

Beyond Just Books

Southern Pines Public Library

Strategic Plan

2011-2015

Appendices Document

Appendix A: 2003 Vision and Mission Development

2003 Vision and Mission Statement Development

Background

Library staff, Friends Board members and Advisory Board members participated in a series of visioning exercises and discussions as part of their regular meetings.

From these sessions the following were identified as issues facing the Southern Pines community over the next five years:

- Managing growth and sustaining business development
- Opportunities for employment, adequate wages and affordable housing
- Increasing community diversity and non-English speaking population
- Continuing striving for educational excellence (early childhood and up) and job skills training
- Safe guarding the environment
- Maintaining the quality of life

The following specific needs that are related to these issues were articulated:

- Create more employment opportunities that provide a living wage
- Provide more affordable housing
- Integrate non-English speaking populations into the community
- Preserve our environmental quality and small town charm
- Sustain local businesses and attract new businesses
- Provide job training for advancement
- Provide quality early childhood developmental opportunities for all socio-economic groups
- Develop a community commitment to attaining educational excellence and to the importance of life-long learning
- Encourage an appreciation for diversity of age, race, ethnic, and religious backgrounds in the community

Relevant library services that are or could be provided that address these issues include:

- Business and career or job-training resources
- ESL materials for Hispanic and other non-English speaking populations
- Community programs serving all ethnic and socio-economic groups
- Educational support in the form of reference service, computer and Internet resources, and working relationships with schools
- Information on the environment and ecology
- Access to wide variety of materials for recreational and informational needs

Appendix A: 2003 Vision and Mission Development

Vision

From matching these specific needs with relevant library services comes the library **Vision Statement**. This statement describes how the community will be a better place in the future because it has a public library:

The Southern Pines Public Library is a leader and a partner in promoting:

- *Quality early childhood developmental opportunities for all socio-economic groups*
- *Community commitment to attaining educational excellence and to the importance of life-long learning*
- *Appreciation for diversity of age, race, ethnic, and religious backgrounds in the community*
- *Business and economic development*

As a result, Southern Pines citizens of all ages and from all segments of the population use library resources to meet their educational, vocational, and recreational needs allowing them to lead satisfying and productive lives.

Mission

In keeping with the terminology used in **Planning for Results: A Public Library Transformation Process**, published by A.L.A. in 1998, the library has identified five service responses that address its vision for the future. These are (with SPPL-specific definitions):

- **Current Topics and Titles** – A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.
- **Formal Learning and Support** – A library that offers Formal Learning and Support helps students who are enrolled in a formal program of education and pre-school children preparing for formal education to attain their educational goals.
- **General Information** – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.
- **Business and Career Information** – A library that offers Business and Career Information addresses a need for resources related to business, careers, work, entrepreneurship, personal finances, and obtaining employment.
- **Cultural Awareness** – A library that offers Cultural Awareness service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.

The **Mission Statement** was crafted by distilling the elements of the service responses. This statement describes the business of the library.

The Southern Pines Public Library provides citizens of Southern Pines with:

- *Current materials of interest*
- *Educational support*
- *Reference services*
- *Access to information on business and finance*
- *Opportunities for cultural awareness*

thereby nurturing a love of reading and a quest for knowledge and life-long learning.

Adopted 11/03

Appendix B: 2005-2010 Library Goals and Strategies

Southern Pines Public Library 2005-2010 Goals and Strategies

Current Topics and Titles – A library that provides Current Topics and Titles helps to fulfill community residents’ appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Goal I: Library customers find the materials they want—to check out or use in the library.

Current Strategies

Maintain up-to-date collection of materials in various formats—print, Large Print, Books-on-CD, DVDs, music CDs, and electronic resources

Provide Readers’ Advisory services/ongoing staff training

Use variety of displays to promote materials

Engage in Weeding/Collection Development

Provide multiple copies of high-demand books/hold system

Promote resources of NCLIVE

Reference staff trained in Readers’ Advisory staff training module

Provide NC Digital Library for downloadable audio books/e-content

Completed Strategies

Expand collection of Books-on-CD/replace cassettes (2007-08)

Provide training in new downloadable audio books through NCLIVE/NetLibrary (2007-08)

Expand displays (2007-08)

Expand collection of Large Print (2007-08)

Establish DVD collection (2007-08)

Explore options for providing downloadable audio books (2008-09)

Train staff and patrons for using NC Digital Library (2008-09)

Initiate “Staff Picks” on website (2008-09)

Implement 1/1 hold request ratio (2008-09)

Catalog content in NCLIVE to increase usage (2008-09)

Goal II: The library will meet customer expectations for enrichment programs targeted to adults.

Current Strategies

Provide at least 4 “Explorations” programs for adults/year

Promote Landmark Ornament project annually

Coordinate programs with Friends organization

Provide Oldies and Goodies Classic Movies series at least 10 times/year

Hold community read events in collaboration with other area libraries

Completed Strategies

Provide occasional Potluck book discussions (2005-06)

Establish targeted book groups, based on survey (2006-07)

Incorporate **2007: Year of Moore Exploration** themes in programming (2007-08)

Provide Mystery Book discussion group at least 4 times/year (2009-10)

Plan for and hold community read with other area libraries (2009-10)

Appendix B: 2005-2010 Library Goals and Strategies

Formal Learning and Support – A library that offers Formal Learning and Support helps students who are enrolled in a formal program of education and pre-school children preparing for formal education to attain their educational goals.

Goal I: The library introduces children ages 0-5 to the wonders of reading and books.

Current Strategies

Provide the Read to Your Bunny Program story program both in the library and at Southern Pines daycares and preschools.

Provide Read Around Book Boxes each month to day care classes.

Continually increase level of training for Read to Your Bunny staff members.

Engage in Weeding/Collection Development

Incorporate Every Child Ready to Read techniques in program delivery.

Offer quarterly Every Child Ready to Read parent training sessions.

Offer occasional special events and programs for parents and care givers of children birth-5.

Provide Books for Babies to parents of newborns who come to the library.

Provide Books for Babies free books to other area libraries.

Completed Strategies

Collaborate with Southern Pines Primary School to provide Kindergarten Readiness program for children identified as at risk. (2005-06)

Establish Every Child Ready to Read parent training (2005-06)

Expand Books for Babies free books to other area libraries through Rotary funds (2009-10)

Goal II: The library is a positive, fun place for elementary students to learn and explore.

Current Strategies

Library staff makes three outreach visits per year at Southern Pines Primary and Southern Pines Elementary (Coordinated with Friends RIF distributions)

Conduct class tours and information sessions once a semester for teachers, upon request

Provide at least two Family Fun Night (K-2) programs per semester

Provide at least two Sunday Afternoon at the Movies (grades 3-5) programs per semester

Conduct annual summer reading programs involving creative programs and reading incentives

Engage in Weeding/Collection Development

Provide Geography Center for self-guided learning

Hold GIS Day program and promote Geography Bee for elementary schools

Completed Strategies

Provide two Saturday Morning Live programs per semester for grades K-2 (2008-09)

Provide Saturday Afternoon at the Movies for grades 3-5 (2008-09)

Establish Geography Center (2006-07)

Goal III: The library is a positive, fun place for middle school students to learn and explore, and is also a place that is well equipped to help them with school assignments.

Current Strategies

Hold regularly scheduled monthly *Pizza with Pizzazz* programs at which students have a chance to visit with friends, make positive connections with librarians, and explore their creative talents

Conduct Middle school summer reading program

Appendix B: 2005-2010 Library Goals and Strategies

Sponsor Teen Read Week activities (including class visits)
Engage in Weeding/Collection Development
Coordinate projects with school media specialists

Goal IV: The library has relevant and useful information for high school students regarding school assignments and life enrichments.

Current Strategies

Hold two programs on high interest teen topics annually
Sponsor Teen Read Week activities
Guide and support Teen Advisory Board

Goal V: The Southern Pines community views the library as an integral part of the education process.

Current Strategies

Library staff visits with Early Childhood Education classes at Sandhills Community College to demonstrate story telling techniques and how-to information for developing and using visuals
Library staff partners with Sandhills CC Adult Basic Ed students and HeadStart parents when possible
Attend at least 2 community events/year to promote library services.

Completed Strategies

Conduct sessions during the school year with families whose children participated in the Kindergarten Readiness program (2005-06)
Library staff participates in Motherread/Fatheread sessions by providing books and materials central to the program (2005-06)
Library staff partners with Moore County Schools to participate in parent training sessions (2005-06)

Appendix B: 2005-2010 Library Goals and Strategies

General Information – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Goal I: Customers find the information and materials they need when they need it.

Current Strategies

- Provide on-going shelf maintenance service
- Provide Reference service desk
- Continually update reference staff skills
- Incorporate Ebooks into catalog and make available for online circulation
- Provide online reference sources for remote users
- Provide online circulation services for remote users
- Provide Virtual Reference service
- Provide Interlibrary Loan Services
- Provide One-Card system for patron account access to all services
- Promote online resources—Fiction Connection, Books in Print, Contemporary Authors, Tumble Books, Mango Languages, Teen Health and Wellness, Rand McNally, Gove Art and Music, Access Science.

Completed Strategies

- Provide customer tutorials in Catalog use training and Internet training (2009-10)
- Implement One-Card system (2006-07)
- Implement online fine pay from patron account balance (2007-08)
- Implement improved wireless access to library users (2007-08)
- Implement improved teen-only internet computer (2008-09)
- Create Reference Policy and Procedures Manual (2008-09)

Goal II: Library customers receive efficient, effective, and friendly service

Current Strategies

- Continual staff training
- Ongoing policy and procedure review
- Provide RFID system for security and self-check
- Continue upgrades to library automation software
- Customer service focus on staff training and assessments
- Maintain revised Circulation policies and procedures manual

Completed Strategies

- Implement RFID system for security and self-check (2007-08)
- Implement e-mail notification of over-dues and holds (2009-10)
- Revise Circulation policies and procedures (2009-10)
- Customer service focus on staff training and assessments (2009-10)

Appendix B: 2005-2010 Library Goals and Strategies

Business and Career Information – A library that offers Business and Career Information addresses a need for resources related to business, careers, work, entrepreneurship, personal finances, and obtaining employment.

Goal I: Potential small business entrepreneurs visit the library to find resources to plan new businesses

Current Strategies

Work with SCC Small Business Center to annually update bibliography for business planning workshops

Continue to develop collection of core small business resources—print and online

On going staff training in specialized business resources

Completed Strategies

Training for staff and patrons in use of Morningstar Investment online database. (2008-09)

Goal II: Customers (retirees and others) have the resources they need to manage their investments

Current Strategies

Annual AARP tax assistance program

Continue to develop collection of investment resources—print and online

On going staff training in specialized investment resources

Goal III: Customers have the resources they need to search for and find employment.

Current Strategies

Continue to develop collection of career development resources—print and online

Update job search bibliography annually

Completed Strategies

Train all reference staff in job search databases and resources (2008-09)

Appendix B: 2005-2010 Library Goals and Strategies

Cultural Awareness – A library that offers Cultural Awareness service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.

Goal I Newcomers from other countries and cultures will find services and resources to help them integrate into the community

Current Strategies

- Provide ESL resources and materials/continue collection development
- Provide Spanish language adult fiction deposit collection/rotating quarterly
- Continue Library partnership with ESL classes when possible
- Hold two outreach events or activities annually
- Maintain partnership with schools to identify non-English speaking families for outreach
- Major library patron documents are available in Spanish.

Completed Strategies

- Establish partnership with schools to identify non-English speaking families for outreach (2008-09)
- Implement Spanish language adult fiction deposit collection (2008-09)

Goal II A variety of cultures represented in the community have a forum to share their customs and unique attributes with the greater community

Current Strategies

- Provide “Explorations” and intergenerational programs

Appendix C: Historical Statistical Data

SPLL Performance Measures 2000-2010

PERFORMANCE MEASURES:	2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Volumes added	4692	4553	4385	4682	4587	5033	4177	3690	3041	4522
Volumes withdrawn	-3106	-3288	-5848	-3978	-2649	-2627	-2476	-1717	-1612	-2358
* **Total circulation all materials	122033	123439	134119	123813	116970	118756	116291	121962	117121	117949
Items checked out (TLC checkouts)	98651	96916	94013	98625	93575	94340	101185	104503	97021	91206
Library attendance	107530	100655	101083	92887	92261	96916	99594	102924	95246	86729
Total programs held	502	435	484	376	384	414	382	344	392	333
**Total attendance at programs	9739	8016	9529	8353	7878	8387	8210	8143	6662	6247
Reference/Directional Transactions + NCKnows	27065	22438	26513	21183	25897	31515	31524	43579	31566	29612
Interlibrary loan transactions	557	588	665	754	872	922	822	501	533	570
Library users registered(total)	6468	6507	6383	6414	6370	6287	6368	6234	7853	7514
Total In-House stats	65760	62705	63290	58030	58111	65700	61578	58389	42468	44352
Patrons added	804	1092	1111	1036	975	1058	995	1038	1010	1037
In-House use of materials										
Number of print materials (in-house week samplings)	31894	28315	31955	31096	32093	36668	35095	31512	25013	26239
* Number of non-print materials (SEE BELOW)	33866	34390	31335	26934	26018	29032	26483	26877	17455	18113
Total in-house	65760	62705	63290	58030	58111	65700	61578	58389	42468	44352
*Non-print materials usage										
NCLIVE Local	1575	1489	1575	2315	3268	4026	3114	2655	1651	1503
NCLIVE remote	253	549	610	1300	793	1293	558	661	418	345
** Access,Grove,BIP,Tumble,Teen ,Mango,Brit,Rand, Cauthors, A-Z	12146	11132	7758	1643	1522	1809	762	2316	93	0
Internet & Kiosk	11937	12446	11959	11006	11733	12074	9808	8265	5800	4227
Juv CD	1806	1774	2462	2769	2508	3007	4007	4207	2815	3680
Baby CD	6149	7000	6971	7901	6194	6823	8234	8417	6343	7889
Total non-print resources	33866	34390	31335	26934	26018	29032	26483	26877	17455	18113
Web Hits/visitors to sppl.net	22482	25215	35007	26843	51851	55653	52678	44836	33500	19756
<i>** moved NCDL & NetLibrary to checkouts; NCKnows to REF-DIR</i>										

Appendix D: Library Comprehensive Plan

Southern Pines Public Library Comprehensive Plan
A Work-In-Progress

A. Current Topics and Titles – A library that provides current topics and titles helps to fulfill community residents’ appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Goal I: Library customers find the materials they want to check out or use in the library.

➤ **Objective A: Total materials circulation and in-house use is equal to or greater than the previous year.**

	2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Circulation	122058	123439*	134119	123813	116970	118656	116291	121962	117121	117949
In House Use	65992	62687	63290	58030	58111	65,700	61578	58389	42468	44352
In-town card holders	5300/12717 =42%	5276/12450= 42%	5204/12210= 43%	5400/11990= 45%	5326/11794= 45%					
Card Holders% of population	6468/12717 =51%	6507/12450= 52%	6383/12210= 52%	6414/11990= 53%	6370/11794 =54%	6287/115 73 =54%	6368/114 24 =56%	6234/113 34 =55%	7853/111 87 =70%	7514/109 73 =69%
Outcome	98%	87%	87%	97%						

* Adjusted from 122510 to match State report—error discovered in audio count

Total registered users/Population (SL profile)=% Survey question “I am satisfied with the circulation/checkout services”

Strategy 1: Expand collection of adult CD Books (QJKCS, QJKSPCS, QJKCDY)

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Outputs	Number of CD's	1785	1485	1197	935	640	407	196
	Circulation of CDS	10462*	9764	10488	8652	6938	4881	2183
Outcomes	CIRC/# CDS = avg. circulation per CD	5.86	6.57	8.76	9.25	10.84	11.99	11.14
	% customer satisfaction	92%	87%	85%	95%	85%	NA	NA

Survey question “The library has a good selection of books on CD”

*Total including juvenile CDs= 11,183 (2009-2010)

Strategy 2: Provide Readers’ Advisory services/ongoing staff training

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02
Outputs	% of reference staff trained	--	--	20% (KB)						
	Number of RA sessions	2	--	1 (NoveList)	BIP Fiction Connection					NOVELIST
	Bibliographies created	4	4	3	8					
Outcome	% customer satisfaction	98%	95%	86%	97%	NA	NA	NA	NA	

Appendix D: Library Comprehensive Plan

Survey questions "The library staff is helpful, knowledgeable" and I am satisfied with the library's reference assistance"

Strategy 3: Expand displays

		2009-10	2008-09	2007-08	2006-07
Outputs	Number of adult book and foyer displays	67	53	42	43
	Number of items checked out from display	241	231	331	346

Strategy 4: Collection Development

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Output	Volumes added	4692	4553	4385	4682	4587	5033	4177	3690	3041	4522
	Volumes withdrawn	-3106	-3288	-5848	-3978	-2649	-2627	-2476	-1717	-1612	-2358
Outcome	Turn over rate	1.48	1.68	1.86	1.70	1.66	1.72	1.76	1.94	1.73	1.83
	% customer satisfaction	86%	88%	81%	96%	100% ?	NA	NA	NA	NA	NA

Outcome=NCPL stats/Circulation: Service Outlets & Service Measures/turnover rate

Survey question " the library has a good selection of..."

Strategy 5: Expand collection of adult Large Print (QJKZ, QJKZF, QJKM, QJKX, QJK2)

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Outputs	LP items in collection	4301	4160	4003	3936	3796	3591	3212
	Circulation of LP	8132	8327	9008	8976	8316	8799	7838
Outcomes	Circ/items=circ per LP	1.89	2	2.25	2.28	2.19	2.45	2.44
	% customer satisfaction	91%	93%	80%	98%	92%	NA	NA

Survey question "The library has a good selection of LP books"

Strategy 6: Provide multiple copies of high-demand books/hold system

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Output	Total Number Holds processed/online/paper	5396/4173/1165	5129/3344 /1599	5013/2028 /2985	3937/1022 /2915	3093/78 /3015	3238/28 /3110	3028/46 /2952
Outcomes	Number of multiple titles ordered *	358	226	159	40	111	39	n/a
	% customer satisfaction	89%	93%	84%	94%		NA	NA

*titles ordered on the B & T book leasing quota status plan and may contain # of purchases from CBS.

Survey question "The library has a good selection of popular titles"

Strategy 7: Establish DVD collection in 2005-06 & expand in 2006-07 (QJKD, QJKDV)

		2009-10	2008-09	2007-08	2006-07	2005-06
Outputs	Number of DVD's	1061	685	513	272	125
	Circulation	6720	4919	4063	2888	244
Outcomes	Circ/number=circ per DVD	6.33	7.18	7.92	10.617	1.952
	% customer satisfaction	71%	73%	76%	94%	92%

Survey question "The library has a good selection of VHS & DVD videos"

Appendix D: Library Comprehensive Plan

Strategy 8: Incorporate Eaudiobooks into catalog and make available for downloading

		2009-10	2008-09	2007-08	2006-07	2005-06
Output	# Eaudio accesses	4019	436	295	225	152

Goal II: The library will meet customer expectations for enrichment programs targeted to adults.

➤ **Objective A: Total adult program attendance % satisfaction on evaluations is equal to or greater than the previous year.**

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Outputs	Programs	73	80	71	67	38	43	43	46	58	26
	Attendance	1293	1183	1372	1220	643	716	727	502	573	559
Outcome	Avg. % satisfaction	82%	91%	88%	NA	94%	NA	NA	NA	NA	NA

Survey question "I am satisfied with the library's programs for adults"

Strategy 1: Provide at least 4 "Explorations" programs for adults/year

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Outputs	Programs	7	7	8	5	9	6	4	2	5	1
Output	Attendance	170	150	338	167	245	137	66	51	92	48
Outcome	Ave. % satisfaction	98%	94%	96%							

Evaluation results:

Strategy 2: Provide occasional Potluck/Mystery book discussions

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02
Outputs	Programs	3	4	5	3	1	2	0	5	5
	Attendance	9	20	40	29	2	7	0	46	53
Outcome	Ave. % satisfaction	98%	97%	93%						

Evaluation results:

Strategy 5: Incorporate Year of Community Read

		2009-10	2008-09	2007-08	2006-07
Outputs	Movie Classics viewed	11	10	9	4
	Attendance	187	108	100	77
	Book displays	3	4	5	4
	Books checked out	140	5	7	8

Appendix D: Library Comprehensive Plan

B. Formal Learning and Support – A library that offers formal learning and support helps students who are enrolled in a formal program of education and pre-school children preparing for formal education to attain their educational goals.

Goal I: The library introduces children ages 0-5 to the wonders of reading and books.

- **Objective A: The number of Southern Pines children ages 0-5 who have access to high quality, age appropriate story sessions that are presented by trained library staff at least once a month is equal to or greater than the previous year.**

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Outputs	Avg. number children served per month	392	360	338	437	431	475	442	395	372	440
	Ave. monthly circulation of “E” books (QJKE)	1125	1241	1432	1252	1338	1193	1269	1449	1329	1403
Outcome	% customer satisfaction	82.5%	90%	88%	NA						

Survey question “I am satisfied with the library’s programs for children”

Strategy 1: Provide Read to Your Bunny program story programs at Southern Pines day cares and preschools.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01	1999-00
Output	Number of children served	3917	4013	3995	3492	4249	4275	3980	3576	3352	3963	3204
	# of sessions presented	303	283	329	258	282	378	253	232	241	259	270
	Number of centers served	18	19	18	19	18	22	22	20	17	17	14
	Number of adults attending	990	778	796	805	847	936	782	699	651	678	680
Outcome	% of caregivers indicating satisfactory service on program evaluations	99% of the 61% reporting (11 of 18)	100% of the 42% reporting (8 of 19)	100% of the 61% reporting (11 of 18)	NA	100%	100%	100%	90%	100%	95%	

Strategy 2: Provide Read-Around Book Boxes each month to day care classes.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Output	# boxes distributed	80	91	92	100	140	160	150	150	150	170

Appendix D: Library Comprehensive Plan

Strategy 3: Continually increase level of training for Read to Your Bunny staff

		2009-10	2008-09	2007-08	2006-05	2005-06
Output	% of staff completing training	100%	100%	100%		

Output = percentage of staff participation and completion

Outcome = Staff demonstrates level of competence required to each level. Adult caregivers rate staff skill level. Positive rating = agree or strongly agree

	Staff Completion	2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Output	Level 1	100%	60%(staff changes)			83%	100%	100%	83%	83%	
Output	Level 2	100%	60%			83%	100%	100%	83%	66%	
Output	Music Workshop	NA	NA				NA	100%	NA	NA	
Outcome	Positive ratings	100%				100%	100%	100%	100%	100%	97%

Strategy 4: Incorporate Every Child Ready to Read techniques in program delivery.

		2009-10	2008-09	2007-08	2006-07	2005-06
Output	Training sessions and meetings for team	7	7	1		1
	% of sessions when staff meet goal of using 4 of the 6 pre-reading skill principles	88%(240 of 272)	83%(212 of 255)	86%(162 of 188)		
Outcome (09-10)	Percentage of parents or providers report incorporating at least 2 pre-reading skill principles	100%				

- **Objective B: The number of Southern Pines children entering Kindergarten who have the pre-literacy skills they need to be successful in the first weeks of school is equal to or greater than the previous year.**

Strategy 1: Collaborate with Southern Pines Primary School to provide Kindergarten Readiness program for children identified as at-risk. Program Discontinued

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Output	Children served						23	26	25	21	10
	# of sessions						5	5	5	5	3
Outcome	% making gains on pre & post tests						100%	100%	NA	84%	100%

Appendix D: Library Comprehensive Plan

Strategy 2: Provide ECRR parent training through child care facilities that are part of the Read to Your Bunny program

		2009-10	2008-09	2007-08	2006-07	2005-06*
Output	Sessions presented	3	3	0	4	2
	Parents/Child Care Providers served	23	18	0	17	8
	Number of participants stating this training provided them with new knowledge or insight	96% (22 of 23)	83% (15 of 18)			

*Sessions held at library for parents recruited from community contacts, rather than through day care centers.

GOAL II: The library is a positive, fun place for elementary students to learn and explore.

- **Objective A:** Annually maintain or increase the number of Southern Pines children in grades K-5 who are knowledgeable about the library resources and services and view library staff in a positive manner.

Strategy 1: Library staff makes two visits per year at Southern Pines Primary and Southern Pines Elementary to read to classes.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Output	Classes visited	83	--	--	---	72	62	69	57	45	34
Output	# seen	1754	1044	1411	1470	1570	1329	1454	1344	1165	725

Strategy 2: Conduct class tours and information once a semester for teachers.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-00	2000-01
Outputs	Classes visited	8	5	1	1	1	3	4	13	8	4
	# seen	209	93	17	14	5	59	64	260	159	59

- **Objective B:** Annually increase number of Southern Pines students in grades K-5 who visit the library with their parents or on their own and who use and express satisfaction with library services.

Strategy 1: Host two Saturday Morning Live/Family Fun Night programs per semester.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Outputs	Programs presented	4*	5	3	5	4	4	4	2	4	4
	Children attending	73	58	59	54	109	107	96	125	175	124
Outcome	% of children or parents indicating high level of satisfaction	100%	NA	NA	NA	100%	NA	NA	NA	NA	NA

*Oct. & Dec. 2009 and Feb. & Apr. 2010

Appendix D: Library Comprehensive Plan

Strategy 2: Conduct annual summer reading programs involving creative programs and reading incentives.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01	1999-00
Outputs	# programs	11	11	4	4	4	4	4	4	4	4	4
	# attending	423	435	655	487	549	662	617	533	495	481	262
	# registered	98	114	156	139	170	166	203	180	160	156	NA
	# meeting goals	47	48	52	64	86	53	139	101	75	69	NA
Outcome	% of children or parents indicating high level of satisfaction on overall summer program	97%	100%	94%	100%	100%	100%	NA	NA	NA	NA	NA

Strategy 3: Host 3 Saturday Afternoon movies for students in grades 3 – 5. (Sunday Afternoon 09/10)

		2009-10	2008-09	2007-08	2006-07
Outputs	Number of programs	5	4	3	4
	Number of attendance	106	40	39	77
Outcomes	Ave. attendance per program	21	10	13	19

Goal III: The library is a positive, fun place for middle school students to learn and explore, and is also a place that is well equipped to help them with school assignments.

- **Objective A: Increase in the number of Southern Pines students in grades 6-8 who visit the library and view the library in a positive manner is equal to or greater than the previous year.**

Strategy 1: Hold regularly scheduled monthly Pizza with Pizzazz programs at which students have a chance to visit with friends, make positive connections with librarians, and explore their creative talents.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02
Outputs	Programs	7	7	8	8	8	8	3	8	7
	Attendance	79	77	106	103	97	116	22	66	88
Outcome	Ave. % of teens indicating high level of satisfaction on post program survey	N/A	94%+*	96%+++	89%++	88%+	58%***	71%**		100%*

Based on 2 surveys found from 1 program (March 02) **Based on 7 surveys from 1 program (May 04) *Based on surveys from 4 programs (Jan, Feb, Mar, April 05) +Based on surveys from 6 programs (Sept 05, Oct 05, Jan, Feb, Mar, May 06) ++ Based on surveys from 2 programs (Oct 06, Mar 07) +++Based on survey from 1 program (Jan 08) +*Based on survey from 2 programs (Sept 08, Feb 09)*

Appendix D: Library Comprehensive Plan

Strategy 2: Conduct summer reading program for middle school students involving creative programs and reading incentives.

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-03	2003-04	2002-03
Outputs	# programs	3	5	2	3	--			
	# attending	25	35	17	23	--			
	# registered	56	39	30	33	25	8	NA	NA
	# meeting goals	28	14	13	21	17	8		
	# submitting book reviews	9	-	4					
Outcome	Ave. satisfaction rating (survey)	100%	100%	100%	100%				

Outcomes = Ratings by teens on post program satisfaction surveys and anecdotal comments received by library staff.

Strategy 3: Sponsor Teen Read Week activities (including class visits) 3rd week in October (perhaps change or add output for students who received prizes for checking out materials)

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05
Outputs	Students registered	NA	NA	NA	NA	NA	NA
	Classes visited	-	-	-	4	NA	3
	Students	-	-	-	104	NA	75
	Completed surveys	-	-	-	NA	NA	28

Goal IV: The library has relevant and useful information for high school students regarding school assignments and life enrichments.

Strategy 1: Hold two programs on high interest teen topics annually

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05
Outputs	No. of programs	5*	5	5	2	2	2
	Attendance	85	80	77	44	67	
Outcome	% Customer Satisfaction		97%*	NA			

Survey question 19 (strongly agree & agree/total responses)*Based on surveys from 1 program (April 09)

*Oct. 09 movie, Dec. 09 Party, Feb. 2010 Anti Valentine's Party, May 2010 HP Party, Farewell Dinner for seniors

Strategy 2: Sponsor Teen Read Week activities – 3rd week in October

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05
Outputs	No. of activities	1 contest	1 prize drawing	1 meeting	1	NA	1
	Attendance	NA	NA	15	23	NA	19

Survey question 19 (strongly agree & agree/total responses)

Strategy 3: Guide and support Teen Advisory Board

Appendix D: Library Comprehensive Plan

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05
Outputs	No. of meetings/events	12	16	11	9	8	8
	Attendance	171	141	136	99	104	124

Survey question 19 (strongly agree & agree/total responses)

Goal V: The Southern Pines community views the library as an integral part of the education process.

Strategy 3: Library staff visits with Early Childhood Education classes at Sandhills Community College to demonstrate story telling techniques and how-to information for developing and using visuals

		2009-10	2008-09	2007-08	2006-07
Outputs	No. of programs	1	1	--	
	Attendance	11	13	--	

Proposed Strategy: Initiate Parent/child book clubs (2005-06) Program Discontinued

		2009-10	2008-09	2007-08	2006-07	2005-06
Outputs	No. of programs			0	1	1
	Attendance			0	0	0

Appendix D: Library Comprehensive Plan

C. General Information – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

Goal I: Customers find the information and materials they need when they need it.

➤ **Objective A:** Customer satisfaction survey scores are equal to or greater than the previous year.

		2009-10	2008-09	2007-08	2006-07	2005-06
Output	Number surveys	1	1	2	1	1
Outcome	% satisfaction	95%	94%	90%	98%	

Survey question "Overall, I am satisfied with the SPPL"

Strategy 1: Provide on-going shelf maintenance service

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Outputs	Avg. Number of volumes checked/month	59413	99099	102446			37468	28281
	Avg. # found out of place	1580	2658	1859			1020	585
Outcomes	Number of missing items identified	574	333	743	249	NA	NA	NA
	Number of missing items located	302	194	104	86			
	Number of missing items verified and withdrawn	383	348	396	182			
Outcome	% Customer Satisfaction	92%	91%	88%	NA			

Survey question "I easily find the materials I want at the library"

Strategy 2: Provide Reference service desk

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02	2000-01
Outputs	Reference questions	15262	11416	15045	10064	12921	16201	17912	16734	15616	14733
	Directional questions	11798	11022	11468	11118	12976	15315	13613	26844	15950	14879
	Total questions	27060	22438	26513	21183	25897	31515	31524	43579	31566	29612
Outcome	% Customer Satisfaction	98%	94%	88%	98%	94%					

Survey question "I am satisfied with the library's reference assistance"

Strategy 3: Update reference staff skills

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Output	Staff training sessions/topics		24	27				
Outcome	% Customer Satisfaction	98%	94%	88%	98%			

Survey question "I am satisfied with the library's reference assistance" (Staff training session defined as total number of staff participating)

Strategy 4: Incorporate Ebooks into catalog and make available for online circulation (NetLibrary/NC Digital Library)

		2009-10	2008-09	2007-08	2006-07	2005-06
Output	# Ebook accesses	1397	493	565	565	375
Outcome	% Customer Satisfaction	81%	83%	NA	NA	

Appendix D: Library Comprehensive Plan

Survey question "The library has a good selection of Electronic Resources"

Strategy 5: Provide online circulation services for remote users

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Output	Number of online holds placed	4173	3344	2028	1022	78	128	46

Strategy 6: Provide customer tutorials in Catalog use training and Internet training

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Output	Number of tutorials	NA	NA	NA	2	1	15	12

Strategy 7: Provide online reference resources

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04
Output	# Resources	11			6	8	8	6
Outcomes	Ave. accesses per month	1032			442	465	594	370
	Ave. usage per resource	1125			74	58	74	62
	% Customer Satisfaction	88%	83%	NA	NA	NA	NA	NA

Does not include NCLIVE

Strategy 8: Provide Virtual Reference service (NCKnows)

		2009-10	2008-09	2007-08	2006-07
Outcome	# accesses	6	10	20	10

Strategy 10: Provide Interlibrary Loan Services

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05	2003-04	2002-03	2001-02
Outputs	Number of items borrowed	214	238	243	459	367	448	386	310	315
	Number of items loaned	341	350	422	316	505	474	436	191	218

Goal II: Library customers receive efficient, effective, and friendly service

Strategy 1: Continual staff training

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05
Output	Staff attending customer service training		2	18			
Outcome	% Customer satisfaction	97%	95%	91%	99%	NA	NA

Survey questions "The library staff is helpful, friendly, knowledgeable"

Appendix D: Library Comprehensive Plan

D. Business and Career Information – A library that offers Business and Career Information addresses a need for resources related to business, careers, work, entrepreneurship, personal finances, and obtaining employment.

Goal I: Potential small business entrepreneurs visit the library to find resources to plan new businesses.

- **Objective A. Usage of small business or business print resources is equal to or greater than the previous year.**

Strategy 1: Work with SCC Small Business Center to develop and use bibliography for business planning workshops

		2009-10	2008-09
Output	# bibliographies distributed	25	22
Outcome			

*Proposed Outcome measure = based on a survey at SCC Small Business Center -# of business workshop participant that benefited from this bibliography.
Note anecdotal comments.*

Strategy 2: Develop collection of core small business resources—print and online

		2009-10	2008-09	2007-08	2006-07	2005-06
Outcome	% of patrons reporting business resources useful	88	87.5	87.5	NA	NA

Output = nonfiction and reference

Goal II: Customers (retirees and others) have the resources they need to manage their investments

- **Objective A. Usage of investment print and online resources is equal to or greater than the previous year.**

Outputs: # of books in the investing and reference sections circulation/in-house use, # hits to online business resources

Strategy 1: Provide annual AARP tax assistance program

		2009-10	2008-09	2007-08	2006-07	2005-06	2004-05
Output	People assisted by AARP volunteers	482	488	583	414	259	392

Proposed Outcome measure= feedback forms at programs indicates positive results from investment related programs

Appendix D: Library Comprehensive Plan

E. Cultural Awareness – A library that offers Cultural Awareness service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.

Goal I: Newcomers from other countries and cultures will find services and resources to help them integrate into the community

Strategy 1: Provide ESL resources and materials/continue collection development

		2009-10	2008-09	2007-08	2006-07
Output	FL books borrowed	132	99	NA	
Outcomes	checkouts	N/A	10		

Strategy 2: Continue Library partnership with ESL classes

		2009-10	2008-09	2007-08
Output	Class visits	1	0	0
Outcomes	# of participants	17		

Strategy 3: Hold or attend two outreach events or activities annually

		2009-10	2008-09	2007-08
Output	Events	3	3	1

2 Fall Fest + DIA 08-09

SPPS Fall Fest, ESL Class, Dia 09-10

Strategy 4: Add online Foreign Language resource (Rosetta Stone, Mango)

		2009-10	2008-09	2007-08
Output	Accesses per year	91	32 *4 months	380

*Rosetta subscription ended in 2008 and Mango subscription began March 2009

Proposed Strategy: Establish partnership with schools to identify non-English speaking families for outreach (2005-06)

		2009-10	2008-09
Output	#events	2	2 *
	#families identified	26	10

*08 fall festivals

Goal II: A variety of cultures represented in the community have a forum to share their customs and unique attributes with the greater community

Strategy: Provide “Explorations” and intergenerational programs

		2009-10	2008-09	2007-08
Output	No. of programs	2	2	1
	Attendance	28	21	21

Dia, FFN

“Snap Shot”



Southern Pines Public Library Library Users Survey

Preliminary Findings / September 2010

Appendix E: Snapshot Survey

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Appendix E: Snapshot Survey

SOUTHERN PINES PUBLIC LIBRARY RESULTS OF THE 2010 USERS SURVEY September 2010

Overview.

The Southern Pines Public Library's 2010-11 strategic initiative was designed to ensure significant participation by library patrons and other community residents in shaping the future of the institution and ensuring that it provides maximum relevant materials and services to taxpayers. It is their dollars that underwrite the Library's operations, and they clearly deserve a major role in helping to define what the return on those dollars should be.

It is important to note that such citizen participation in strategic planning is nothing new for the Southern Pines Public Library, which has a long-standing track record of seeking such input--something that distinguishes it from many of the other library systems across North Carolina.

The survey instrument used this time to obtain citizen input was developed, reviewed and modified by the Library's senior staff leadership and consultant. The form was distributed at the Library, and also placed on the Library's web site, where it can be completed on-line. To date, 102 individuals have taken part, 8 of them electronically.

As noted below, the demographic composition of those participants is not an accurate reflection of Southern Pines itself. The Library may want to take appropriate measures to make certain that the final analysis includes survey takers that do, in fact, generally mirror the community in general. Accordingly, the findings presented in this report should be considered preliminary in nature.

The survey gave the public the opportunity to rate and comment on the Library's programs and performance by a series of criteria, including:

- Primary reasons for visiting the Library.
- Words that define how patrons regard the Library.
- Library's shortcomings in providing materials.
- Degree of satisfaction with a range of Library materials and programs.
- Patron opinions of Library staff customer service.
- Frequency of Library facility use.
- Frequency of and reasons for Library's website visits.
- Ways in which the public finds out about programs and services.
- Use of Library's in-house computers.

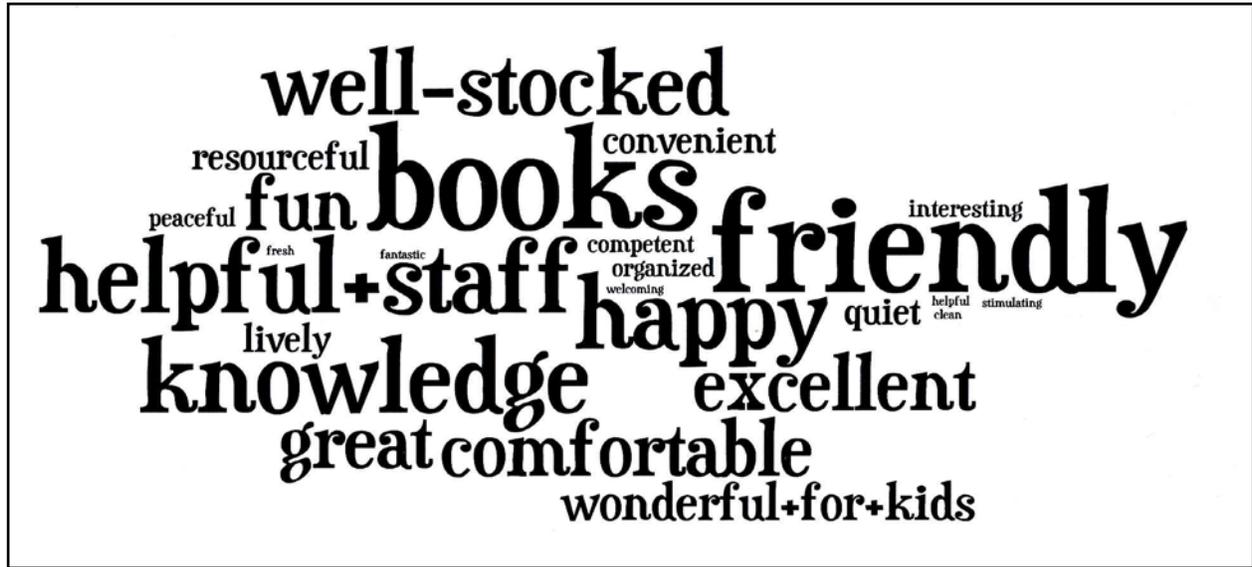
There were several open-ended opportunities for participants to make any comments they felt appropriate about the Library's operations, materials, programs and personnel. A copy of the survey form is attached to the back of this report as page 12.

Appendix E: Snapshot Survey

SURVEY FINDINGS.

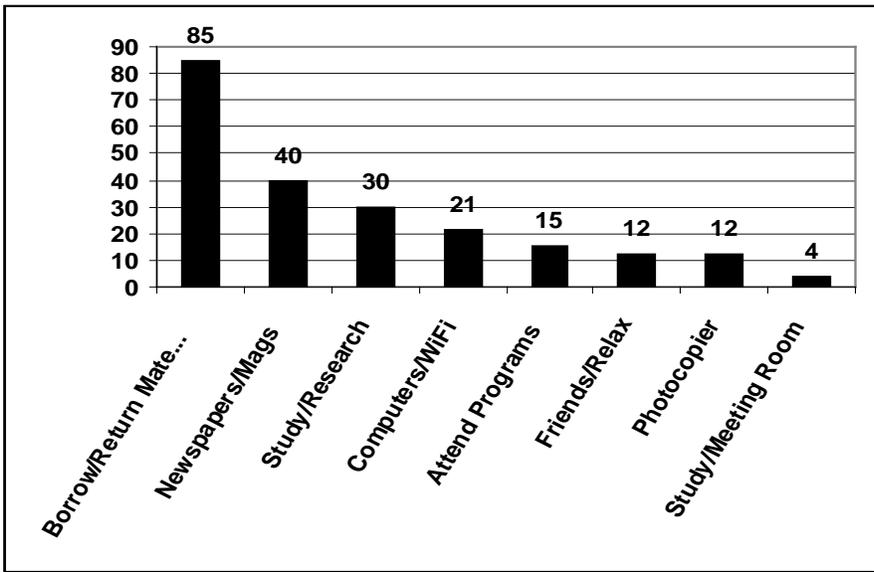
In the analysis below, each question on the survey is listed, followed by the survey results.

1. What words come to mind when you think of the Southern Pines Public Library?



The box immediately above was generated by using a “Wordle” methodology by which words from a specific source appear in a fashion that gives greater prominence to those that appear more frequently in the source text. In this case, all of the words that survey respondents used in answering the first question on the form were placed in the Wordle generator.

2. Why do you generally visit the library? (Check all that apply)



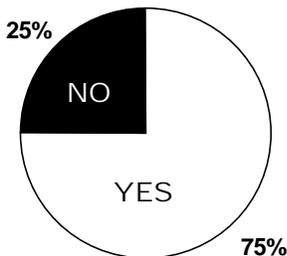
The chart on the left shows the number of times each reason for visiting was mentioned on the completed forms.

The relatively small number of notations for “Computers/WiFi” was surprising to Scope View, and may reflect different patron priorities for the Southern Pines Library than for many other Libraries where computers receive much higher prominence.

Appendix E: Snapshot Survey

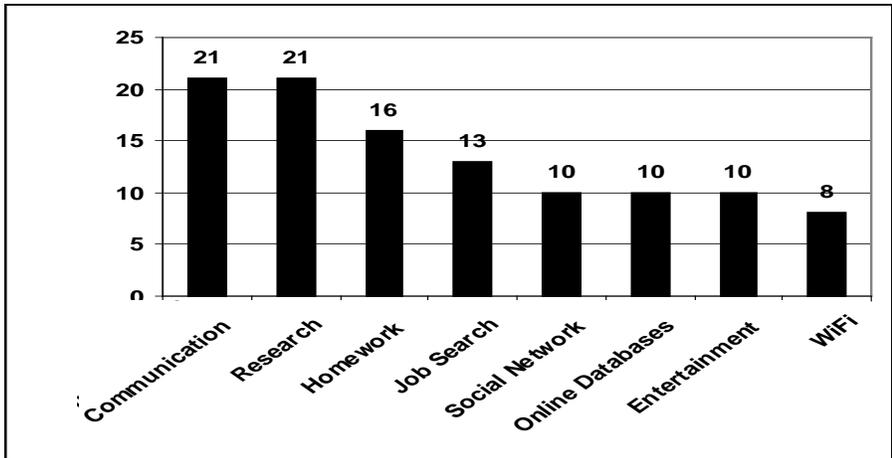
16. Do you have high speed Internet access at home?

[This question is listed out of order from its position on the survey form in that the answers here may be part of the reasons for the answers given on question 2 immediately above as well as question 3 that follows immediately below.]

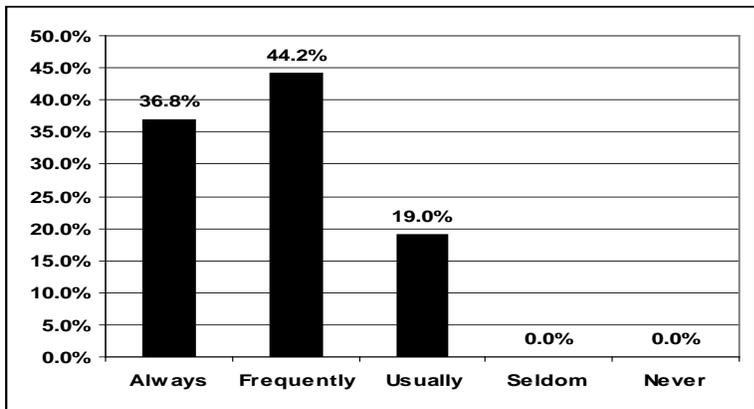


3. If you use computer services at the library, what is (are) the reason (s)? (Check all that apply)

The specific research reasons that were listed were: check stocks and bonds, world report news, general background information for work, biographies, new products, personal interest, homeschooling materials, consumer reports, local history, and travel information. Each was listed only one time on the forms.



4. When you visit the library, are you able to find what you need?

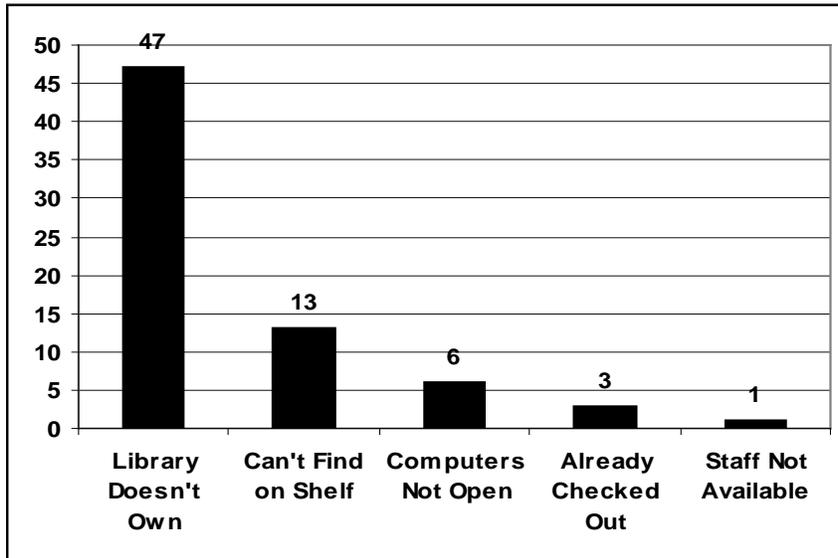


There is no doubt that the Library patrons who filled out the survey regard the Library's materials highly. Not one of the more than 100 respondents said that they seldom or never found what they are looking for.

91% indicated that they always or frequently obtained the materials. Scope View has never seen a higher rating than this.

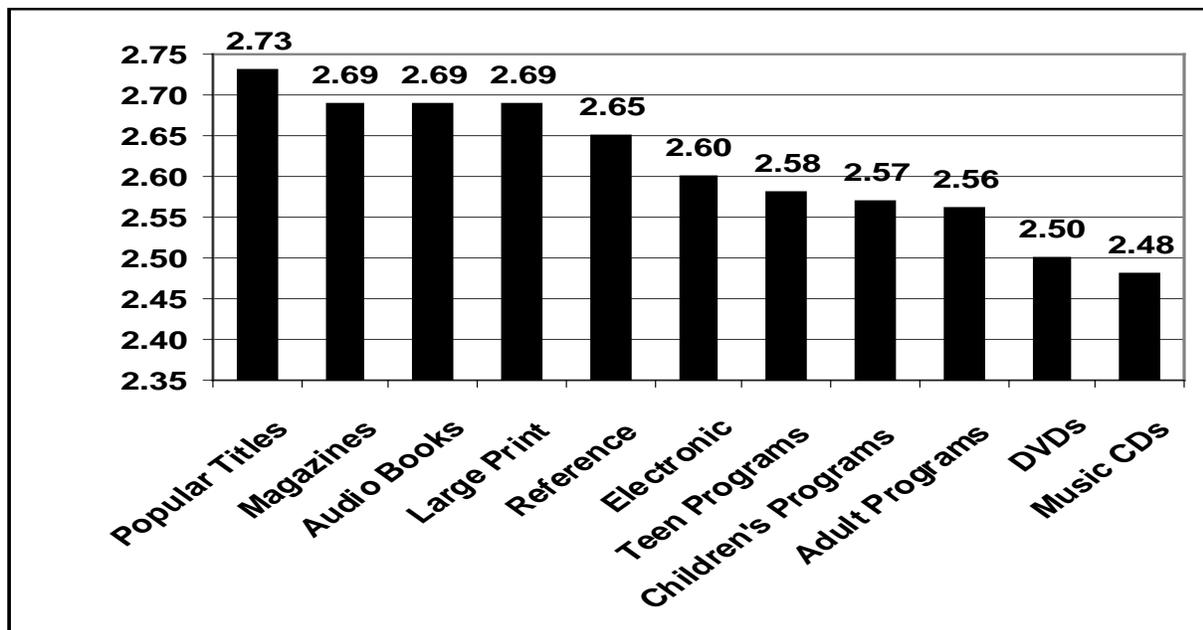
Appendix E: Snapshot Survey

5. If you can't find what you need, the reason is: Check all that apply)



6. How satisfied are you with the following:

[Participants were asked to rate each of the items below as to whether they are “Extremely Satisfied,” “Somewhat Satisfied” or “Not Satisfied.” In order to give a comparative look, Scope View assigned the number 3 to “Extremely Satisfied,” 2 to “Somewhat Satisfied,” and 1 to “Not Satisfied.” Thus, when reviewing the table below, the higher the number for an item the greater the level of patron satisfaction. An average rating of 3 would be perfect; an average rating of 1 would be perfectly awful.]



Appendix E: Snapshot Survey

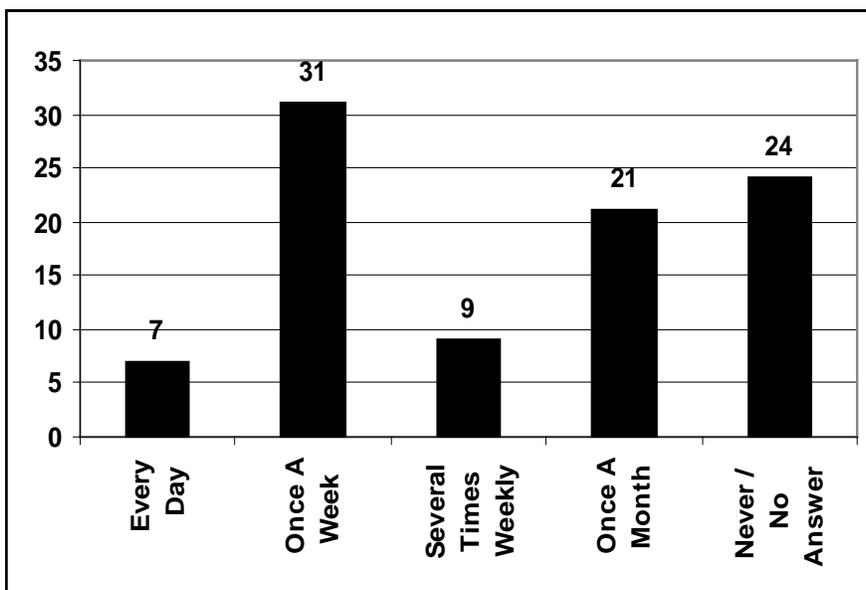
There was not a great deal of variance in the satisfaction ratings of the various materials, services and programs offered by the Library. There was, however, a fairly wide range in the numbers of people who chose to rate categories, tending not to bother with those that are not important to them.

In order to combine the level of satisfaction with the level of importance of each factor to survey participants, Scope View simply multiplied the satisfaction average for each category by the number of people who ranked it. It can be fairly stated that this process results in a "Weighted Satisfaction Index" as shown below.

Weighted Satisfaction Index

Weighted Rank	Southern Pines Public Library Material / Service / Program	Satisfaction Average	Number of Raters	Weighted Satisfaction Index
1.	Popular Titles	2.73	90	245.7
2.	Audio Books	2.69	88	236.7
3.	Reference Materials	2.65	79	209.4
4.	Magazines	2.69	74	199.1
5.	Large Print Materials	2.69	58	156.0
6.	DVDs	2.50	60	150.0
7.	Music CDs	2.48	52	129.0
8.	Adult Programs	2.56	46	117.8
9.	Electronic Resources	2.60	45	117.0
10.	Children's Programs	2.57	44	113.1
11.	Teen Programs	2.58	38	98.0

7. How often do you visit the library's website?

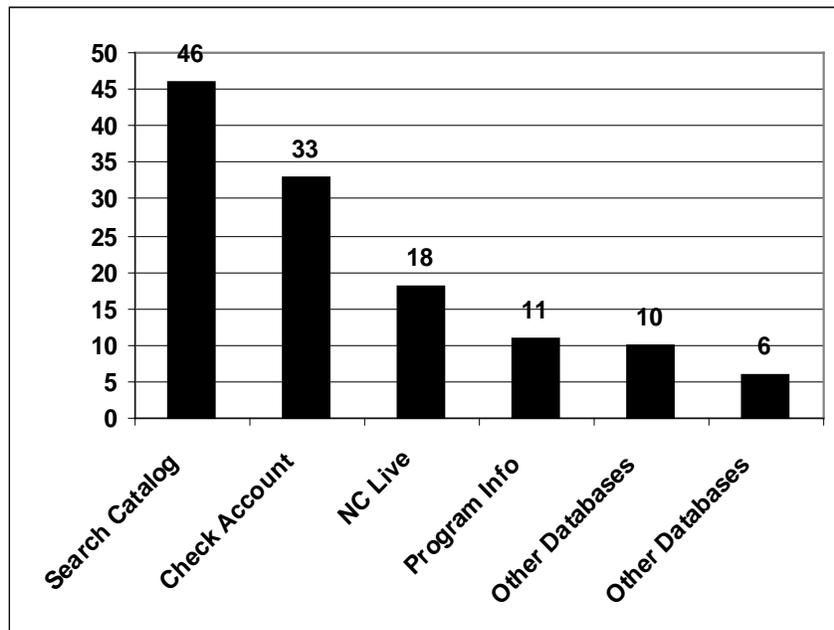


The frequency of website visits generally corresponds to the frequency of visits to the Library building, thus indicating that the Library has positioned itself to at least some degree as a worthwhile virtual space as well as a physical one.

The matter at hand is how the Library can raise this traffic count, and whether visitors are fully aware of all that they can do while at the site. The Library may also want to examine how it can further market itself in this regard.

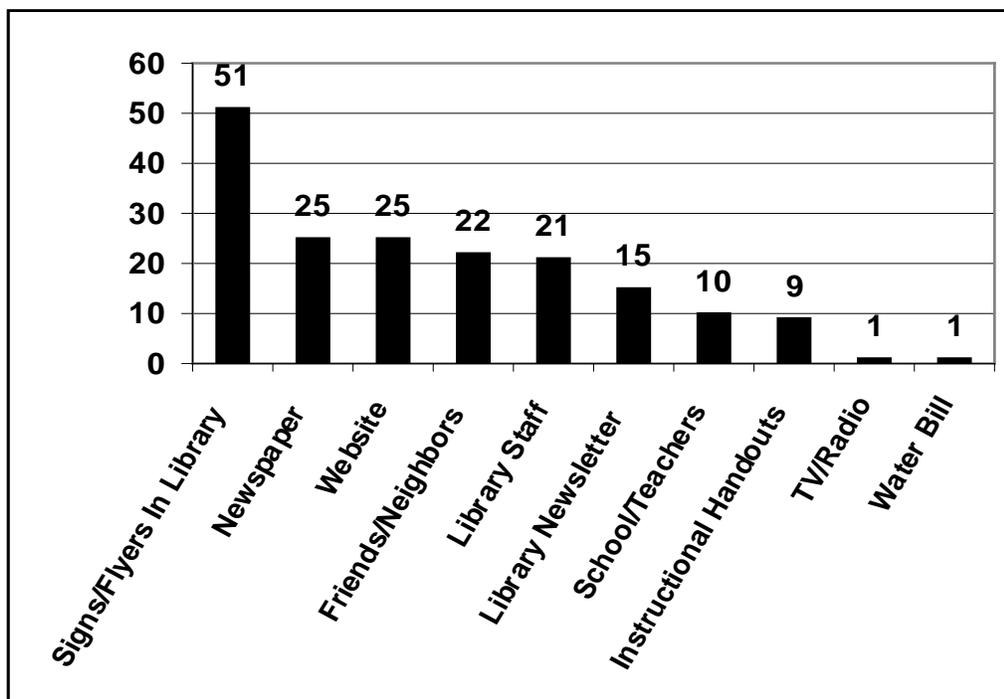
Appendix E: Snapshot Survey

8. If you visit the library's website, please select the reasons. (Check all that apply)



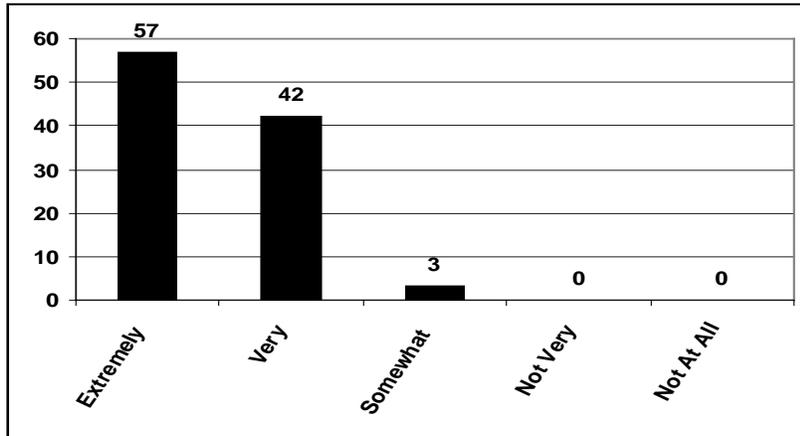
Most of the visitors appear to be using the website for very basic reasons: searching the catalog and checking their accounts. It in no way diminishes the importance of those reasons to suggest that more could be done to market what cardholders can do on the site that they cannot do at home with their basic PC/Mac configurations. For example how aware is the public of NC Live and other databases? This is a real opportunity for the Library to distinguish itself from other on-line information providers.

9. How do you find out about the library's programs and services? (Check all that apply)



Appendix E: Snapshot Survey

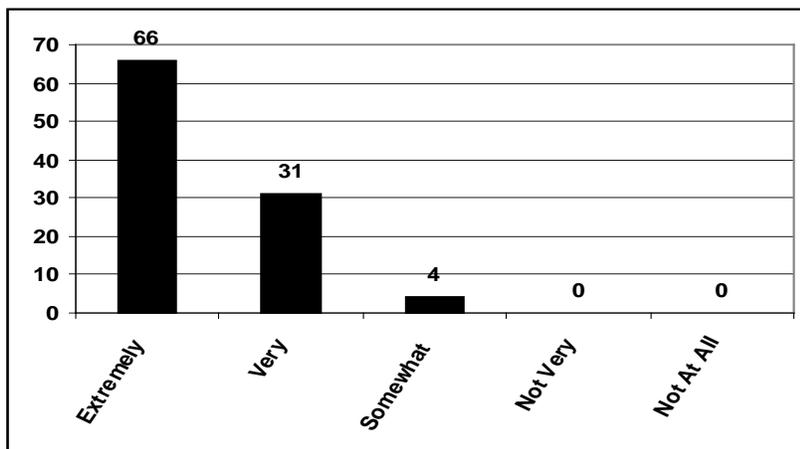
10. How satisfied are you with the overall services of the library?



Of 102 responders to this question, 97% indicated that they are “Extremely” or “Very Satisfied.” No one gave a ranking below “Somewhat,” and there were only three persons who checked that box.

Based on Scope View’s experience with fourteen other Library systems, these are exceptionally high levels of patron support for the current services that the Library delivers.

11. How helpful is the library staff?



The ratings for the Library staff were even more positive than those for the Library’s overall service.

The percentages are especially impressive in that any tax-supported public service institution is vulnerable to being seen by some of its customers as unresponsive, indifferent or even rude-- a factor that is accentuated in the economic conditions of 2010.

12. Are there any new ideas or changes you would like to suggest concerning the library, its staff, services website and/or programs?

[The comments below were taken verbatim from the surveys. Comments are similar matters are listed together.]

“I have heard from moms of pre-schoolers that a morning story time would be well received.”

“Story for children in morning.”

“Any increase in kids programs for grade school level is helpful.”

“All programs are great but would like to see a middle elementary program as good as the early elementary, middle school and teen rather than just movies (although the kids love it!).”

Appendix E: Snapshot Survey

"I hate the evil electronic games for kids. They cause a lot of strife and distract my kids from looking for books which is why we come."

"PLEASE get rid of computer games ex. Harry Potter - we come for literature."

"Perhaps a weekly club for teenagers where they can play games together. A writers club. A chess club."

"Get a bigger teen section for books."

"Keep the DVD collection growing."

"You should have more movies."

"Larger selection of DVDs and music CDs."

"More DVD titles (newer), more books on tape (newer), sofas in the kids area!"

"If there was any way to extend hours some days that would be great (for those who work full time, especially). Also, there are some gaps in the CD library, although the classical and jazz selection is great."

"Movies and lectures."

"Free checkouts for service members (and family members), no yearly charges."

"I am new to the area and was surprised I had to pay for services. I am only 1/10 mile outside of the 2 mile radius. I hated to pay! On a very tight budget. You all are great and I do love coming :-)"

"\$75 seems a lot for non-residents."

"Larger section for New fiction - one section for new non-fiction."

"Try and get the best sellers. Sometimes, I am not able to get these books here!"

"Author visits?"

Appendix E: Snapshot Survey

“Wonderful library, so nice and user friendly!! I would like to see more study tables/off to the side for better concentration, away from noise and distractions.”

“A reading group for men.”

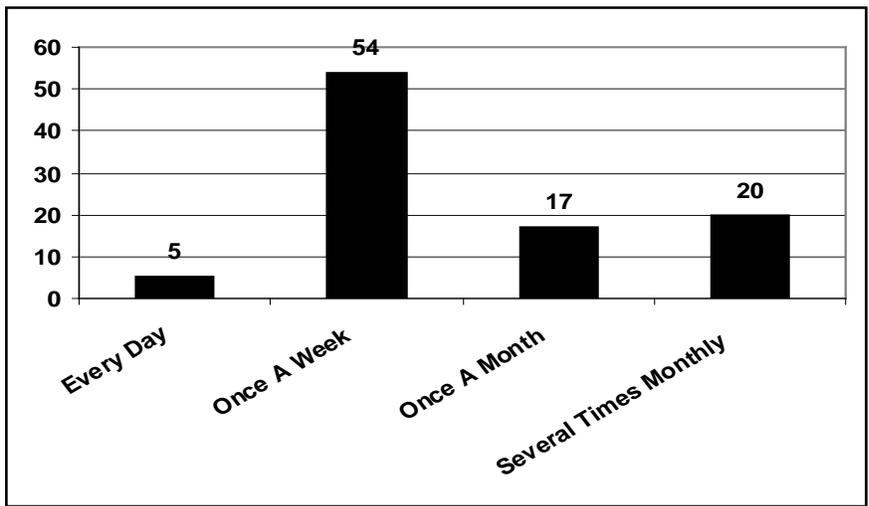
“New computers.”

“On line books are difficult to access.”

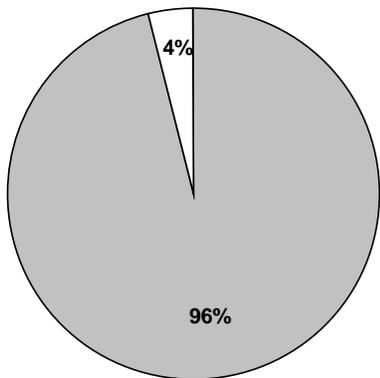
“E-books.”

“Front page of website is not very interactive, website is hard to navigate/find information.”

13 How often do you visit the Southern Pines Public Library?



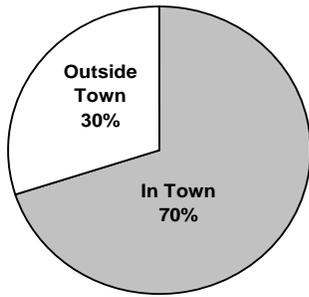
14. Do you have a library card issued by the Southern Pines Public Library?



The overwhelming percent of participants were library cardholders. They were, therefore, familiar with the Library and the issues covered on the form, and thus in a position to make informed judgments, comments and recommendations. Conversely, that only 4% were non-cardholders indicates however, that the survey did not reach non-users, who might have more clearly defined barriers to broader use of the institution and its resources and services.

Appendix E: Snapshot Survey

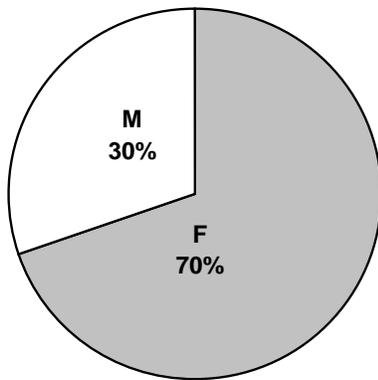
15. Do you live in the city limits of Southern Pines?



70% of survey takers indicate that they reside within the Southern Pines town limits. It is clear that the current library card membership fee of \$75 for those living outside a two mile radius around Southern Pines is an issue of some contention, so it was a surprise to Scope View that the percentage of survey takers from outside the town was so high.

Survey Participants.

Gender Composition of Survey Participants by Percentage



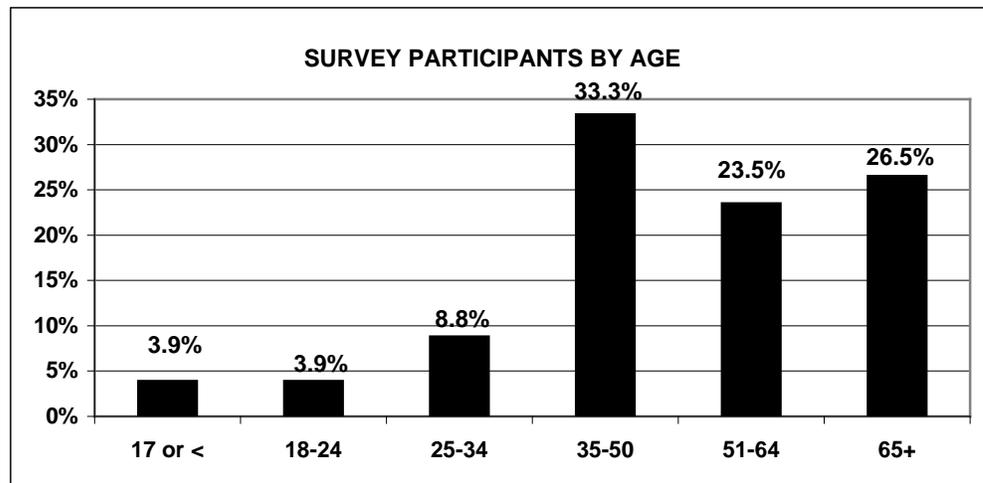
With women comprising 70% of survey takers, the survey sample had a clear female bias. Nationally, there are more female than male library cardholders, and the Southern Pines survey bias may be closer to actual Library cardholders than to the area population, where the gender division is approximately 56% female / 44% male.

It has been Scope View's experience that without exception, surveys of this nature have greater female than male participation. In some instances, that is an accurate reflection of the gender mix of people who actually use the libraries. In other cases, men generally seem less receptive to stopping to take the time to complete the forms.

Age Composition of Survey Participants by Percentage

50.0% of survey respondents were 51 and older, generally consistent with 42.4% of Southern Pines' citizens being in that age group.

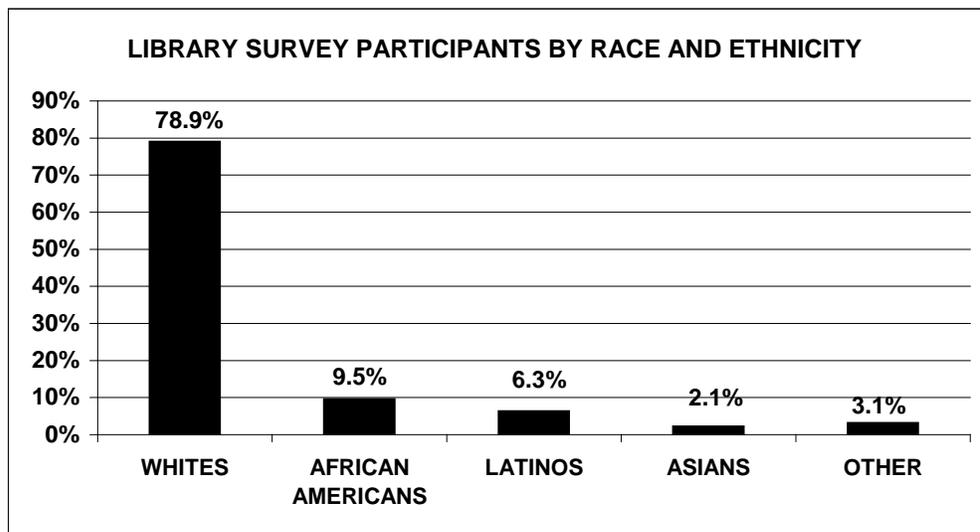
The percentage of 35-50 participants was almost twice their share of the actual population.



Appendix E: Snapshot Survey**Racial and Ethnic Composition of Participants by Percentage**

2000 Census results showed that the racial makeup of the town was 70.79% White, 26.57% African American, 0.36% Native American, 0.66% Asian, 0.07% Pacific Islander, 0.80% from other races, and 0.75% from two or more races. Latinos of any race

constituted 2.04% of the population.



Appendix F: Summary of SWOT Analyses

Summary of SWOT Analyses

Internal Strengths:

Steering Committee:

Competitors:

- Book stores
- Other schools and libraries
- Moore County Libraries
- Google and computers/internet (home computers)

Vs. Book stores – SPPL is free to residents, community resource, informed staff, multiple resources, more reliable, more information from history

Vs. Moore County Libraries and Sandhills – convenient, better resources, no bookmobile for outreach

What does SPPL do well?

- Staff
- Community outreach
- Audiobooks
- Comfortable
- Attractive
- Children's section

Assets not yet capitalized on

- Electronic resources
- Staff (IT)?

Strength of SPPL is the history of the library

What is the library doing that only it can do?

- Have a place for books
- North Carolina Digital Library (consortium to provide access to ebooks and e-audio books)
- Community outreach

Staff:

- Programs
- Cutting edge technologies
- Keep most popular titles and get them quickly – and have multiple copies of the popular titles
- Largest library in Moore County (building and collection)
- Offer good reference and reader's advisory
- Climate controlled building
- Offer internet access and wifi
- Programs for all ages

Appendix F: Summary of SWOT Analyses

- As we get holds on popular titles, we are able to order more copies (1:1 ratio)
- Have a good Large Print collection and large selection of magazines and newspapers
- Our Friends of Library group is very supportive and pays for programming
- No library branches to split funding amongst
- Open 7 days a week
- Good staff
- Well-equipped facility
- More to offer than the county libraries
- ILL services offered and heavily used
- Tutor rooms are available and heavily used
- 3 week checkout period
- No limit on number of items to checkout (except for DVDs)
- DVDs free to checkout
- Self checkout system has become popular
- Membership has stayed steady (not seemed to decrease)
- Haven't had to cut back on hours because of poor economy
- "Read to Your Bunny" outreach to local daycares and preschools
- Have a permanent Spanish language collection and can get rotating titles from Foreign Language Collection at CCPL.
- Have made attempts to reach and recognize local Hispanic community
- Conduct outreach activities with local schools (RIF, GIS Day, tours, etc.)
- Good relationship with local media

Advisory Board:

- Good programs for all ages
- outreach educational programs are phenomenal
- strong staff—friendly and approachable
- comfortable space—warm, inviting, clean, well-maintained
- strong collection
- central location

Internal Weaknesses:

Steering Committee:

- Patrons have other wants (computers, etc.) that aren't available
- Website – off of the Town's site – homepage is too static
- Budget
- Restricted administratively to this space (building – can't add on)
- Layout may be confusing – ie. mystery separate from fiction

Appendix F: Summary of SWOT Analyses

- Poor job of letting people know Residents are not fully aware of all the library services available to them
- Library fee

Staff:

- Separation of fiction and mystery – flow is confusing on fiction side of library
- Military – not able to offer free access to services ie. computer and printing
- No daily rate or military rate/discount
- Website is static, boring, hard to find information
- Online reference resources not well publicized, and hard to find
- We need a cooler mascot
- Paying for card – community issue
- Patrons have to pay for ILL shipping – don't have to pay at Moore County Libraries
- Not enough computers
- Perception that Southern Pines is “elitist”
- Could have a closer relationship with Moore County Schools Administration
- “Public” vs. “Municipal” Library: difference hard to explain to public
- Having to pay for access is bad for PR
- No guest passes
- No free access for military who are not residents
- No space for collection to grow. Makes shelving difficult.
- Books on CD have such low shelves that it's hard for older patrons to get to them. Lighting in that area is not adequate.
- More electrical outlets for laptops needed.
- Technology is changing so quickly that it's hard for staff to assist patrons with their various “platforms” (Kindles, etc.)
- Could offer very basic computer training for seniors.
- Currently our public printing system is too complicated.
- Staff shortages
- Could better serve job seekers.
- Fiction collection is split up into two different areas. Confusing to patrons and adds more work for catalogers.
- Website is static.
- No printing with kiosk computer.
- Our online resources are not well advertised/promoted.

Advisory Board:

- Challenges in explaining fee for non-residents
- assets not fully realized—parents do not take full advantage of programs for children
- furnishings and infrastructure (e.g. carpeting) are wearing out and funds are not available for replacement
- fewer janitorial hours are available for upkeep

Appendix F: Summary of SWOT Analyses

External Opportunities:

Steering Committee:

- More people looking for more avenues/ways to find income
- Use of computers – much stronger—more people have to have access
- Online checkout/RFID – self checkout – take advantage of new technologies
- Ebook, audiobooks, provider content
- Changes in Socio-economic factors
- Population
 - Larger?
 - Hispanic community increase
 - More retirement
 - Larger support system
 - Opportunities for reaching age groups not currently served by social outreach

Staff:

- BRAC – influx of more younger families
- Internet – more resources ie. databases and online resources
- Population increase – shift in demographics ie. possibly less 65+ and more middle age residents
- Partnerships with other Southern Pines Businesses
- Work with other Town of Southern Pines departments – ie technology
- New technologies may provide chance to attract different audience/patronage. Library could begin offering playaways or e-book readers for checkout.
- Teachers are requiring students to use resources other than Google, and they will need to be taught research skills.
- More Fort Bragg personnel may mean a shift to younger demographics.
- Community College has excellent Small Business Center and other avenues for partnering with library.

Advisory Board:

- Identify demographic groups that are under-represented by card holders and create programs to attract them to the library
- publicize examples of economic development success attributable to library resources
- support staff training to keep skills current and provide continuity for future leadership
- explore ways to provide library service to residents who cannot get to the library—small branch or kiosk-type service in Morganton Road area
- build relationship with Boys and Girls Club and residents low-income housing developments

External Threats:

Steering Committee:

- Reliable search engines that replace Google ie. Google Scholar, jstor.org, subscriptions (more of them) – drives price down

Appendix F: Summary of SWOT Analyses

- Cut in funds for NCLive – state funding
 - Local Budget cuts
 - Library is free for residents
 - Econtent/Ebooks – could circulate devices – don't, need library to access/download book
 - Lack of established relationship with local High School – need more connection to school library, teachers, students
 - Obstacle – spend too much time explaining about municipal services – need card to use computer
- Changes
- Growth of Hispanic population in Northern part of the county
 - Decline in African American population in Southern part of the county
 - Morganton Road area to be developed
 - Community events for example Palustris and Spring Fest
 - Community is responsive to program opportunities
 - BRAC – more demand for services – more young families
 - Advertise to other entities

Staff:

- Budget decrease
- Kindle and other ebook readers – could take away patrons
- Internet – less people coming into the library – thinking they can find it all online
- People/families finding other things to do instead of going to the library
- Bookmobile of Moore County Library system
- Computer use at Sandhills Community College's Boyd Library and Moore County Libraries
- Free printing at Sandhills Community College's Boyd Library
- Library competing with Xbox, texting, Facebook , etc. for kids' attention
- Poor economy
- New technologies require more money and staff to support.
- Patrons can get popular titles online or in local bookstores quicker because we are required to wait until titles are reviewed by reputable source.
- School programs like Lexile and Accelerated Reader are discouraging kids from reading for pleasure, and books are seen as “work.”
- Competing with Google and Internet for those doing research or looking for information.

Advisory Board:

- Some parents do not understand the importance of bringing their children to the library
- local and state budget cuts could decrease funding at times when library is used even more
- perception that everything is on the Internet, or everything is an e-book
- need to keep up with/incorporate rapidly changing technologies
- need to provide service to areas of town that develop away from the current core business and residential districts

Appendix G: Matrix: Alignment of Plan Elements

PUBLIC FACILITIES AND SERVICES

Southern Pines Town Plan	Southern Pines Public Library 2005-2010 Goals and Strategies	SWOT comments and Key Themes	Draft Goal and Ideas for Objectives
<p><u>Maintain service levels; strategic, responsible growth.</u></p> <p>Maintain the Town’s health and essential qualities through proactive, long-range planning and implementation.(G.13)</p> <ul style="list-style-type: none"> Establish budget and funding methods for Town facility and service needs, supporting a logical course of implementation.(P-S.01) Review, maintain and regularly update all Town planning documents.(P-S.02) Budget to implement plans adopted or supported by the Town.(P-S.03) Develop and maintain community infrastructure supporting plan objectives throughout all of Southern Pines. (P-S.07) <p>Protect and enhance the civic vitality and function of Southern Pines neighborhoods. (G.04)</p> <ul style="list-style-type: none"> Support the development of compatible neighborhood mixed-use and civic activity centers where suitable. (P-N.04) Investigate public transportation opportunities in Southern Pines. ((P-X.03) <p>Maintain fiscal solvency while providing high levels of public service.(G.14)</p> <ul style="list-style-type: none"> Ensure that costs of extending services to new development are 	<p>General Information – A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.</p> <p>Goal I: Customers find the information and materials they need when they need it.</p> <p>Current Strategies</p> <ul style="list-style-type: none"> Provide on-going shelf maintenance service Provide Reference service desk Continually update reference staff skills Incorporate Ebooks into catalog and make available for online circulation Provide online reference sources for remote users Provide online circulation services for remote users Provide customer tutorials in Catalog use training and Internet training Provide Virtual Reference service Provide Interlibrary Loan Services Provide One-Card system for patron account access to all services Promote online resources—Fiction Connection, Books in Print, Contemporary Authors, Tumble Books, Mango Languages, Teen 	<p>Embrace the brand. Extend the experience. Connect the dots. “Books” is our brand. E-books are books. Expand library hours online/rethink online strategies. (OCLC)</p> <p>Strengths:</p> <ul style="list-style-type: none"> Free to residents. Strong, well-trained staff Strong collection. Well-equipped facility. More to offer than the county libraries. Comfortable space—warm, inviting, clean, well-maintained. Open 7 days a week. Cutting edge technologies. RFID self check <p>Weaknesses:</p> <ul style="list-style-type: none"> Continuing pressure from non-residents to waive fee. Furnishings and infrastructure (e.g. carpeting) are wearing out and funds are not available for replacement. Fewer janitorial hours are available for upkeep Library has maxed out shelving space. Not enough computers. More electrical outlets for laptops needed. 	<p>Library customers find materials and information they need and have access to the library building and services when needed.</p> <p><i>(“Library customers” are all residents and individual property owners within the town limits of Southern Pines and all card-holders.)</i></p> <ul style="list-style-type: none"> “Improve” the library’s online presence... Provide individual, scheduled technology tutorials for customers for skills that cannot be obtained from other educational sources. Increase the number of outlets available to power laptops from X to Y. Provide netbooks/laptops for check out in the library. Aggressively weed the library non-fiction and reference collections. Reallocate space to decrease need for top and bottom shelves. Increase the turnover rate of the collection from X to Y. De-accession the bound print Pilot newspapers.

Appendix G: Matrix: Alignment of Plan Elements

<p>generally borne by such development, except where cost-sharing is necessary to facilitate or attain larger community goals as determined by the Town. (P-S.11)</p>	<p>Health and Wellness, Rand McNally, Gove Art and Music, Access Science. Provide online fine pay from patron account balance Provide improved wireless access to library users Provide improved teen-only internet computer</p> <p>Goal II: Library customers receive efficient, effective, and friendly service</p> <p>Current Strategies Continual staff training Ongoing policy and procedure review Provide RFID system for security and self-check Continue upgrades to library automation software Provide users with e-mail notification of overdues and holds Customer service focus on staff training and assessments Maintain revised Circulation policies and procedures manual</p>	<ul style="list-style-type: none"> • Need to simplify printing options. <p>Opportunities</p> <ul style="list-style-type: none"> • Support continued staff training to keep up with changes in technology • Need to provide service to areas of town that develop away from the current core business and residential districts. <p>Threats</p> <ul style="list-style-type: none"> • Continued deferred maintenance results in space that is no longer inviting, safe, clean. 	<p>Work with The Pilot and the Moore County Historical Association to secure grant funding to digitize, OCR, and index the historical to current print edition.</p> <ul style="list-style-type: none"> • Provide reference and circulation services to support the needs of the customers...Customer service focus--outcomes • Increase staff knowledge of ebooks and downloadable audio books. Assessment? • Promote online resources...Outcome • Create a professional plan for maintaining the quality and comfort of the library achieved at time of construction and valued by the community. Secure funding to support the execution of the plan. • Include library services in planning for new neighborhoods and in planning for public transportation options to residents in areas outside of the downtown area. • Online book club • Most effective/efficient way to meet requests for more DVDs—discount for Netflix/what is not available from Netflix?
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Appendix G: Matrix: Alignment of Plan Elements

JOB AND ECONOMIC DEVELOPMENT

Southern Pines Town Plan	Southern Pines Public Library 2005-2010 Goals and Strategies	SWOT comments and Key Themes	Draft Goal and Ideas for Objectives
<p><u>Leverage existing assets, continue to diversify.</u></p> <p>Achieve a sustainable, balanced economy, providing community prosperity and fiscal health. (G.08)</p> <p>Improve Southern Pines’ and Moore County’s economic resilience and self-reliance. (G.09)</p> <ul style="list-style-type: none"> • Balance Southern Pines economic development efforts between encouraging business diversity and developing key business sectors. (P-E.01) • Define and build Southern Pines’ economic base on those qualities that make the town unique and desirable. (P-E.02) • Collaborate with regional partners to position Southern Pines’ qualities and assets in the regional economy. (P-E.03) • Ensure economic development efforts aid the diversification of Southern Pines’ age and demographic makeup. (P-E.05) • Support and encourage local entrepreneurship as a fundamental component of economic resilience. (P-E.08) 	<p>Business and Career Information – A library that offers Business and Career Information addresses a need for resources related to business, careers, work, entrepreneurship, personal finances, and obtaining employment.</p> <p>Goal I: Potential small business entrepreneurs visit the library to find resources to plan new businesses</p> <p>Current Strategies Work with SCC Small Business Center to annually update bibliography for business planning workshops Continue to develop collection of core small business resources—print and online On-going staff training in specialized business resources</p> <p>Goal II: Customers (retirees and others) have the resources they need to manage their investments</p> <p>Current Strategies Annual AARP tax assistance program Continue to develop collection of investment resources—print and online On-going staff training in</p>	<p>Libraries help users save money. (OCLC)</p> <p>Strengths</p> <ul style="list-style-type: none"> • Strong resources • Convenient location • Attractive facility <p>Weaknesses</p> <ul style="list-style-type: none"> • Library fee makes it difficult to promote library services to business owners • Need improved service to job seekers <p>Opportunities</p> <ul style="list-style-type: none"> • Publicize examples of economic development success attributable to library resources • Strengthen partnerships with SP businesses. • Strengthen partnership with Small Business Center <p>Threats</p> <ul style="list-style-type: none"> • Continued deferred maintenance results in space that is no longer inviting, safe, clean. 	<p>The Library collaborates with customers, local businesses, and economic development agencies to promote and support the economic vitality of the Town.</p> <p>Request that Council revisit Library Card fee issue by considering whether library services to businesses and military personnel are uniquely different than other town services.</p> <ul style="list-style-type: none"> • Better market library services to businesses--communicate library services that benefit businesses • Reestablish connections with Chamber, CVB and Partners in Progress • Work with schools to promote NC Live/other resources for school selection and career choices after graduation • More defined program to help with resume creation and job applications-evaluation

Appendix G: Matrix: Alignment of Plan Elements

<ul style="list-style-type: none"> • Work with educational providers to match curricula with economic development objectives and opportunities. (P-E.09) • Recognize and support the regional agricultural economy for its role in sustaining local lifestyles and improving self-reliance. (P-E.10) • Support local small business, service and retail activities in and near downtown.(P.E.11) • Support the development and growth of the arts and cultural activities in Southern Pines. (P-E.13) 	<p>specialized investment resources</p> <p>Goal III: Customers have the resources they need to search for and find employment.</p> <p>Current Strategies Continue to develop collection of career development resources—print and online Update job search bibliography annually</p>		<ul style="list-style-type: none"> • Continue partnership with SCC Small Business Center—outcomes? • Continue partnership with AARO for tax assistance—outcomes • Assess tools to support personal investors--outcomes • Provide more intensive ongoing reference staff training to ensure best service--outcomes • (Hugh) Collaborate with local coffee shop to open coffee shop in library. • (Alternatives) Allow covered drinks in library. Solicit coupons to local coffee shops for discounts. Put gift books in local coffee shops with notes to come to the library.
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Appendix G: Matrix: Alignment of Plan Elements

EDUCATION

Southern Pines Town Plan	Southern Pines Public Library 2005-2010 Goals and Strategies	SWOT comments and Key Themes	Draft Goal and Ideas for Objectives
<p><u>Engage service providers, support Town’s desired future.</u></p> <p>Southern Pines residents know that quality public and private primary, secondary, and post-secondary schools are of critical importance to the community’s future.</p> <p>Present levels of service, as well as locations of facilities, should be maintained to complement growth.</p> <p>Residents envision a more creative and dynamic relationship with educational services and providers, including greater involvement and cooperation with citizens of all ages, the business community, and civic organizations.</p>	<p>Formal Learning and Support – A library that offers Formal Learning and Support helps students who are enrolled in a formal program of education and pre-school children preparing for formal education to attain their educational goals.</p> <p>Goal I: The library introduces children ages 0-5 to the wonders of reading and books.</p> <p>Current Strategies</p> <ul style="list-style-type: none"> • Provide the Read to Your Bunny Program story program both in the library and at Southern Pines daycares and preschools. • Provide Read Around Book Boxes each month to day care classes. • Continually increase level of training for Read to Your Bunny staff members. <p>Engage in Weeding/Collection Development</p> <p>Incorporate Every Child Ready to Read techniques in program delivery.</p> <p>Offer quarterly Every Child Ready to Read parent training sessions.</p> <p>Offer occasional special events and programs for parents and care givers of children birth-5.</p> <p>Provide Books for Babies to parents</p>	<p>The Town LRP has only a vision statement and no Goals, Policies, or Programs other than one related to economic development (P-E.09)</p> <p>This is an area where the library is uniquely positioned to fulfill this <u>vision</u>.</p> <p>Building brainpower is one way public libraries contribute to local economic development and prosperity. Public libraries also support local economic sustainability goals by providing 21st-century literacy skills from early childhood through lifelong learning (Urban Libraries Council)</p> <p>(Hugh) I tend to think of the library as an educational institution, so most of my ideas involve providing programs or education about topics highlighted in the CLRP.</p> <p>Strengths:</p> <ul style="list-style-type: none"> • Outreach educational programs are phenomenal. • “Read to Your Bunny” outreach to local daycares and preschools. • Children’s section. • Conduct outreach activities with local schools (RIF, GIS Day, 	<p>The Library provides a unique bridge between the Town and local educational services and providers. The Library supports and encourages readers of all ages to help them learn to read and read to learn.</p> <p>Request that Council revisit Library Card fee issue by considering whether library services to schools, teachers, students, and adult new readers (literacy students) are uniquely different than other town services.</p> <p>Continue bulleted strategies in column 2.</p> <ul style="list-style-type: none"> • Focus on outcomes for Read to Your Bunny program—caregivers demonstrate increase in incorporation of early literacy activities in interactions with children. • Target parents/caregivers of children not in care settings who are not engaging in early literacy activities with their children. Increase

Appendix G: Matrix: Alignment of Plan Elements

	<p>of newborns who come to the library. Provide Books for Babies free books to other area libraries.</p> <p>Goal II: The library is a positive, fun place for elementary students to learn and explore.</p> <p>Current Strategies</p> <ul style="list-style-type: none"> • Library staff makes three outreach visits per year at Southern Pines Primary and Southern Pines Elementary (Coordinated with Friends RIF distributions) • Conduct class tours and information sessions once a semester for teachers, upon request • Provide at least two Family Fun Night (K-2) programs per semester Provide at least two Sunday Afternoon at the Movies (grades 3-5) programs per semester • Conduct annual summer reading programs involving creative programs and reading incentives Engage in Weeding/Collection Development • Provide Geography Center for self-guided learning • Hold GIS Day program and promote Geography Bee for elementary schools <p>Goal III: The library is a positive, fun place for middle school students to learn and explore, and is also a place that is well equipped to help them with school assignments.</p> <p>Current Strategies</p> <ul style="list-style-type: none"> • Hold regularly scheduled monthly <i>Pizza with Pizzazz</i> programs at 	<p>tours, etc.).</p> <p>Weaknesses:</p> <ul style="list-style-type: none"> • Card fee issues make it difficult to promote library services to school administrators, students, parents, and teachers and to Literacy Council volunteers <p>Opportunities:</p> <ul style="list-style-type: none"> • Teachers are requiring students to use resources other than Google, and they will need to be taught research skills. • Parents have requested more programming for elementary aged children. <p>Threats:</p> <ul style="list-style-type: none"> • Some parents do not understand the importance of bringing their children to the library. • Lack of established relationship with local High School – need more connection to school library, teachers, students. • School programs like Lexile and Accelerated Reader are discouraging kids from reading for pleasure, and books are seen as “work.” • Library competing with Xbox, texting, Facebook , etc. for kids’ attention 	<p>outreach...</p> <ul style="list-style-type: none"> • Provide more programs for elementary aged children. • Establish better coordination with media specialists in schools. • Provide teacher orientation at the library.
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Appendix G: Matrix: Alignment of Plan Elements

	<p>which students have a chance to visit with friends, make positive connections with librarians, and explore their creative talents</p> <ul style="list-style-type: none"> • Conduct Middle school summer reading program • Sponsor Teen Read Week activities (including class visits) <p>Engage in Weeding/Collection Development</p> <p>Coordinate projects with school media specialists</p> <p>Goal IV: The library has relevant and useful information for high school students regarding school assignments and life enrichments.</p> <p>Current Strategies</p> <ul style="list-style-type: none"> • Hold two programs on high interest teen topics annually • Sponsor Teen Read Week activities • Guide and support Teen Advisory Board <p>Goal V: The Southern Pines community views the library as an integral part of the education process.</p> <p>Current Strategies</p> <ul style="list-style-type: none"> • Library staff visits with Early Childhood Education classes at Sandhills Community College to demonstrate story telling techniques and how-to information for developing and using visuals • Library staff partners with Sandhills CC Adult Basic Ed students and HeadStart parents when possible • Attend at least 2 community events/year to promote library services. 		<ul style="list-style-type: none"> • Secure funding to add Tutor.com online homework help for card holders • Provide internships for high school, college and M.L.S. students to bring new ideas and encourage new professionals. • Provide ways for children and families to own books as well as check them out. • Library surveys show increase from X to Y in participants reporting the Library is an integral part of the education process. • Provide an engaging, interactive environment in the library for young children and their parents--assessment • Aggressively weed the children's collections. Increase the turnover rate of the collection from X to Y.
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Appendix G: Matrix: Alignment of Plan Elements

Downtown and Shopping

Southern Pines Town Plan	Southern Pines Public Library 2005-2010 Goals and Strategies	SWOT comments and Key Themes	Draft Goal and Ideas for Objectives
<p><u>Downtown centerpiece, plus diverse and convenient offerings.</u></p> <p>Protect and enhance the civic vitality and function of downtown, including its residential neighborhoods. (G.02)</p> <ul style="list-style-type: none"> • Give first consideration to downtown for placement of major symbolic civic institutional and office buildings, enhancing pedestrian activity and reinforcing downtown’s prominence as the “heart” of the community. (P-D.06) <ul style="list-style-type: none"> ○ Develop and adopt a downtown plan, including a needs assessment, catalog of critical architectural, transportation, historic and public-space characteristics, and retail and marketing strategies. (PR.01) • Support the development and growth of the arts and cultural activities in Southern Pines. (P-E.13) 	<p>Current Topics and Titles – A library that provides Current Topics and Titles helps to fulfill community residents’ appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.</p> <p>Goal I: Library customers find the materials they want--to check out or use in the library.</p> <p>Current Strategies Maintain up-to-date collection of materials in various formats—print, Large Print, Books-on-CD, DVDs, music CDs, and electronic resources Provide Readers’ Advisory services/ongoing staff training Use variety of displays to promote materials Engage in Weeding/Collection Development Provide multiple copies of high-demand books/hold system Promote new resources of NCLIVE Reference staff trained in Readers’ Advisory staff training module</p> <p>Goal II: The library will meet customer expectations for enrichment programs targeted to adults.</p> <p>Current Strategies Provide at least 4 “Explorations” programs for adults/year</p>	<p>The online library has not become a substitute for visiting the library in person. (OCLC)</p> <p>Strengths</p> <ul style="list-style-type: none"> • Strong Collection • Strong staff <p>Weaknesses</p> <ul style="list-style-type: none"> • Space is maxed out • Website is too static • Publicity does not reach all residents • Card fee <p>Opportunities</p> <ul style="list-style-type: none"> • Identify demographic groups that are under-represented by card holders and create programs to attract them to the library <p>Threats</p> <ul style="list-style-type: none"> • Competing with Internet <p>There were several conversations concerning ways to get books to children and low income families outside of loaning them in the conventional fashion.</p>	<p>The library is a key civic institution that anchors the northeast end of downtown. The library offers programs and services that draw people downtown. (Hugh)</p> <ul style="list-style-type: none"> • Create a marketing plan for the library.--Use donated books as give-aways in a campaign to focus on the library as the book place (Leave books in various places around town with notes to read and pass it on.)—promote ebooks and online resources related to books (Novelist/Fiction Connection/Tumblebooks)—explore other ways to get books to people—is there a way to have a permanent Friends bookstore? • Assess how library customers interact with books in the library—is the space/shelving arranged in the best way for people to do this?Measure/outcome? • Aggressively weed the library fiction collection. Reallocate space to decrease need for top and bottom shelves. Increase

Appendix G: Matrix: Alignment of Plan Elements

	<p>Promote Landmark Ornament project annually Provide Mystery Book discussion group at least 4 times/year Coordinate programs with Friends organization Provide Oldies and Goodies Classic Movies series at least 10 times/year Hold community read events in collaboration with other area libraries</p>		<p>the turnover rate of the collection from X to Y.</p> <ul style="list-style-type: none"> • Combine fiction and mystery collections to improve access to both. Measure outcome? • Use displays to connect to downtown shopping areas—X displays—outcome? • Provide Oldies and Goodies Classic Movies series at least 10 times/year • Hold other literary events—outcome should be attendance driven---Hugh suggests “Classic” book club • Develop closer relationship with area book clubs—have a book club party, have kits for checkout...
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Appendix G: Matrix: Alignment of Plan Elements

Public Involvement

Southern Pines Town Plan	Southern Pines Public Library 2005-2010 Goals and Strategies	SWOT comments and Key Themes	Draft Goal and Ideas for Objectives
<p><u>Keeping Southern Pines vital, focused.</u> Protect and enhance the civic vitality and function of Southern Pines neighborhoods. (G.04)</p> <p>Involve the community of Southern Pines in local government planning and decision-making. (G.16)</p> <ul style="list-style-type: none"> • Ensure economic development efforts aid the diversification of Southern Pines’ age and demographic makeup. (P-E.05) • Develop and maintain community infrastructure supporting plan objectives throughout all of Southern Pines. (P-S.07) <ul style="list-style-type: none"> ○ Develop and adopt a West Southern Pines neighborhood plan, including a needs assessment, catalog of critical architectural, transportation, historic and public-space characteristics, specific overlay regulations (if any), and implementation strategies and programs.(PR.03) • Involve the community in plan 	<p>Cultural Awareness – A library that offers Cultural Awareness service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.</p> <p>Goal I Newcomers from other countries and cultures will find services and resources to help them integrate into the community</p> <p>Current Strategies Provide ESL resources and materials/continue collection development Provide Spanish language adult fiction deposit collection/rotating quarterly Continue Library partnership with ESL classes when possible Hold two outreach events or activities annually Maintain partnership with schools to identify non-English speaking families for outreach Major library patron documents are available in Spanish.</p> <p>Goal II A variety of cultures represented in the community have a forum to share their customs and unique attributes with the greater community</p> <p>Current Strategies Provide “Explorations” and intergenerational programs</p>	<p>Strengths Good programs for all ages Community outreach Central location Spanish Language collection and rotating collection from Foreign Language Center</p> <p>Weaknesses Publicity does not reach everyone who might be interested Card fee issue</p> <p>Opportunities Some increase in Spanish speaking population Social networking could reach non-users Programs to attract demographic groups that are under-represented by card holders</p>	<p>The Library provides programs and information to help residents be involved and informed citizens. The library promotes cultural diversity awareness in the community.</p> <ul style="list-style-type: none"> • Hold X outreach events or activities annually. Outcome-survey responses reflect demographic of community. • Serve needs of Spanish speaking residents— materials in collection/partnership with ESL classes/library documents in Spanish. • Support CLRP/Educate citizens through programs, displays, forums. Monthly theme-- Horse/golf/agriculture/local history (Hugh) • Work with residents of West Southern Pines to update the book <i>Oral History of West Southern Pines</i> published in 1987.

Appendix G: Matrix: Alignment of Plan Elements

<p>reviews and updates. (P-S.08)</p> <ul style="list-style-type: none">• Encourage and support citizen involvement with Town boards, commissions, and civic organizations. (P-S.09)<ul style="list-style-type: none">○ With community partners, identify and implement at least two pilot activities that enrich youth understanding and participation in local governance. (PR.14)• Maintain public access and openness to Town services, deliberations and activities. (P-S.10)			<ul style="list-style-type: none">• Work with Teen Advisory Board to plan and present Citizen Academy for teens. Teen participants will contribute to town boards where possible.
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Appendix H: Minutes of Strategic Plan Committee Meetings

2010-11 Southern Pines Public Library Strategic Plan Steering Committee Meeting Minutes

September 21, 2010

5:30 PM

Southern Pines Public Library Multi-Purpose Room

Present: Cos Barnes, Dianne Barrett, Emily Gower, Scott Karan, Kelley Loftis, Hugh Mensch, Bill Millett, Reagan Parsons, Janice Reagan, Alice Thomas, Lynn Thompson, Fred Walden

Absent: Jim Halstead, Nathaniel Putnam

Background of Library Planning Process

Lynn Thompson gave an overview of how Southern Pines Public Library (SPPL) has set its mission and goals in the past. She encouraged members to look at handouts stating the library's mission and vision in the committee notebook, and these were discussed. Lynn explained how the mission and vision of the library currently align with that of the Town of Southern Pines (TOSP) and how that could be improved with this process. She noted that the terminology used for the five service responses followed the standard definitions recommended by a manual published by the American Library Association, *Planning for Results*.

The goals and strategies that were most in demand and considered most appropriate for SPPL were adopted for 2003 – 2010. These included:

- Current Topic and Titles
- Formal Learning and Support
- General Information
- Business and Career Information
- Cultural Awareness

Lynn also discussed how SPPL has created a comprehensive plan in which statistics have been compiled to determine how well the library is meeting the goals and strategies.

The purpose of the Strategic Plan Steering Committee is to align the library's goals and strategies with the recently completed TOSP Long Range Plan. The committee is also to reassess whether the goals and strategies still match the mission and vision of SPPL. New goals and objectives may be created.

Town Comprehensive Long Range Plan Vision

Lynn referred to the handout in the notebook for the TOSP Long Range Plan Vision.

Hugh Mensch briefly discussed the process used by the TOSP Long Range Plan Committee. The committee held six workshops and took a variety of polls. From the meetings they created the points of the vision and set goals and action items. He explained that the plan is reviewed every 5 years and usually revised after 20 years.

Overview of current Strategic Planning Process

Bill Millett, consultant from Scope View, presented information to the committee about the purpose of the committee and the long range plan.

Some key points included:

- The library needs to anticipate and embrace change.

Appendix H: Minutes of Strategic Plan Committee Meetings

- We can insure sustainable growth by:
 - Having a shared vision
 - Maximum collaboration
 - Rewarding internal innovation and efforts
 - Killing complacency
 - Not permitting generalities
- In order to *make* the future rather than just *respond* to it, we should:
 - Look inward to the library
 - Look outward to community, state and nation
- Consider the following questions:
 1. What is unique about what Southern Pines Public Library has to offer?
 2. What are the absolute “givens” about the library’s future and that of its target audience?
 3. Where is the library especially vulnerable and why do those weaknesses exist?
 4. If we weren’t doing things this way today, would we do them this way tomorrow?
 5. If we were a competitor of ours, how would we beat ourselves?
 6. How different is the library today than it was three years ago?
 7. How flexible is the library when considering alternative futures?
 8. What is a reasonable return for the money spent at Southern Pines Public Library?
- The community’s vision and the library’s mission are used to create goals, with which we make objectives.
- Should we use the Town of Southern Pines Long Range Plan headings and add them into the Southern Pines Public Library goals?
- Two book suggestions: *Web of Deception* by Anne P. Mintz and *Get Back in the Box* by Douglas Rushkoff.

SWOT analysis

Bill explained what the SWOT analysis means:

- Strengths (internal)
- Weaknesses (internal)
- Opportunities (external)
- Threats (external)

Bill broke the committee into two teams – one discussed the Strengths and Weaknesses of Southern Pines Public Library and the other discussed the Opportunities and Threats to the library.

Report from the Strengths and Weaknesses of SPPL group:

Strengths

Competitors:

- Book stores
- Other schools and libraries
- Moore County Libraries
- Google and computers/internet (home computers)

Appendix H: Minutes of Strategic Plan Committee Meetings

Vs. Book stores – SPPL is free to residents, community resource, informed staff, multiple resources, more reliable, more information from history

Vs. Moore County Libraries and Sandhills – convenient, better resources, no bookmobile for outreach

What does SPPL do well?

- Staff
- Community outreach
- Audiobooks
- Comfortable
- Attractive
- Children's section

Assets not yet capitalized on

- Electronic resources
- Staff (IT)?

Strength of SPPL is the history of the library

What is the library doing that only it can do?

- Have a place for books
- North Carolina Digital Library (consortium to provide access to ebooks and e-audio books)
- Community outreach

Weaknesses

- Patrons have other wants (computers, etc.) that aren't available
- Website – off of the Town's site – homepage is too static
- Budget
- Restricted administratively to this space (building – can't add on)
- Layout may be confusing – ie. mystery separate from fiction
- Poor job of letting people know Residents are not fully aware of all the library services available to them
- Library fee

Report from the Opportunities and Threats of SPPL group:

Opportunities

- More people looking for more avenues/ways to find income
- Use of computers – much stronger—more people have to have access
- Online checkout/RFID – self checkout – take advantage of new technologies
- Ebook, audiobooks, provider content
- Changes in Socio-economic factors
- Population
 - Larger?
 - Hispanic community increase
 - More retirement
 - Larger support system

Appendix H: Minutes of Strategic Plan Committee Meetings

- Opportunities for reaching age groups not currently served by social outreach

Threats

- Reliable search engines that replace Google ie. Google Scholar, jstor.org, subscriptions (more of them) – drives price down
- Cut in funds for NCLive – state funding
- Local Budget cuts
- Library is free for residents
- Econtent/Ebooks – could circulate devices – don't, need library to access/download book
- Lack of established relationship with local High School – need more connection to school library, teachers, students
- Obstacle – spend too much time explaining about municipal services – need card to use computer

Changes

- Growth of Hispanic population in Northern part of the county
- Decline in African American population in Southern part of the county
- Morganton Road area to be developed
- Community events for example Palustris and Spring Fest
- Community is responsive to program opportunities
- BRAC – more demand for services – more young families
- Advertise to other entities

Survey analysis

Bill gave each committee member a copy of the survey analysis he created based on the snapshot survey data compiled by library staff. It was determined that the survey did not reach all it was intended to reach and some demographics were not surveyed at all, or were under represented. Bill mentioned that there should be a broader context and pointed out that computers were not mentioned in question #1.

Lynn asked Hugh how the Town addressed the demographic mix when surveying for the Town's Long Range Planning process, and Hugh stated that the demographics were not looked at for the Town's survey.

Next steps

The committee ran out of time before they were able to fully discuss the next steps for the planning process. They were reminded that the next meeting would be on November 16, 2010.

Meeting Dates:

September 21, 2010

~~November 16, 2010 (canceled)~~

January 18, 2011

February 15, 2011

Appendix H: Minutes of Strategic Plan Committee Meetings

2010-11 Southern Pines Public Library Strategic Plan Steering Committee

Meeting Minutes

January 18, 2011

5:30 PM

Southern Pines Public Library Multi-Purpose Room

Present: Cos Barnes, Dianne Barrett, Scott Karan, Kelley Loftis, Hugh Mensch, Bill Millett, Nathaniel Putnam, Janice Reagan, Alice Thomas, Lynn Thompson, Fred Walden

Absent: Emily Gower

Review of Library Strategic Process to date:

In a presentation, Bill Millett reviewed the process to date with the committee members. He stated that the organization's most critical strategic assets included foresight and agility. Without both any organization would go under. Also, Bill stated that functioning with yesterday's logic will cause issues in a company's longevity.

Summary of SWOT analysis by Steering Committee, Library Advisory Board, and Library Staff

In the packet that Bill gave the committee members, there is a table that combines the responses from the SWOT analysis given by the Steering Committee, the Library Advisory Board, and the Library Staff. Bill added check marks next to statements that were repeated, and highlighted the statements in which he thought were important.

Framework to align library goals with Town Comprehensive Long Range Plan Vision

As part of Bill's presentation, he suggested that "helping to ensure the future economic vitality of the Town" was added to the end of the Southern Pines Public Library mission statement. Also, Bill and Lynn explained the Southern Pines Public Library's Areas of Engagement handout in the packet given to the committee. It was explained that five of the ten areas in the TOSP Comprehensive Long Range Plan Vision seem to best fit with the library's vision. These five areas, Public Facilities and Services, Downtown and Shopping, Education, Jobs and Economic Development, and Public Involvement were matched with the library's current service responses as follows:

TOSP Comprehensive Long Range Plan Vision	SPPL Service Response
Public Facilities and Services	General Information
Downtown and Shopping	Current Topic and Titles
Education	Formal Learning and Support
Jobs and Economic Development	Business and Career Information
Public Involvement	Cultural Awareness

Additional Information Gathering

At this point the committee separated into groups to focus on each of these areas, and looked at the library's current strategies that fell under the service responses to determine if there was anything that needed to be changed, added or removed. The three groups focused on Jobs and Economic Development paired with Business and Career Information, Public Involvement paired with Cultural Awareness, and Education paired with Formal Learning. After the discussion in groups, the committee came together and presented their ideas.

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Reporting from Formal Learning and Education group:

- Early Literacy—lots of library resources are devoted to Birth-5 services—Read to Your Bunny Program provides outreach to children in care and in-house library story programs
- Includes quality books taken to daycares on rotating basis
- Strategies focus on how to encourage caregivers to incorporate early literacy activities
- Highly trained staff—have improved in assessing outcomes, but there is more to be done
- Partner with Smart Start project to identify children from birth and provide a connection to the library
- Challenge in identifying children who are not in care settings—many still show up for Kindergarten with no knowledge of books and reading readiness—how can we minimize this in future
- Get the community to view the library as an integral part of the education continuum
- Staff currently has outreach to community college early childhood education program
- Attend more community events for outreach
- Strengthen connection with formal education—primary, elementary, middle, and high schools
- Advertise middle school Pizza with Pizzazz more
- Fees are a consideration
- RIF—current program of the Friends—supported by them and Federal grant funds—children in SPPS and SPES can select new book to keep
- How to expand opportunities for children and families to have more books in the home that they own—expand honor book program—book drive, surplus books, this spring Eagle Scout candidate is working on this idea
- Book sale is basically a good will program
- Service of the library is helping people connect with books—whether to check out or own.
- Brainstorm ideas to connect people with books—Geo-caching games where you are searching for a book at a location, leaving paperback books around town with notes in them advertising the library.

Reporting from Public Involvement and Cultural Awareness group:

- Partner with Literacy Council
- More broadly define “cultures” and “customs”
- Use social media for social outreach
- Community gatherings – such as First Friday and Springfest like a booth?
- Get teachers to promote the library
- Promote bilingual resources database
- Translate the website into another language?
- Closely work with schools

Reporting from Jobs and Economic Development and Business and Career Information group:

- What can we do to market library services to businesses?
- Feedback from Sandhills Community College and high school counselors and county school administration
- Can businesses benefit directly from using library?

Appendix H: Minutes of Strategic Plan Committee Meetings

- Does library work with convention and visitor's bureau and Partners in Progress (economic development)?
- NC Live for school selection after graduation (Career Library database)
- Help with resume creation and job applications
- Literacy assistance through Literacy Council (tutor rooms)
- Resources to help determine long term career and school choices
- Website – potentially add businesses and try to address these questions

Next meeting February 15, 2011 at 5:30 in the Multipurpose Room of the Library

Appendix H: Minutes of Strategic Plan Committee Meetings

2010-11 Southern Pines Public Library Strategic Plan Steering Committee Meeting Minutes

February 15, 2011

5:30 PM

Southern Pines Public Library Multi-Purpose Room

Present: Dianne Barrett, Scott Karan, Kelley Loftis, Bill Millett, Timothy Owens, Reagan Parsons, Nathaniel Putnam, Janice Reagan, Alice Thomas, Lynn Thompson, Fred Walden

Absent: Cos Barnes, Emily Gower, Hugh Mensch

Review of Library Strategic Process to Date:

Bill showed a recap of the progress to date with a PowerPoint presentation.

The Linkage between the Town's Long-Term Plan and the Library's Work

Bill reviewed this core concept that the Library Plan be an extension of the Town Comprehensive Long Range Plan (CLRP.)

Aligning Library Roles with Town Comprehensive Long Range Plan Vision

The Library plan uses the Vision defined in the CLRP as its starting point. Of the ten CLRP Vision statements, there are five which the Committee has determined that the Library has essential roles in supporting - Public Facilities and Service, Jobs and Economic Development, Education, Downtown and Shopping, and Public Involvement.

The current Library Mission Statement (attached) aligns very well with these five areas – therefore it was decided to leave the mission as it is with a few minor changes. In addition, a tag line was added “The Public Library – knowledge for a lifetime and beyond.”

Preliminary Development of Specific Objectives under Each Role

In setting measurable objectives, the ideal will be to choose those which can provide outcomes, as much as possible. The Library has many output measures—things that are counted, such as number of materials checked out and number of people who attend programs. These are helpful statistics that are relatively easy to collect and compare. Outcomes measure the effect or result of the activity or program—how people were helped, lives were changed, or knowledge was increased.

Lynn explained the draft copy (attached) of the matrix which aligns the CLRP with the Library's previous plan, the SWOT analyses and key themes from the various meetings to date, and proposed goals and objectives. The goal of the meeting is to “flesh out” quantifiable objectives to the suggestions and ideas in the fourth column to create a draft plan by March 15, 2011.

The matrix is has five sections—one for each Vision role that the Library is adopting.

The first section discussed was the Public Facilities and Services role.

- Maintain service levels – strategic responsible growth

Appendix H: Minutes of Strategic Plan Committee Meetings

- How does the library define customers? Residents and individual business owners – state statute for residents and council determines this.
 - Card owners – next level of customers
- How to make best use of physical space and computer usage – things are beginning to wear out.
 - When library was created/built, extra money was spent (raised through fundraising) to furnish the library with higher quality furniture. This furniture is starting to fray.
 - Goal is to maintain the level of service for furniture and design of the library instead of replacing the furniture piece meal.
- Aggressively weeding to reallocate space to fiction.
- No more space to have more desktop computers. Instead it is suggested to loan out (in house) laptops, netbooks, or iPads.
- Want to make the library more attractive to teens
 - Most don't go into the library.
 - Rather go online
 - Suggestions:
 - Docking stations for computers
 - Putting SPPL's site on HS website
 - Getting a better relationship with HS
- Want to improve the library's online presence
- De-accession of bound Pilots: running out of space and falling apart
 - Microfilmed copies – Pilot supports part of microfilm project – original is sent to the State Library and SPPL purchases a copy
 - Print copy vs. online copy
 - Historical significance of keeping print copy – online doesn't give all of the details of the print copy.
 - Library can't keep saving them – not feasible
 - Work with Pilot and Moore County for digitizing and OCR scanning to make it possible to index.
 - Communicate with UNC and their digitization project
- Professionally created plan with interior designer
 - Carpet has been replaced in some areas
 - Multipurpose room now has carpet squares – patterns will be available for the next 10-15 years
 - Need a plan and funding to gradually replace carpet and furniture – not piecemeal
 - Since the town determined to go with a designer to begin with, it is important to keep the atmosphere congruent to what was put in place when the building was opened
- Town is growing – annexing more property
 - Were library services included in the planning?
 - The library is a civic institution
 - Don't necessarily need a new branch
 - Ideas:
 - Delivery service
 - Concept like Redbox or vending machine for books
 - New titles
 - Holds

Appendix H: Minutes of Strategic Plan Committee Meetings

The second section discussed was the Jobs and Economic Development role:

- Collaboration with other businesses
- Card fee issue:
 - Library is currently looked at like any other town service
 - Concern in opening up to non-residents that demand will outstrip the services of the library to residents
 - Contractual services with county funds?
 - There are Municipal libraries that receive money from county as well to provide cards to county residents –agreements aren't tied to cost of service, so there have been problems when the county doesn't increase funding
 - Providing a day pass for military or teachers
 - Thought is that it might make things too difficult for staff to administer and cause a disservice to the patrons/residents
 - Computers and bestsellers wouldn't be available to residents – harder to get access to both
 - Possibility of looking at library services as a unique service
 - Supporting local businesses, economic development, education, and military
 - Is this something we should bring to the council
 - Fred believes this would be a good idea.
 - If council is interested, keep looking into these ideas, if not, then don't pursue focus on collaboration with businesses etc.
 - This will narrow down the field of users
 - Free trial idea
 - Level of services
 - Per day use for a nominal fee
 - Kiosk basically provides this service
 - Guest pass
 - What about return guests?
- Computers
 - No space for more desktops
 - Provide laptops, netbooks, or iPads for checkout in-house
 - To be used by guests? (Without a SPPL card)

Third role discussed was Education:

- No policies/programs in CLRP for education – because it is not a town service
- This is where the library has a unique role
 - Able to fulfill this role for the town
 - Library staff have contact with school-aged children, teachers, and established programs in schools
 - Preschool outreach
 - Travel to licensed centers in Southern Pines
 - Make a difference by modeling early literacy principles to care-givers

Appendix H: Minutes of Strategic Plan Committee Meetings

- Most of what library is currently doing merits continuing
- How to make a difference for children and care givers?
 - Real time tutor service – online
 - Tutor.com – paid service
- Huge value added with library – hopefully will bring people to Southern Pines
- Partnerships need to be strengthened
 - Fantastic services but not necessarily marketed well
 - Need to make public more aware of services

Fourth role discussed was Marketing/Downtown and Shopping

- Need to have a comprehensive marketing plan
 - From education standpoint
- Marketing = PR
 - Take and sell books on govdeals
 - Start a campaign: “I bet you didn’t know that…”
 - State Library has resources to assist
 - Gift books placed around town in different locations with some type of label or information placed in book stating – provided to you by the library, read and share with others and come to the library
 - Books are the library “brand”
 - How to get books to people
 - Move forward with eBook concepts
 - Help people to get access to eBooks and eaudiobooks without having to come into the library

There was not time to discuss the fifth role—Public Involvement, so members were asked to review and send in suggestions.

Additional Survey Gathering Efforts

Lynn asked members of the committee to talk with people the members know to get informal information and ideas and reactions to what we have so far.

Next Steps

Each member was asked to read over this matrix and come up with more ideas and share them with Lynn, Alice or Kelley. Also the library staff will also work on fleshing out the plan more. The goal is to have a more concrete plan with measurable outcomes by March 15th meeting. A public hearing before the final adoption is proposed.

Next meeting is scheduled for March 15, 2011 at 5:30 in the SPPL multi-purpose room.

Appendix H: Minutes of Strategic Plan Committee Meetings

**2010-11 Southern Pines Public Library Strategic Plan Steering Committee
Meeting Minutes
March 15, 2011
5:30 PM**

Southern Pines Public Library Multi-Purpose Room

Present: Cos Barnes, Dianne Barrett, Scott Karan, Kelley Loftis, Hugh Mensch, Bill Millett, Reagan Parsons, Nathaniel Putnam, Alice Thomas, Lynn Thompson, Fred Walden, Veola McLean (Guest)

Absent: Emily Gower, Janice Reagan

Review of Library Strategic Process to Date:

Bill showed a recap of the progress to date with a PowerPoint presentation.

Discussion and Rating of Objectives and Goals

Lynn explained how the staff refined the objectives and goals given to the committee. Each committee member was given time to review the proposed objectives and goals and was asked to rate each objective/goal using the following scale: 3 – most important, 2 – important, 1 – least important, 0 – not important.

After each member rated the objectives and goals on their copy, he/she went to the posted objectives and goals and recorded their ratings. Then, Bill mediated a discussion about each item and asked for a consensus on the rating.

Next Steps

Lynn and the library staff will compile the plan and have it prepared for the Public Hearing scheduled for March 31, 2011 at 6:00-7:00 in the Multi-purpose room of the library. After the hearing, the staff will make any final adjustments and present the proposed plan to the Southern Pines Town Council on April 12, 2011.