

DRAFT

CORVALLIS-BENTON COUNTY PUBLIC LIBRARY LONG RANGE PLAN 2002-2007

INTRODUCTION

I am pleased to present the new Long Range Plan for the Corvallis–Benton County Public Library. This Plan is the result of many hours of work by the Community Planning Committee and library staff. It emphasizes our commitment to excellent library services for all members of our community and charts our course for the next five years.

I especially want to thank the members of the Community Planning Committee:

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| Ken Himes, Chair | Friends of the Family Ministries |
| Hal Brauner | Corvallis City Council |
| May Dasch | Philomath Resident |
| Jan Deardorff | Corvallis School District 509J |
| Sharon Gibson | United Way of Benton County |
| Karen Grant | Citizens Bank |
| Don Hamlyn | Library Staff |
| Paula Krane | Former Library Board |
| Teresa Landers | Deputy Library Director |
| Ricardo Matano | Oregon State University |
| Linda Modrell | Benton County Commission |
| Karuna Neustadt | After 8 and Cascades West Senior Services |
| Loretta Rielly | Oregon State University Libraries |
| Jacque Schreck | Library Board, Friends of the Library |
| Kim Thompson | Library Foundation Board |
| Freda Vars | Library Foundation Board |

Carolyn Rawles-Heiser, Library Director

March 2002

THE PLANNING PROCESS

In the Spring of 2001, the process of creating of new Long Range Plan for the Corvallis–Benton County Public Library began. A Community Planning Committee of community members, library board members, and staff was selected to assist library staff in this effort. The process used, with adaptations, was based on The New Planning For Results by Sandra Nelson for the Public Library Association.

The first step was to gather data about the library and community. Demographic information was gathered as well as statistics about library use. A library patron survey was conducted. A community forum was held, as were two focus groups, one for county residents and one for traditionally under-represented groups. The City’s Citizen Attitude Survey was used, as were planning documents from Alsea and Philomath. The Committee also heard from several local experts: Skip Rung from Hewlett-Packard, Doug Sweetland from the Economic Development Partnership, Jim Scheppke from the Oregon State Library, and Dr. Paul Risser, President of Oregon State University.

A community vision was developed, using the City’s 2020 Vision Statement as a starting point and adding to it to reflect the county-wide nature of our service. The community vision step is important in terms of seeing the “big picture” for the community as a whole and in envisioning what role the library can play in achieving the community’s vision for itself.

Community needs were identified and narrowed down to ones the library could help meet. A library vision statement and guiding principles were developed as points of reference for the development of the rest of the plan. At this point, check in with the Library Board, City Council, County Commissioners and library staff occurred. The library board meetings at which this was discussed were publicized to encourage public participation.

Instead of using the prescribed “service responses” in The New Planning for Results, the Committee decided to create service responses which are called Areas of Emphasis. Out of the areas of emphasis, goals, objectives, and activities were developed by staff and reviewed and edited by the Committee.

WE ENVISION THAT IN 2020 BENTON COUNTY WILL BE ...

- comprised of communities both incorporated and unincorporated of various sizes and character. Each is unique and that uniqueness is valued.
- a place where the rural lifestyle is important
- a place where historic, civic, cultural and commercial activities thrive;
- an economically strong and well-integrated county, fostering the economic viability of each community with support for local businesses, regional cooperation and clean industry;
- an environmentally-aware community with distinctive open space and natural features, protected habitats, parks and outdoor recreation;
- rich in the arts and recreational opportunities, celebrating the talents and culture of the people who live here;
- committed in its support for children and families;
- a highly livable county which employs local, regional and state benchmarks to measure its progress in areas such as housing, economic vitality, educational quality, environmental quality, and overall quality of life;
- a community that values and supports quality education throughout the age continuum;
- known for its comprehensive health and human services, and for its services for the elderly and disabled;
- a safe community that is well prepared for emergency situations
- linked internally by a transportation system that also connects Benton County to Linn, Lincoln and Lane counties and provides a link to the north-south high-speed rail system;
- blessed with an involved citizenry that actively participates in public policy and decision making;
- a community that honors diversity and is free of prejudice, bigotry and hate;
- home ... a good place for all kinds of people to live and to lead healthy, happy, productive lives.

OUR VISION FOR THE LIBRARY

For over 100 years, the Corvallis–Benton County Public Library has been a focal point of our community, bringing people and information together. Our vision of the Library is one of possibility, of looking to the future while building on our tradition of responsive service. The Library is on a path of continuous development, embracing changes in our community, in society, and in technology so that we can continue to be a vibrant and useful community institution. We believe in partnerships and collaboration in order to provide the broadest, most beneficial, and most cost-effective services.

The Library is a familiar place, open and welcoming to all people. Books are shared with users of all ages and cultures, from babies in storytime to homebound seniors. A wide variety of library materials is made available to all. Diverse viewpoints are represented at the Library as part of our heritage and obligation as a free people. Questions are answered and curiosity is rewarded with new discoveries. A community of learners, whether children in school or adults pursuing personal interests, is nurtured. Technology brings the latest information to everyone regardless of circumstances. Programs enrich our lives. Gathering places bring us together to learn from each other. Library service is convenient to all users in Benton County, through the main library in Corvallis; branches in Philomath, Monroe, and Alsea; the bookmobile; outreach services; electronically; and in other ways that meet community needs.

GUIDING PRINCIPLES

From this vision of what the Corvallis-Benton County Public Library will look like in years to come, ten Guiding Principles were identified. Keeping these principles in mind as the specific Areas of Emphasis are implemented and as ongoing decisions are made will help keep the Library on track and able to realize the Vision. These guiding principles are:

- ▶ Be flexible and adaptive in philosophy and approach
- ▶ Be alert to changing constituencies, community needs, and trends.
- ▶ Give full support to the principle of Intellectual Freedom in any and all formats
- ▶ Foster working partnerships with the community
- ▶ Be proactive in marketing the Library’s programs, services, resources, and importance to the community
- ▶ Serve the whole community
- ▶ Make effective use of volunteers
- ▶ Provide high quality customer service
- ▶ Secure adequate funding to accomplish the Library’s mission
- ▶ Ensure well maintained physical facilities that are adequate to meet the purposes for which they are intended and to meet community needs
- ▶ Have qualified staff with the training and expertise to accomplish the Library’s goals.

AREAS OF EMPHASIS

In order to achieve the Vision and put into practice the Guiding Principles, four Areas of Emphasis were identified. These areas are not mutually exclusive. They each try to address one or more community needs that were identified by the Planning Committee. By focusing on these areas, it is not intended to imply that all other aspects of library service will be ignored. However, when partnerships are proposed, grants sought, and resource allocations and choices made, library staff will look to the Guiding Principles and these Areas of Emphasis for providing guidance and establishing direction and focus.

While some of these Areas specifically mention a target population, the Library clearly recognizes its mandate to serve the whole community but also recognizes that certain Areas may be more relevant or meet a critical need for one or more particular constituencies. Throughout all of these Areas, the Guiding Principle of upholding a high standard of quality for customer service is implicit and is at the heart of the Corvallis-Benton County Public Library's mission, "Bringing Information and People Together."

Area of Emphasis #1: Community Catalyst

This area positions the Library as a place in the community where anyone and everyone in the community can come together in a place that is considered "safe" or "neutral." Beyond being just a place that people "rent," the Library itself works to bring groups together, present programs that encourage discussion of issues facing the community or of interest to the community. It is also a place for the whole community to get information on topics of interest. Place can mean the physical location of each library in the system but it can also be a virtual place. The Library can use its Web site and catalog as a personal portal to community information and interaction. Discussions can take place, information can be disseminated, and questions answered in person or virtually.

All the guiding principles will be incorporated into this Area. The very reason the Library is acting as a catalyst will be defined by changing conditions and the community's need to be flexible in response to these changes. Meeting specific community needs and responding to changing constituencies are at the core of this Area. Presenting diverse viewpoints and making diverse materials available encompass the essence of the principle of Intellectual Freedom. Bringing groups together requires fostering working partnerships and presenting the Library in this role will require proactive marketing. Working with and for the whole community is critical to success in this Area. Volunteers can be used to help prepare and present programs. The Friends of the Library and the Library Foundation will be key players in assisting with programming, displays, and creating the necessary infrastructure. Adequate funding will be needed to acquire materials and sponsor programs. Finally, the physical facilities will need adaptation to enable the Library to be successful in this Area of Emphasis.

The target population is really the whole community and, in fact, the success of this Area is dependent on successfully integrating all groups in the community and celebrating the diversity of the entire population. The focus will be more on Young Adults through Senior Citizens, rather than on younger children although the issues explored may well impact or involve this younger

population.

The community needs this Area addresses are:

- Community gathering place
- Inclusion and diversity; representation and communication of all groups
- Take information to the community
- Cultural
- Well educated population
- Needs of an aging population
- Reaching the non English speaking community

Area of Emphasis #2: Literacy for Life

This Area addresses the importance of instilling a love of reading in children, preserving the past and promoting reading for adults. The focus of this Area is on the book and the value of learning to read. The Library will continue to purchase materials to satisfy recreational reading demands of all ages and will put a particular emphasis on programs, resources and services that promote the joy and value of reading.

Partnerships that promote this value will be favored. The Library will remain adaptive and flexible regarding new formats that support reading; particularly for the target populations. Support for the principle of Intellectual Freedom is paramount to maintaining a well funded and balanced selection of reading materials and adequate shelf space will be necessary to house the collection.

The target populations for this Area are children, senior citizens and those who do not speak English. However, meeting the recreational reading needs of our whole community is included here as well.

The community needs addressed include:

- Basic library services
- Reading success by third grade (a 509J initiative)
- Growing population of senior citizens
- Reaching the non-English speaking community
- Support for families of all types

Area of Emphasis #3: Electronic Equality

This Area addresses the need for equality of broadband access throughout the county to the Internet and other electronic forms of accessing information, email, and books. Included in this Area are access to computers, providing instruction in their use, training in computer literacy and information competency. It addresses the issue of the digital divide whereby not having broadband access to the Internet and not possessing computer competency skills, puts the have

nots at a major disadvantage when competing for employment and obtaining an education. The Library is a place where the playing field can be equalized for all without regard to economic status or geographic location.

Several guiding principles are key to the success of this Area. Flexibility and adaptability as the electronic environment changes are critical. Changes in the community and trends in technology, education and business need to be addressed as they happen. The principle of Intellectual Freedom applies to the issue of electronic access and must be upheld. Partnerships can be developed to provide classes and this could entail the use of volunteers. Marketing of the Library's electronic resources, services and programs is crucial to establishing the Library as a major player in the electronic access arena. Funding adequate to maintain equipment at a level of relative currency and space to house computers and offer classes are also paramount to success in this Area.

The target populations for this service are residents who are low income, rural, or non English speaking as well as senior citizens. At this time, the Senior Center is a major provider of computer training for senior citizens so this should be explored as either an area for potential partnership or one where the Library does not need to play too great a role for now but should monitor for changing needs in the future.

The community needs addressed by this Area include:

- Inclusion, particularly for rural, socio-economic and age related constituencies
- Taking information to the community
- Well educated population
- Information literacy
- Needs of an aging population
- Computer access and literacy- broad band access in rural areas
- Reaching the non-English speaking community
- Support for families of all types
- Business development

Area of Emphasis #4: Support for Learning

This Area focuses on the importance of lifelong learning. Recognizing that the K-12 educational system is independent, the focus for this age from the Library's perspective will be for mutually beneficial partnerships and intergovernmental agreements with the formal K-12 system and basic support of the formal K-12 system. Attention will also be paid to the home schooling constituency and other less traditional paths to formal education. After high school, the traditional University and Community College libraries fulfill their missions quite well so that will not be an area of emphasis for the public library except as mutually beneficial partnerships to cooperate on particular programs and services present themselves. Support for less traditional paths to formal education as well as support for continuing education for adults and lifelong learning for all ages will be the focus of this Area of Emphasis. This includes, but is not limited to, support for distance learning opportunities through avenues such as the Internet, video

conferencing, satellite downloading of classes, workshops and whatever else is developed that we cannot even begin to dream of yet. Maintaining a materials collection that supports lifelong learning is essential and this Area is where reference service fits in best.

Once again, the guiding principles of flexibility, adaptability and alertness to changing community needs and trends is important; particularly as the formal school system undergoes changes as well as technological developments that will impact how this Area is addressed. Intellectual Freedom plays an important role in the development of the collection that supports the learning. Diverse viewpoints and open dialogue are key elements to lifelong learning. Partnerships with the school district, colleges and universities, and home schooling groups will play important roles. The fact that the Library is involved in the learning process and able to provide support services of the types described will need to be marketed and promoted. Lifelong learning impacts the whole community and the needs of all, regardless of race, ethnicity, national origin, sexual preference, religion, culture, or language will need to be addressed. Volunteers may be used to provide services or help raise funds to provide the infrastructure and ongoing operational costs that some of the potential projects and services will demand. And, of course, funding for the materials and equipment as well as the physical space from which the services can be provided will be essential.

The target populations include the non traditional student of all ages and senior citizens who may have retired from working but not from learning.

The community needs met by this Area of Emphasis include:

- Basic library services
- Inclusion
- Take information to the community
- Well educated population
- Information literacy
- Needs of an aging population
- Computer access and literacy
- Reaching the non-English speaking community
- Business development and support

FUTURE

Resource allocation for future budget years will be developed by staff as a corollary to this plan. In order for any long range plan to be successful, there must be continual monitoring of its progress. The best way to accomplish this is through staff reporting on success in meeting (or not meeting) the goals and objectives. Measurement is built in to all areas of the plan. Another recommended component is to have an annual review by the original (or modified) community planning committee. In this way, the course can be adjusted along the way so there is not a major disconnect between the original vision and plan and what the reality is after the planning period of 5 years is completed. This makes the Plan a living document that maintains its relevance and

value over the course of the planning period. In order to keep abreast of community changes and trends it is also recommended that this ongoing process include periodic environmental scans. It is this ongoing process that we are recommending for the Corvallis-Benton County Public Library.

GOALS

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| Area of Emphasis #1: | Community Catalyst |
| Goal #1: | Community diversity will be fully integrated into library services and programs. |
| Goal #2: | Community issues will be proactively explored. |
| Goal #3: | The community will have an accessible physical and virtual gathering place. |
| Area of Emphasis #2: | Literacy for Life |
| Goal #1: | Everyone will find something interesting and enjoyable to read in a language and format which meets their diverse needs. |
| Goal #2: | New readers of all ages will discover the joy of reading. |
| Area of Emphasis #3: | Electronic Equality |
| Goal #1: | State of the art technology is used. |
| Goal #2: | Current electronic resources are available. |
| Goal #3: | All members of the community will have the skills and knowledge to make effective use of the Internet and other electronic resources. |
| Area of Emphasis #4: | Support for Learning |
| Goal #1: | Independent learners will be supported in their quest for knowledge. |
| Goal #2: | K-12 students will find reading and research support and resources. |

GOALS, OBJECTIVES, ACTION STEPS

For all areas where percentages or increases are noted, baseline measurements will be taken first.

AREA OF EMPHASIS #1: COMMUNITY CATALYST

Goal #1: Community diversity will be fully integrated into library services and programs.

Objective #1: Expand current and/or develop 3 new partnerships that represent the diversity of the community by 9/03.

- Identify partnering organizations/groups
- Survey staff on current involvement with community groups to get baseline
- Develop and implement plan to achieve objective

Objective #2: Ten new avenues of recruitment for library staff will be developed by 3/03 to better reach members of the various under-represented groups in the community.

- Coordinate with City Personnel Department
- Identify groups in Benton County
- Identify newsletters, bulletin boards, web sites, etc to advertise job openings.
- Create multilingual page on library web site that explains jobs in the library, skills needed, and how to apply.

Objective #3: 10 % of staff will speak, at a basic level, a language other than English that is spoken monolingually by at least 1 % of the community, by 1/04.

- Identify languages and current numbers of staff who speak languages other than English
- Use Objective #2 action steps for recruitment of people who speak languages other than English
- Offer classes, conversation groups, tuition reimbursement, etc. for staff who are willing to learn languages other than English

Objective #4: Beginning 1/03, produce 10 finding aids and/or displays per year that represent the diversity of the community.

- Identify qualifying subjects
- Identify staff and allocate time
- Create finding aids, displays, bookmarks, web site

Objective #5: Five programs will be presented at the library systemwide by 10/03 that celebrate the diversity of the community.

- Identify qualifying programs
- Dedicate 5 staff hours per week to coordinate programming
- Write/apply for grant funding

Objective #6: Target two areas of the collection each year for assessment to ensure materials reflect inclusiveness and diversity.

- Work with community groups to identify areas for improvement and materials recommendations
- Identify sources for reviews and acquisitions of hard to locate materials

Goal #2: Community issues will be proactively explored.

Objective #1: Develop 3 new partnerships that foster the exploration of community issues by 9/03.

- Identify partnering organizations/groups
- Develop and implement plan to achieve objective
- Dedicate staff time to development of partnerships

Objective #2: Create/present/produce 7 displays using library materials related to community issues by 11/03.

- Assign staff to create displays
- Publicize displays

Objective #3: Present five community issue based programs systemwide by 9/03.

- Dedicate 5 staff hours per week systemwide to coordinating programs
- Market programs
- Offer online (book) discussions

Objective #4: 85% of community issue program attendees give a rating of

informative, by 9/03.

- Identify qualifying programs
- Develop evaluation instrument and use at identified programs

Goal #3: The community will have an accessible physical and virtual gathering place.

Objective #1: By 6/04, 80% of library meeting room users will indicate that library meeting room facilities, equipment, and policies met their needs.

- Survey meeting room users
- Collect data from potential users about their meeting needs.
- Develop and implement plan to meet identified needs.

Objective #2: By 6/05, 75% of library users surveyed will indicate that they were able to satisfactorily find their way around the building and locate meetings.

- Incorporate space study consultant's recommendation on wayfinding and signage.
- The library's meeting room calendars will be posted on the web site by 12/02.
- Survey users

Objective #3: By 12/06, 85% of survey respondents indicate the library's multimedia capabilities meet their needs.

- Based on the space study, establish a location for DVD/video/satellite news viewing, video conferencing, color printing, public fax machine, and other technologies as they emerge
- Conduct survey

Objective #4: The number of physical and virtual visits to the library system will increase by 10% by 6/05.

- Establish baseline
- Develop a library marketing plan
- The library will sponsor and moderate 5 chats per year on library selected topics by 1/04.
- The library will sponsor and moderate one online book discussion

group by 1/03.

Objective #5: Main library space needs will be analyzed by 7/03.

- Conduct space study fiscal year 02/03

Objective #6: The library will provide more computers, hours of service, and materials to the new Alsea library when it is constructed.

- Secure outside funding for computer equipment such as the Gates Foundation
- Reallocate part-time casual staffing elsewhere in the system to allow for additional hours at Alsea

AREA OF EMPHASIS #2: LITERACY FOR LIFE

Goal #1: Everyone will find something enjoyable and interesting to read in a language and format which meets their diverse needs.

Objective #1: Increase percentage of users finding what they're looking for to 80% by 12/04.

- Conduct fill rate study
- Fill 95% of all patron requests for print materials and audio books (ie. books on cassette, CD, etc) through purchase or interlibrary loan by 6/04
- Identify vendors for hard to locate print and audio book materials
- Use new online system to increase interlibrary loan fill rate

Objective # 2: Increase circulation of print materials and audio books by 2.5% each year through 6/06.

- Create virtual and/or physical "Patron Picks" & "Staff Picks" shelves
- Quarterly survey of patrons to determine if they "found something good to read" - if not, what should we buy?
- Begin Library column in the Corvallis Gazette-Times and other area publications
- Produce "who's reading what" article in newsletters
- Implement efficiencies to handle circulation increase without additional staff, such as more self checkout machines, and automated check in

Objective # 3: By 9/02 the Library will select an annual literary related theme and offer six programs systemwide by 9/03.

- Establish an annual week long literary event tied to the year's theme
- Begin Summer Reading program for adults
- Library staff will present book talks to community service organizations, schools, city/county government staff
- Plan and implement "All Benton County Reads the Same Book" program
- Dedicate 2 hours per week staff time to coordinate this programming

Objective #4: Offer monthly book/literature centered programs to special

populations by 6/05.

- Identify populations and contact potential partners such as the Chintimini Senior Center, Grace Center for Adult Day Services, and the ARC of Benton County
- Recruit volunteers
- Promote programs in local publications targeted at special populations

Goal #2: New readers of all ages will discover the joy of reading.

Objective #1: Establish four partnerships with ESL and literacy based groups by 12/05.

- Offer Library tours
- Partner with LBCC and other literacy providers
- Purchase ESL materials
- Identify class space and instructors
- Work with partners to market and promote program and materials

Objective #2: By 6/05 120 staff hours per year will be allocated for staff to take paid time to volunteer with book-related community activities.

- Coordinate with City Personnel Department
- Provide staff training
- Set up partnerships
- Survey staff on current involvement

Objective #3: By 6/03 20% of all story times will be bilingual Spanish/English.

- Recruit community volunteers
- Expand Spanish language storytelling collection
- Participate in local Hispanic community events
- Market and publicize programs and materials

Objective #4: By 12/04 increase circulation of beginning reader (E-R) collection 5% system-wide.

- Establish baseline
- Purchase and circulate interactive electronic readers
- Purchase hardback readers

Objective #5: By 12/05, 50 % of county population of children will participate in

the summer reading program.

- Determine current level of participation
- Maintain Friends of the Library support
- Utilize OLA summer Reading Materials
- Refocus summer reading events to be book/literature centered
- Translate Corvallis/Benton County Summer Reading materials into Spanish for Summer Reading 2002
- Encourage OLA to produce a Spanish language version of all OLA produced Summer Reading materials
- Recruit teen volunteers to help with Summer Reading.
- Negotiate with school districts to give credit for summer volunteer hours and not just during the school year

Objective #6: By 6/04, establish a partnership with Corvallis School District 509J in support of reading success by third grade.

- Plan and implement project with school district personnel.
- Document project so it can be replicated in other schools and districts in Benton County

AREA OF EMPHASIS #3: Electronic Equality

Goal #1: State of the art technology is used

Objective #1: The Library will meet Oregon Library Association Public Library Standards for Technology at the “Excellent “level by 6/04.

- Provide at least one public Internet access computer for each 2,500 population served
- Maintain equipment replacement fund at a level that will allow for replacement of public computers every 3 years
- Track age of computers with Technology Plan and review annually
- Maintain high speed Internet connection at T-1 speed or, if not available, highest speed available locally

Objective #2: By 6/04, 85% of survey respondents will indicate the library’s computer resources met their needs at a level of satisfactory or better.

- Evaluate use by collecting quarterly equipment use data and monthly reservation system data
- Conduct annual computer user survey to determine if software available on computers should be modified, including software in languages other than English
- Create computer/software suggestion form similar to book request form
- Incorporate new technologies such as wireless as they become available to improve efficiency
- Explore ways to efficiently manage public access to available computers
- Purchase hardware and software to improve ADA compliance of library computers; establish ADA technology budget and identify software/hardware to purchase
- Provide more user friendly technology, such as flat screen monitors

Objective #3: By 9/04, 95% of staff will indicate they have the computer tools and resources necessary to do their jobs at a level of satisfactory or better.

- Survey staff
- Install flat screen monitors where ergonomically appropriate
- Purchase software identified as needed by staff

- Maintain replacement schedule as identified in Tech Plan
- Investigate new technologies on an ongoing basis and adopt as needed

Goal #2: Current electronic resources and services are available.

Objective #1: Beginning in 7/02, 7% of the materials budget will be allocated for electronic resources each year.

- Work with management team to allocate the materials budget
- Identify key reference sources to purchase in electronic format
- Evaluate usage/demand with monthly statistics

Objective #2: Increase usage of electronic resources by 25% by June 2003.

- Establish baseline
- Track use of new online services with monthly reports
- Use new online system for remote authentication of patrons to databases
- Evaluate usage data of online databases to determine what percentage of use is in-house and how much is remote
- Market electronic resources

Objective #3: Add 5 new electronic services by 6/03.

- When the TLC system is installed introduce e-mail notices, community calendar, telephone notification, and personal book selection list.
- Explore new services such as paying fines online.

Objective # 4: Increase the usage of each electronic service by at least 25% by 3/04.

- Establish baseline
- Track # of hits by using Webtrends software
- Revise current web pages to promote services and identify the staff who provide them
- Create a virtual web tour of the library
- Create a public library listserv to distribute information and gather it from the public

Goal #3: All members of the community will have the opportunity to

develop the skills and knowledge to make effective use of the Internet and other electronic resources.

Objective #1: By 12/03, 90% of library user survey respondents indicate a satisfaction level of good or better with the library's instruction and training materials.

- Prepare evaluation forms and distribute and collect at training sessions
- Staff will prepare an online version of all in-house training materials and have them available on the web by 3/03
- Information literacy will be integrated into all classes as appropriate

Objective #2: The main library will be able to provide computer training for 15 patrons at a time by 3/05.

- Establish computer training facility based on space study
- Offer classes

Objective #3: The branches will be able to provide computer training for 3-5 patrons at a time by 3/05.

- Design training areas
- Offer classes

Objective #4: 100 % of library staff will meet basic computer competency standards based on job requirements. 75% of library staff will meet intermediate computer competency standards based on job requirements. 50% of library staff will meet advanced computer competency standards based on job requirements by December 2003.

- Determine standards
- Provide training

Objective #5: 80% of library computer classes for the public will have a primary focus on information literacy (the ability to evaluate and use information effectively) by 6/04

- Class planning to incorporate this theme
- Staff will receive training in this area

- Evaluation of web sites will be taught

AREA OF EMPHASIS #4:SUPPORT FOR LEARNING

Goal #1: Independent learners will be supported in their quest for knowledge.

Objective #1: Increase attendance at adult programs by 10% by 12/03.

- Establish baseline
- Hold focus groups for seniors and other identified groups
- Publicize programs
- Survey library users

Objective #2: Increase circulation of adult nonfiction collection by 1% by 12/03.

- Establish baseline
- Catalog magazine collection by 12/02
- Determine age of collection by subject area
- Hold focus groups for seniors and other identified groups
- Conduct fill rate study
- Investigate and plan for new security system
- Investigate need for collection agency
- Produce finding aids

Objective #3: Increase circulation of materials written in foreign languages by 5% by 12/04

- Establish baseline
- Based on space study, create new area for foreign language materials, purchase shelving and appropriate signage
- Publicize collection
- Re-catalog Spanish materials
- Designate specific budget allocation for foreign language materials

Goal #2: K-12 students will find reading and research support and resources.

Objective #1: 80% of K-12 students surveyed will indicate they found the material they needed to complete a research assignment by 10/04.

- A written library orientation packet will be given to fourth, sixth, and ninth grade students in Benton County schools each year beginning by 8/03
- 1 class each per semester on how to do library research will be

offered to upper elementary, middle school, and high school students at the public library beginning by 9/04

- A written library orientation packet will be given to all teachers in Benton County schools each year beginning by 8/03
- A written library orientation packet will be given to 20 Benton County homeschooling families each year beginning by 8/03
- The library will sponsor 3 classes per year for teachers on how to use/teach about library resources beginning by 8/03
- Information literacy will be a major focus of these orientation materials

Objective #2: The number of cards issued to K-12 students will increase by 10% by 1/04.

- Establish baseline
- Visit schools
- Issue cards at community events
- Issue novelty cards such as keychain cards
- Include students in library marketing plan

GLOSSARY

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| ADA | Americans with Disabilities Act; a federal law dictating the need to make reasonable accommodation, in certain situations, for people with disabilities. |
| ARC | An organization which provides services to individuals with developmental disabilities and their families and caregivers. |
| Broadband | High speed access to the Internet such as DSL, satellite, or cable lines. Is more efficient at handling graphics, photos, and very large files |
| CD | Compact Disc |
| DVD | Digital Video Disc |
| Electronic Resources | Databases and information accessible by computer; often purchased on a subscription basis by the library such as Magazines Online or free such as the World Wide Web as a whole. |
| Electronic Services | Library services provided by computer. Examples include placing reserves on materials, requesting interlibrary loans, asking a reference question via email. |
| Emergent Reader | Applied to young people who are just learning to read. Adults learning to read are referred to as New Readers. |
| E-R | Easy Reader Books. Materials at a level for beginning or emergent readers. |
| ESL | English as a Second Language |
| Fill Rate | A study done to determine the percentage of materials available when requested. |
| Finding Aid | A tool to assist in locating materials in the library; often arranged by subject. Common types are bibliographies and booklists. |
| Foundation | The Corvallis–Benton County Public Library Foundation, a non-profit 501(c)3 organization which raises funds for the Library via an annual drive and planned giving. |

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| Friends of the Library | A non-profit 501(c)3 organization that raises money to supplement the library's regular budget through memberships and book and merchandise sales and acts as an advocacy group for the library in the community. |
| Information Literacy | The ability to use information resources to effectively find and evaluate information. As applied to technology, includes knowing how to use computers and the Internet responsibly in the pursuit of information, how to navigate electronic resources and evaluate the value and reliability of Internet sites. |
| LBCC | Linn-Benton Community College |
| Listserv | An email communication system whereby people interested in a specific topic receive and send messages of interest to the group. Library related examples include a Bookmobile Listserv, Public Libraries Listserv, Oregon Library Association Listserv. Listservs can be moderated whereby a moderator reviews and approves all postings or unmoderated whereby anything coming in is posted. |
| New Reader | An adult who is learning to read |
| OLA | Oregon Library Association |
| Online | Via computer (used interchangeably in this document with electronic) |
| Remote Authentication | The process whereby a computer is able to recognize that users entering the system from outside the library building are valid users and thus entitled to the service (e.g., used when accessing services such as electronic magazine collections from home) |
| Space Study | A study done, usually by a consultant who is an architect or a certified space planner, to recommend how better use can be made of existing space or what expansion needs might be. |
| Special Populations | Refers to various groups within the community whose needs for service might vary from the majority resulting in decreased use of the library if these needs are not met. These include but are not limited to- speakers of languages other than English, people with physical, mental or emotional disabilities, the very young or the elderly, the incarcerated, people without transportation, people in |

isolated rural areas, people of some cultural backgrounds.

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| Staff Hour | Each hour an employee works on a task. |
| T-1 | A high speed dedicated data communication fiber optic line used for Internet access. |
| Tech Plan | The Library has a seven year plan which is revised annually to plan for technology related public and staff needs including new and replacement computers, printers and other peripherals. |
| TLC | The Library Corporation is the vendor of the Library's new online system scheduled to become operational in June 2002. |
| Virtual | Existing on a computer; intangible |
| Webtrends Software | A software package that compiles statistics on the use of World Wide Web based products such as the Library's electronic resources |