association, Historical Society, Chamber, etc.
  - B. Collaborate with community activities: Heritage Fest, Sky Circus, etc.
  - C. Seek and accept invitations to speak to community groups about library services and materials.
4. Explore opportunities to register new patrons/offer remote book checkout and return
5. Participate in the City Task Force and planned needs study to explore options for additional library and community gathering space

## FOSTER INNOVATION: 21<sup>st</sup> Century Technology

Aram Library leads and fosters technological innovation in our community. We will continue our commitment to strengthening digital literacy and providing access to new technology.

### *Goals:*

1. Provide access to new technologies to our patrons
  - A. Establish a Maker Space
    - a. 3D printer/scanner/copier + instruction on designing
    - b. Research and procure additional STEM supporting maker space devices
  - B. Provide a self-check machine to patrons
  - C. Explore lending of wireless hot spots
2. Develop guides and training sessions
  - A. Monthly tech/app highlight
  - B. Build a classroom set of devices for group instruction
3. Bolster local historical digital collections
  - A. Implement scan days
  - B. Add additional content to our digitized collection
    1. Yearbooks
    2. Vertical file contents
    3. Seek contributions from residents to enhance collection

## ENHANCE ARTISTIC LEGACY: Unique Local Treasures

Aram Library is home to works by talented and renowned artists with strong connections to the Delavan area. We will protect and enhance this collection and seek opportunities to inform art lovers about our holdings.

### *Goals:*

1. Increase access to and information about works
  - A. Conduct tours on semi-annual basis
  - B. Provide virtual tours
  - C. Develop podcasts
  - D. Develop brochures on individual artists
  - E. Pursue lending to other institutions to increase visibility