

Highland City Library: Long-range Strategic Plan 2019-2022

Introduction

Public libraries have long been an important aspect of American life. From the early days of the Republic, libraries were valued by Americans. Benjamin Franklin founded the first subscription library in Philadelphia in 1732 with fifty members to make books more available for citizens of the young nation. From that time to the present, public libraries have been valued because they allow equal access to information and educational resources regardless of social or economic status.

Library service has long been important to the residents of Highland. From 1994 to 2001, residents of Highland and Alpine were served by a joint use facility at Mountain Ridge Junior High School. That arrangement was eventually terminated and in 2001 the entire library collection was relocated to the old Highland City building for storage. In 2008, Highland City built a new city hall and dedicated a portion of the building for a city Library. In 2016 the Library received permission to convert a public meeting room into a Children's Room for the Library. The new Children's Room was opened in spring of 2018.

The Library joined the North Utah County Library Cooperative (NUCLC) April 1, 2012 as an associate member. NUCLC is a reciprocal borrowing system that allows library card holders from participating libraries to check out materials from other participating libraries. It is not a county library system. Each participating library maintains its own policies, budget, administration, non-resident fees, etc. In 2018 the Library reached the required collection size and was accepted as a full NUCLC member.

The Library is supported by three constituent bodies: The Library Board; the Friends of the Library; the Library Foundation.

1. The Library Board oversees the operation of the Library. It consists of nine persons, eight volunteers appointed for three year terms and a representative from the City Council. All meetings are held in the Highland City Hall. Records of the Library Board meetings are available from on the City website.
2. Friends of the Library contribute in the following ways: increase Library awareness and membership, keep the community and Library connected, increase volunteerism to support and supplement Library resources, support Library services including story time, displays, and shelving, fundraise through sales and grants, and assist with used book sales.
3. The Library Foundation is a nonprofit, tax-exempt foundation dedicated to assisting the Highland City Library with fund-raising and additional support. Charitable bequests to the Library help the Library fulfill its mission. Bequests to the Library are not subject to estate tax. Donations of \$500 or more are recognized on the plaques in the Library.

Vision Statement

The Highland City Library seeks to be a valued resource in the community that evolves with changes in society while meeting learning, information, and entertainment needs.

Mission Statement

The Highland City Library provides materials, programs, tools, and space that strengthen the community by informing, educating, and entertaining community members of all ages.

Long-range Strategic Plan, 2019-2022

The elements of the Strategic Plan support the goals and values expressed in the Library Mission Statement.

Materials:

Plan	Value	Metric	Date Initiated/Completed	Responsible Party
Add juvenile fiction series labels	Inform/Entertain	Have all J FIC and I FIC series labeled	Summer 2019/Fall 2019	Collection Development Team
Add YA fiction series labels	Inform/Entertain	Have all YA FIC series labeled	Fall 2019/Summer 2020	Collection Development Team
Reassess and Re-label I Fic and J Fic Sections	Inform/entertain	Assessment and Relabeling completed	Summer 2020/Summer 2021	Collection Development Team
Literacy Kits	Educate/Serve all ages	Add 50 Literacy Kits to Library Circulating Collection	Summer 2019/Fall 2019	Kristen Burgon/Collection Development Team
Acquire Test Prep Materials	Inform/Educate	Increase test prep materials by 20 %	Spring 2020-Spring 2021	Kim Bergeson/Collection Development Team

Programs

Plan	Value	Metric	Date initiated/Completed	Responsible Party
Provide at least one STEM program/week for grade school age children	Educate/Serve all ages	Attendance of 10 first year, 15 second year, 20 third year.	Spring 2019 and continuing forward	Programming Team

Provide monthly adult education programs	Educate/Serve all ages	Attendance of 10 first year, 15 second year, 20 third year.	Fall 2019 and continuing forward	Programming Team
Provide two programs/year for seniors	Educate/ Entertain/ Serve all ages	Have at least 10 seniors attend each of two events	Fall 2019 and continuing forward	Programming Team
Present two large community programs/ year	Entertain/ Build Community	Have at least 100 people attend event	Fall 2019 and continuing forward	Programming Team
Create Monthly parent/child book clubs	Educate/build community	Hold 9 book clubs during school year	Fall 2020 and continuing forward	Library Director/ Programming Team
Increase Summer Reading Participation	Educate/ Entertain	Percent of population participating in Summer Reading increases by 5% each year.	Summer 2019 and continuing forward	Library Director/ Programming Team
Provide Volunteer Opportunities to Teens	Educate/ Build Community/ Serve all ages	Work with Lone Peak to have at least 3 Civics Volunteer projects each year	Spring 2020 and continuing forward	Program Coordinator
Initiate a parent/child book club	Education/ Build Community	Hold a monthly parent/child book club during the school year	Fall 2020 and continuing forward	Library Director/ Programming Team
Start the 1000 books before Kindergarten	Educate/Serve all ages	Acquire material from ALA have 50 patrons participate each year.	Fall 2020 and continuing forward	Program Coordinator

Tools and Technology

Plan	Value	Measure	Date initiated/ Completed	Responsible Party
Maintain current book review blog online	Inform	Add at least one new book review each week	Summer 2019 and continuing forward	Library Director
Acquire Self-Checkout capabilities	Inform	Acquire self-checkout stands and add RFID tags to all books	Winter 2020/ and ongoing	Library Director
Increase E-Book Access	Educate/ Entertain	Spend at least 10% of annual material budget on E-book/e-audiobooks	Fall 2019 and continuing forward	Library Director/Coll ection Development Team
Replace Public Access Computers	Inform	Replace 2 public access computers each year	Fall 2019, and continuing forward	Library Director

Training

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Send at least one staff member to ULA conference each year	Train	Staff member attends ULA	Spring 2019, and continuing forward	Library Director
Have a staff member present a training presentation each month	Train	Training session at monthly staff meeting	Spring 2019 and continuing forward	Library Director
Have a staff member complete "Uplift Training"	Train	Staff member receives Uplift Training Certificate	Already initiated/ Fall 2022	Library Director/ Participating Staff Member

Space

Plan	Value	Measure	Date initiated/Completed	Responsible Party
------	-------	---------	--------------------------	----------------------

Establish a “Teen Corner”	Build Community	Purchase “teen friendly” furniture and decorations	Fall 2019/Fall 2020	Library Director/Teen Coordinator
Create a “Reference Desk”	Inform	Purchase a reference desk and have staff man it during high use times.	Fall 2019/Spring 2020	Library Director
Create a YA Nonfiction section	Inform/educate	Separate YA titles from YNF and Adult NF	Winter 2020/Spring 2021	Collection Development Team
Clean or replace aging area carpets	Provide Space	Clean or Replace area carpets	Fall 2021/Fall 2022	Library Director