

*The Pell City Public Library
Long Range Plan
October 1,2008—September 30, 2013*

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As adopted by the Pell City Library Board

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Introduction

The Pell City Public Library has been located at the corner of 1st Avenue North in the 1900 block of Pell City, Alabama since the early 1970's. Before that time, the Library was located within the City Hall of Pell City since the late 1950's. In the 1950's the Library was a part of the Coosa Valley Regional Library System and after that system was dissolved became a part of the St. Clair County Library System. The Pell City Library and the St. Clair County Administrative offices were located within the same building until 1998.

In 1998, the Pell City Public Library applied for independent status to the Alabama Public Library Service and was granted that designation. As such, our first long-range plan was adopted at that time. The Five-Year Plan that was adopted at that time was an aggressive plan for a newly independent library but despite our naivete, the Pell City Public Library was very successful in completing many of our initial goals. With the implementation of the goals and objectives of the previous two plans, the library has experienced phenomenal growth in all areas of service.

A sample of the completed goals and objectives from the previous two plans are: double the audio collection, double the video collection, add two personal computer workstations, add electronic databases, increase our large print holdings, meet all starred A level standards for public libraries, beginning the process to build a new library, the budget from the City of Pell City has increased from \$208,150 in 2004-05 to \$235,990 in 2007-08 for a 10% increase, and since 2000 our circulation has increased 52%, library membership up 92%, computer users up 210%, number of new books up by 12,137, number of library visits up 15%, special program attendance up 230%, meeting room usage up by 51%, and usage of children's computers up by 420%.

Mission Statement

The following is the mission statement for the Pell City Public Library:

The Pell City Public Library provides materials and access to assist patrons obtain information to meet their personal, cultural, educational, and professional needs.

The Pell City Public Library encourages children's interests and appreciation for reading and learning. The library provides a range of current, high-demand, high-interest books and materials in a variety of formats for persons of all ages. The Library also provides timely, accurate and useful materials and services for patrons of the library. The Library supports students at all academic levels and serves as a learning and educational center for all community residents.

Using all available funds provided by the City of Pell City and other local sources, the Pell City Public Library will meet its mission as follows:

1. In the needs assessment section below, the Pell City Public Library has identified what is needed to improve access to library and information resources and services to make these accesses equitable.
2. As explained in the goal section below, the Pell City Public Library has established goals and programs based on the identified needs and solutions, developed an evaluation plan and established timelines for program activities. The Pell City Public Library will implement program activities within the established timelines.

3. The Pell City Public Library will communicate with its stakeholders and involve them in policy decision pertaining to the plan, as explained in the Stakeholder and Communication Involvement sections.
4. The Pell City Public Library will monitor the program activities in accordance with the evaluation plan to determine if the activities are being accomplished within the established timeline, as explained below in the section on monitoring.

Needs Assessment

The Pell City Public Library will meet its mission by addressing five identified areas of need with five corresponding goals. The goals all respond to one or more of the six primary purposes in the Long-Range plan of the Alabama Public Library Service:

1. Expanding services for learning and access to information and educational resources in a variety of formats for individuals of all ages;
2. Developing library services that provide all users access to information through local, state, regional, national, and international electronic networks;
3. Providing electronic and other linkages among and between all types of libraries;
4. Developing public and private partnerships with other agencies and community-based organizations;
5. Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; and
6. Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line as defined by the Office of Management and Budget and revised annually in accordance with 42 USC Sec. 9902 (2) applicable to a family of the size involved.

The Pell City Public Library has identified the following five areas of need:

1. Strengthen the Pell City Community
2. Strengthen information services
3. Strengthen information technology
4. Strengthen youth and family
5. Develop and strengthen partnerships with other units within City government, private industry, and the non-profit sector that will result in increased information access.

Need #1 Strengthen the Pell City Community

- Quality of Life is very important for any city but especially important for the citizens of Pell City. Many life factors are substandard within the State of Alabama when compared to national averages and as such many of those substandard factors need to be addressed within the City of Pell City. The Pell City Public Library is posed to address quality of life issues for the betterment of our citizens
- With many residents lacking when compared to national standards, the citizens of Pell City are currently not being well informed about the programs and services offered through their local public library. The Pell City Public Library is the obvious agency to vigorously inform area residents of programs and services offered through the Pell City Public Library to strengthen their community.
- In order for communities to strengthen their citizens need to be more knowledgeable about solutions to improve their surroundings. The Pell City Public Library should remain abreast of changes in technology, programs, services, agencies, and other local departments that are able to improve the area residents. As such, knowledge is the key to improving all area residents and the Pell City Public Library should be a vital player in meeting this need.

Goal 1: Strengthen the Pell City community in the following ways: (a) serving as a community activity and learning center, (b) serving as a central source of information about our community and about our community services, (c) partner with other community agencies, institutions, and organizations to improve the quality of life for all of our citizens, (d) cooperate with our local governments and associated agencies to assist in the economic development of our community, and (e) promote awareness of community services and awareness of the intrinsic value of their public library. (FY2008-2013)

Key Output Targets

- Between 2008 and 2013, research local collections, agencies and programs to determine sources of services located within the Pell City service area and vigorously collate that data for assimilation.
- Between 2008 and 2013, contact various service agencies within the Pell City service area to facilitate partnering type agreements to better serve the area residents.
- Between 2008 and 2013, gather data and distribute data on the economic benefits of the Pell City Public Library. The Pell City Public Library should assist in the economic betterment of our city and by partnering with local entities others will be made aware of those quality of life issues.
- Between 2008 and 2013, determine the most efficient and effective ways to promote the value of the Pell City Public Library.

Key Outcome Targets

- Between 2008 and 2013, the Pell City Public Library will have contacted at least 80% of local service agencies in the Pell City service area and will have a basic agreement with at least 50% of those agencies to promote their services to the community.
- By 2013, in a community wide survey at least 40% of those surveyed that the Pell City Public Library is a primary agent in promoting individual and collective growth in the Pell City area.

Program Activities

	Time Frame
1. Develop form to canvass service agencies in the area	2008-2013
2. Train staff and volunteers to collect data on service agencies	2008-2013
3. Apply for LSTA grants to strengthen the Pell City community	2008-2013
4. Develop a relationship with the Economic Development Council	2008-2013
5. Develop a marketing plan to showcase library services	2008-2013
6. Develop a model to determine economic value of library	2008-2013
7. Develop a community survey to measure the progress	2008-2013

Need #2 Strengthen information services

Summary Needs Assessment:

- Alabama is an “information-poor” state based on statistics from the U.S. Department of Education, Institute of Educational Sciences, National Center for Education Statistics, many of the below statistics are reflective of Pell City as well:
 - It ranks 42nd in the country for print materials per capita in public libraries.
 - It ranks 50th for current print serial subscriptions per 1,000 population.
 - It ranks 43rd for video materials per 1,000 population.
 - In 2004 Alabama’s average per capita expenditure for collections in public libraries was only 59% of the national average.
 - Alabama libraries ranked 48th nationally in the number of library visits per capita.
- In Pell City there is an ongoing need to train the staff, board and volunteers of the Pell City Public Library new concepts and methods in order to provide the best service to the citizens of Alabama.

Goal 2: Strengthen information services through the provision of library materials and informational programs for all Pell Citians. (FY2008-2013)

Key Output Targets

- Between 2008 and 2013, determine areas of the Pell City Public Library that need to be weeded and updated.
- Between 2008 and 2013, with the newly built library being completed enlarge the holdings and services of the Pell City Library for area residents.
- Between 2008 and 2013, research new technologies in order to better train personnel in their role of serving the public.
- Between 2008 and 2013, contact the City of Pell City to facilitate the additional hiring of employees to better serve the residents.
- Between 2008 and 2013, contact the City of Pell City to increase the programming and materials budget in order to strengthen the information services of the Library.

Key Outcome Targets:

- Between 2008 and 2013, increase the holdings of the Pell City Public Library by 35%.
- Between 2008 and 2013, 75% of the library personnel will be knowledgeable of new methods and technologies to better serve the community.
- Between 2008 and 2013, the staff of the Pell City Public Library will be increased by 30% and the budget to strengthen the information services of the library will increase by 40%.

Program Activities

	Time Frame
1. Weed the holdings of the Pell City Public Library	2008-2013
2. Increase the holdings of the Pell City Public Library	2008-2013
3. Train the staff of the Pell City Library on new technologies	2008-2013
4. Hire additional employees	2008-2013
5. Increase the number and variety of programs at the Library	2008-2013
6. Develop marketing plan to announce new services	2008-2013

Need #3 Strengthen Information Technology

Summary Needs Assessment:

- At the Pell City Public Library, there is a need to upgrade technological equipment and software to improve library automated systems. We currently have computers and basic automation for circulation, cataloging and catalog access. But equipment and software upgrades will continue to be necessary as the equipment ages and as new equipment and software is developed and improved by vendors. There is a need to provide the public with the best forms of computer access available.

Goal 3: Strengthen information technology at the Pell City Library by: (1) establishing or enhancing electronic linkages, (2) electronically linking the library with educational, social, or information services, (3) accessing information through electronic networks, (4) paying the cost for the library to acquire or share computer systems and telecommunication technologies, (5) paying the cost for the library to acquire other technologies to record, save and retrieve information, and (6) training library staff and users. (FY2008-2013)

Key Output Targets

- Between 2008 and 2013, the Pell City Public Library will conduct a series of computer educational classes for the general public.
- Between 2008 and 2013, the Pell City Public Library will investigate ways to upgrade current computer technologies to strengthen the community.
- Between 2008 and 2013, determine local agencies that can be linked via the library web-page in order to better inform others of our services
- Between 2008 and 2013, investigate new software technologies to implement for the citizens of the Pell City area.
- Between 2008 and 2013, locate new networks and databases to implement for the citizens of the Pell City area.
- Between 2008 and 2013, train library staff to better implement ever changing technologies.

Key Outcome Targets

- Between 2008 and 2013, the Pell City Public Library will increase the number of computer classes for the public by 25%.
- Between 2008 and 2013, the number of computer users at the library will increase by 30%.
- Between 2008 and 2013, the number of new computers at the library will increase by 40%.
- Between 2008 and 2013, the number of individuals accessing our web-page for services will increase by 30%.

- Between 2008 and 2013, the number of agencies linked via our web-page will increase by 25%.
- Between 2008 and 2013, the number of on-line databases offered via the library will increase by 25%.

Program Activities

	Time Frame
1. Schedule, advertise and implement computer classes	2008-2013
2. Purchase and install new software technologies	2008-2013
3. Install a fiber optic line in order to upgrade computer technologies	2008-2013
4. Link other agencies on the library web-page	2008-2013
5. Purchase and install newer computers	2008-2013
6. Purchase new databases to better serve the community	2008-2013
7. Develop a marketing plan to inform the public of new technologies	2008-2013

Need # 4 Strengthen Youth and Family

Summary Needs Assessment: Even though the data below is reflective of state wide statistics, the same types of inadequacies are found throughout the Pell City area. The desire of the Pell City Public Library would be to strengthen the youth and family dynamic in the Pell City area.

- According to the National Center for Children in Poverty, families need an income of about twice the federal poverty level to meet their most basic needs. Children living in families with incomes below this level are referred to as low income. In Alabama 44% of children live in low-income families. Most parents of these children would have to struggle to purchase adequate reading materials for their children.
- In the 2005-2006 school year the enrollment of Alabama public school students in grades K-12 was 742,977. Of these students 385,605 (or 51.9%) qualified for free or reduced-price meals. This data again shows the desperate financial situation faced by many Alabama families. Children in these families face an uphill struggle to attain the necessary literacy and mathematical skills they will need to succeed as adults.
- Alabama adult residents are not as well-educated compared with adults on a nationwide basis. 24.7 percent of Alabama adults have not graduated from high school, compared with 19.6 percent of American adults nationally. 19.0 percent of Alabama adults have a bachelor's degree or higher; whereas nationally 24.4 percent of adults have a bachelor's degree or higher.

Goal 4: Strengthen youth and family by targeting library and information services to: (1) to youth (from birth through 17) in under served communities in the Pell City area, including youth from families with incomes below the poverty line, and (2) to the parents and care-givers to improve their child-rearing knowledge and skills. (FY2008-2013)

Key Output Targets

- Between 2008 and 2013, the Pell City Public Library will participate in the state sponsored Summer Reading Program as well as sponsoring our own monthly story time for preschoolers.
- Between 2008 and 2013, the Pell City Public Library will see an increase of 15 % each year in attendance at the Summer Reading Program
- Between 2008 and 2013, the Pell City Public Library will see an increase of 10% each year in attendance at the monthly story-time.
- Between 2008 and 2013, the Pell City Public Library will see an increase of 20 % in the attendance at our annual Adult Summer Reading Program
- Between 2008 and 2013, the Pell City Public Library will increase the holdings for our juvenile section by 35%.
- Between 2008 and 2013, the Pell City Public Library will enlarge the staff of the Children's Department by 25%.

Key Outcome Targets

- Each year from FY2008 through FY2013, of the children who have completed grades 3 through 7 participating in the summer reading program, 30% will have read a minimum of six books.
- The participants of the monthly story-time will read an average of 5 books per month and will respond on an annual survey that 75% of the parents, children and care-givers had a good experience in visiting the library.
- 60% of attendees of the adult summer reading program will respond favorably when surveyed about their library experience.

Program Activities

	Time Frame
Each year the Pell City Public Library will host a Summer Reading Program for children	2008-2013
Each month the Pell City Public Library will host a monthly story-time for preschoolers	2008-2013
Each year the Pell City Public Library will work with local agencies to hold special story time hours for groups	2008-2013
Each year the Pell City Public Library will host an Adult Summer Reading Program	2008-2013
Each year the Pell City Public Library will increase the holdings of our juvenile collection	2008-2013
The Pell City Library will schedule on going training for employees of the Children’s Department	2008-2013
The Pell City Public Library will investigate new and innovative ways to reach the youth and family of the Pell City area to strengthen their lives.	2008-2013

Need #5: Develop and strengthen partnerships with other units within City government, private industry, and the non-profit sector that will result in increased information access

Summary Needs Assessment:

- The Pell City Public Library can better serve the needs of their users by serving as a primary source of information about city, county and state agencies and other community-based organizations.
- City and county officials and employees can better serve the needs of Pell City area residents by utilizing the information resources available through their local library as well as other community-based organizations.

Goal 5: Develop and strengthen partnerships with other units within local government, private industry and the non-profit sector to help provide (1) information and educational resources for the Pell City Library and the people we serve and (2) information for local officials so that they can better perform their work in serving the people of the Pell City area. (FY2008-2013)

Key Output Targets:

- Between 2008 and 2013, the Pell City Public Library will form a relationship with at least 7 local agencies and or community-based organizations for the purposes of providing information of use to the organizations and for the purpose of gathering information from the departments for distribution to users of the Pell City Library.
- Between 2008 and 2013, the Pell City Public Library will serve as a conduit for information of value to citizens from at least 5 local agencies and or community-based organizations.

Key Outcome Targets:

- By year end 2013, the Pell City Public Library will conduct a survey of local residents and 60% will respond favorably to the informational and educational resources received from their local library.

Program Activities

Time Frame

Each year the Pell City Public Library will hold some form of program in conjunction with a local agency	2008-2013
The Pell City Public Library will form a partnership with the local Economic Development Authority to benefit both agencies	2008-2013
Each year the Pell City Public Library in conjunction with a faith-based organization will conduct a joint program	2008-2013
The Pell City Public Library will form a partnership to offer job training space/computers within the library.	2008-2013

Stakeholder Involvement/Evaluation Plan

The purpose of this section is to describe the procedures that will be used to involve all the various interested parties in Pell City that have a role in the advancement of the Library.

A stakeholder is any individual, group, or organization that influences or is influenced by the achievement of an organization’s goals. The public is probably the main stakeholder that will influence the programs, services and material selection for the Pell City Library. But, the Mayor and Council, The Pell City Library Board, The Pell City Library Guild, Inc., and the Staff all are major stakeholders in the decision making at the Library.

The above interested parties will be involved in the annual review of the plan as well as the developmental plans in implementing certain goals.

Communication and Public Availability

The purpose of this section is to describe the channels that will be used to communicate to the stakeholders the content of the Plan and any results, products, processes or benefits. It describes how APLS will make the plan readily available to the public and share it with the library community.

The following channels will be used:

1. The plan will be placed on the website of the PCPL.
2. Press releases on the plan will be distributed to area newspapers.
3. The Bookmarker, A publication of the Library Guild, also will be utilized.
4. A copy of the plan will be on file at the Library for the general public.

Monitoring

The Mayor and Council as well as the Library Board to ensure steady progress is being made as a result of the Long-Range Plan will monitor the Library Director as well as the staff. Reports and other relative data will be distributed and produced in a timely manner to gauge the effectiveness as well as the success of the Five Year Plan on a periodic basis. The public as with any public entity closely monitors the Library and the patrons of our Library are no different in demanding first class programs, services and materials.