

GREENLEE COUNTY LIBRARY SYSTEM STRATEGIC PLAN 2004-2009

Introduction

This is the first five-year plan for the Greenlee County Library System libraries of Clifton and Duncan. A planning committee was created and met three times from March 2004 through June 2004 to help the library director develop the plan.

Committee Members

COMMUNITY REPRESENTATIVES

Kathy Alexander	Reading specialist Duncan Schools
Rev. Alan Baker	Methodist minister
Espie Castaneda	Clifton Town clerk
Richard Lunt	Electric Co-op Board member
Richard McCluskey	Greenlee County Sheriff
Ada Mae Nandino	High school student
Evan Ronnerud	Home schooled student
Margaret Ronnerud	Parent & Homeschool teacher
Andrea Tellez	Journalist & single parent
Marilyn Thorne	County Library Board President & 5 th
grade teacher	
John Varming	Mgr. Clifton RV park
Alexa Zerwas	High school student
Dixie Zumwalt	County Supervisor

STAFF REPRESENTATIVES

Barbara Blackburn	Manager of the Duncan Public Library
Norine Lawrence	Manager of the Clifton Public Library
Pam Lieberenz	County Librarian/ Director of the Greenlee County Library System

Greenlee County Libraries

On June 24, 2003 the Greenlee County Board of Supervisors voted to reestablish the Greenlee County Library System after being presented with a request from the Duncan Public Library Board. A board of six voting members, two from each community of Clifton, Duncan and Morenci, was established with Marilyn Thorne as the president. An additional person from Eagle Creek may be added at a later date to represent the northern part of Greenlee County. Members are as follows: Walter Mares and Laura Washington from Clifton, Betty Price and Marilyn Thorne from Duncan and Lynn Lande and Julie Woodall from Morenci. At the same meeting, the Greenlee

County Board of Supervisors approved Pam Lieberenz as the Interim County Library Director. Ex-officio members include Kay Gale, Greenlee County administrator, Tom Powers, Greenlee County School Superintendent, Norine Lawrence, Clifton Library, Barbara Blackburn, Duncan Library and Pam Lieberenz, County Library Director.

It was decided at the July 28th, 2003 meeting to put an official name change in place. The former Clifton-Greenlee County Public Library system is now officially called the Greenlee County Library System. This was a positive step forward in planning for the future as a unified library system.

Accomplishments of the Greenlee County Library System include establishing a budget with both of the libraries, preparing and submitting a five-year technology plan to the State Library, research of and implementation of CIPA filtering for the libraries, and strategic planning using the Planning for Results process.

The Clifton Public library was first established in 1899 by The Arizona Copper Company. The building sat just south of the smelter. In October of 1985, Modular Technology constructed the building, which currently houses the library at 101 School Street. Today, the Clifton Public Library serves a community of 2800 residents. The library is open 34 hours per week. The library provides Internet access, a collection of 22,000 volumes, newspapers, magazines, and interlibrary loan service. The facility is staffed with one library manager, one part-time clerk, and volunteers.

The Duncan Public Library opened its doors in 1947. The Duncan Woman's Club received financial support from the County Board of Supervisors to reach their goal of providing a library building and materials for Duncan residents. After forty-five years of private fundraising by the Duncan Library Board a building grant made it possible to open a brand new library facility in 1998. Today, the Duncan Library serves a community of around 1300 residents. The library is open thirty hours per week. The library provides a six-weeks story time for preschoolers in the fall, Internet access, a special collection of Southwest History and a materials collection of 12,500 volumes. It is staffed with one library manager and volunteers.

MISSION STATEMENT

What the Greenlee County Library System is attempting to accomplish is stated in their mission statement:

<p>The Greenlee County Library System fosters an environment, which promotes literacy, active and informed communities, supports formal and informal education and offers business and career information.</p>
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MISSION ACTS

The Library provides access through its collections and participation in an evolving network of libraries to the informational, educational, business and cultural records of society.

The Library serves all members of the community regardless of economic standing, age, or language.

The Greenlee County Library System, in fulfilling its mission, acts as a place to meet and interact in a common environment, a support center for students to meet educational objectives, a business and reference center with timely and accurate information and a gateway to reading for children and parents.

representing various constituencies, as well as library staff. The committee identified and prioritized community needs and selected three relevant service responses. Members of the library staff then developed goals, objectives and activities that the library will use to address the community needs. The planning committee reviewed and revised those responses.

Library staff then drafted the *Greenlee County Library System Master Plan* for 2004-2009. This plan describes the library system's strategies for addressing the communities' needs over the course of the next five years. The complete planning process took no more than six months.

The committee was led by Bonny Bruce from the Tucson-Pima Public Library and Cheryl Richardson from the Yavapai County Library District. They are well trained in *The New Planning for Results* approach. This process, devised by Sandra Nelson for the Public Library Association, lays out a community-based approach to planning for public libraries. The plan defines thirteen public library service priorities, or service responses, which are functions that public libraries would want to provide to meet the needs of their communities. In fulfilling the plan, the committee selected the priorities that match the communities' needs identified through the visioning process. This will ensure that the library is capable of carrying out the goals and objectives. In this process, board members, managers and staff used their energies and resources to provide the services that matter most to the people of their communities.

The committee first met and worked on an overall vision for the county library system: what do Clifton, Duncan and Greenlee County need? What are the strengths, weaknesses, opportunities and threats? The committee was able to establish the communities' values and could better see how the library system could make a contribution toward achieving this vision.

The committee members identified and discussed a wide range of needs in the communities of Greenlee County. They discussed these topics with their families, friends and neighbors and brought their findings to the group. The list of communities' needs was then narrowed to those that the public library can fulfill. In order for the library to meet those needs the group chose three services responses, as outlined in the *New Planning for Results* book. The service responses that the Library System needs to concentrate on are:

- **COMMONS:** A library that provides a COMMONS environment supports community building. The library helps address the needs of people to meet and

interact with others in their community and to participate in public discourse about community issues. **Target audience:** Everyone

- **FORMAL LEARNING SUPPORT:** A library that provides Formal Learning Support helps students who are enrolled in a formal program of education or who are pursuing their education through a program of home schooling to attain their educational goals. **Target Audience:** All students, teachers, parents
- **BUSINESS AND CAREER INFORMATION:** A library that offers Business and Career Information service addresses a need for information related to business, careers, work, entrepreneurship, personal finances, and obtaining employment. **Target audience:** Job seekers, career planners, employees, entrepreneurs

What the Greenlee County Library System is doing right now to fulfill the service responses identified previously:

COMMONS

What the Library Does and Provides:

Programming

- Summer Reading Program
- Pre-school story time at Duncan Library
- School field trips for National Library Week

Collections, Facilities and Equipment

- Free meeting and study space.
- Space for community announcements and handouts.
- Public access computers = online commons environment
- Distribution and availability of public comment documents.
- McNaughton, a book rental subscription service, provides current fiction and non-fiction materials
- Local publications of specific interest (Copper Era, Eastern Arizona Courier, Arizona Daily Star)

Service Aspects:

Facilities and Equipment

- Provide community meeting room space by partnering with the County Library Board on a monthly basis
- Provide conference room space by partnering with AARP volunteers during tax season annually.
- Postings of community events on bulletin boards

GOAL 1: Improve community awareness of the libraries through regular library feature in the Copper Era (local newspaper).

- Objective – Publish library hours, new materials lists, current and upcoming programming and meeting room availability monthly.
 - Activity – Submit library information or articles to the newspaper

GOAL 2: Increase programs for children, young adults and adults on a variety of topics and provide programming space.

- Objective – Increase participation in 2004 Summer Reading Program for children by 10% from 2003 participation.
 - Activity – Encourage story tellers/readers to have participants produce arts and crafts, which will be visible around the libraries.
- Objective – Establish preschool story hour schedule by July 2004.
 - Activity – Create bookmark or flyer of schedule for distribution
- Objective – Have at least two after-school programs for children (K-6) per school year.
 - Activity – Have participants produce arts and crafts, which can be taken home or displayed around the libraries.
 - Activity – Showcase participants' work at Town Halls, County Court House, local churches and/or county fair booth.
- Objective – Have at least two after-school programs for young adults (grade 7-12) per school year.
 - Activity – Survey young adults for program/activity ideas.
- Objective – Have at least two adult programs each year using community resource people for programming.
 - Activity – Collaborate with County Extension Office to set up Budgeting/Financial planning program
 - Activity – Collaborate with public fiduciary or county attorney to set up a program on legal matters (wills, probate, etc)
 - Activity – Work with Senior Centers to establish regular library days and computer training

GOAL 3: Help address the need to know what the library has to offer for all County residents.

- Objective – Develop a library website for the Greenlee County Libraries by 2006.
- Objective – Automate circulation systems and card catalogs at both libraries by December 2005.
 - Activity – Train all staff on software.
 - Activity - Instruct public on card catalog use.

GOAL 4: Provide access to collections through resource sharing.

- Objective – Establish regular delivery service between Duncan and Clifton libraries 2 x per week for materials by June 2005.
 - Activity – Discuss need for delivery service and associated costs with library board
 - Activity – Determine vehicle and recruit delivery driver with idea of using already established county program(s).
- Objective – Meet the needs of customers requesting information from other libraries 90% of the time.
 - Activity - Provide Interlibrary loans, fax and copying services for customers to receive requested information subject to availability.

FORMAL LEARNING SUPPORT

What the Library Does and Provides:

Collections, Facilities, and Equipment

- Specialized curriculum based collections
- World Wide Web access with links to curriculum and other educational sites
- After school library hours
- Educational videos and access to viewing equipment

Service Aspects:

- Instruction in the use of electronic and print resources
- Networking with schools and home schooled students and teachers
- School visits to libraries by 6th graders to learn research strategies

GOAL 1: Collaborate with school districts and home schoolteachers to improve communication between schools, home schooled students and libraries.

- Objective – Request information annually from area teachers on student projects.
 - Activity – Send out questionnaire at beginning of school year.
- Objective – Increase awareness of library materials and services to 50% of all area teachers.
 - Activity – Schedule in-service meetings with grade level teachers, e.g., K-6, grades 7-12.
 - Activity – Distribute lists of new acquisitions to teachers.

GOAL 2: Provide meaningful volunteer experience and remedial help for local students by offering volunteer peer tutoring at the library.

- Objective – Work to recruit 3-4 approved peer volunteers tutors.
 - Activity – Develop peer tutor contract to validate commitment between the student, parent and teacher(s).
 - Activity – Train peer volunteers in library resources available for homework help.
 - Activity – Recognize peer tutors at year-end awards assemblies.

GOAL 3: Enhance current collections to support local curriculums.

- Objective – Increase new and relevant materials 10% over the next five years.
 - Activity – Discard outdated materials.
 - Activity - Design “materials request card” for patron use.

GOAL 4: Provide access to current college prep tests and financial aid materials for patrons continuing their post-high school education.

- Objective – Purchase print and non-print materials biannually to keep materials current and available for use.
 - Activity – Create displays to promote continuing education materials.
 - Activity – Offer programming on sources available on the World Wide Web during the fall semester.

BUSINESS AND CAREER INFORMATION

What the Library Does and Provides:

Collections, Facilities, and Equipment

- Career information for young adults in print and audiovisual formats
- Information on small business development
- Technology to access online resources for resumes, careers, and employment
- Availability of meeting/work areas and audiovisual equipment
- Materials – ex. test preparation guides, GED, career encyclopedias, Occupational Outlook Handbook, Thomas Register, Best Insurance rating guides, American Institute of Small Business Publications

Service Aspects:

- Partnerships with home schoolers and local public schools
- Publicize and promote the value of the library to teens and small businesses.
- Provide challenging and meaningful volunteer opportunities and jobs for teens at the library.
- Support teens in developing skills that reflect the demands of the current and future workplace.
- Book displays to promote new materials.

GOAL 1: Enhance small business development and career resources for job seekers, career planners, entrepreneurs and employers.

- Objective – Add 5 current print and non-print resources on job/career planning each year.
 - Activity – Purchase videos
 - Activity – Update test prep guides, career encyclopedias and Occupation Outlook Handbook every two years by alternating orders between the two libraries
 - Activity – Promote Small Business seminars at Eastern Arizona College.
 - Activity – Promote Economic Development materials available at the Clifton Library.

GOAL 2: Offer events with local organizations for job seekers and career planners to develop Career Outreach opportunities.

- Objective – Collaborate with 50% of the local organizations on career search opportunities annually.
 - Activity – Offer job search programming.
 - Activity - Make *One-Stop Career Center* computer at the Clifton Library available to job seekers for resume writing and statewide employment opportunities.

GOAL 3: Review Technology/computer replacement plan.

- Objective – Update and refine plan annually.

- Activity – Request input from Clifton and Duncan library staff on technology needs