



St. Joseph Public Library



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Long-Range Planning Document
2023



St. Joseph Public Library

St. Joseph Public Library, Part of YOUR Story

St. Joseph is a city with a rich and proud history. It is a city that has undergone profound change since the Library began in 1890. St. Joseph continues to embrace change with its community-wide initiative, Imagine St. Joseph 2040, with its commitment to Invest in people, Create a better place, and Grow Prosperity¹.

The St. Joseph Public Library follows these shifts in the community, embracing its own strong history as a literacy champion, community convener, and local history resource. As the Library looks to its future, it looks forward to being Part of YOUR Story by offering a diverse array of services to allow individuals to tailor their library experience for themselves.



¹<https://imaginestjoseph2040.com/>



Mission, Vision, and Values

The Library is shaped by a mission that guides its day-to-day work, a vision that declares an aspirational view of the future, and a set of values proclaiming its driving principles.

Mission

The St. Joseph Public Library provides our community physical and virtual gathering spaces to access information, education, and recreation.

Vision

The St. Joseph Public Library offers our community a window to the past and a gateway to the future.

Values

The St. Joseph Public Library values:

ACCOUNTABILITY. We are dedicated to delivering on our commitments and the sound stewardship of our taxpayer dollars.

EXCELLENCE. We are courteous professionals who strive to create extraordinary experiences for our community.

EQUALITY. We are free and open to all people and ideas. We treat everyone with respect and compassion.

INNOVATION. We are always learning. We continually explore new ways of doing things better and doing better things.

PASSION. We love the library, we love St. Joseph, and we love what we do.

TEAMWORK. We build connections and celebrate the diversity of our experiences.





Patron Stories

The library will fulfill its long-range plan by dedicating staff, facilities, services, and amenities toward four key audiences—children and families, literacy lovers, program devotees, and teens seeking a place of their own, defined in groups called Patron Stories.

Patron Stories were developed during the planning process to depict the needs, priorities and interests of library stakeholders and patrons. Each Patron Story has a persona, key characteristics, a long-term goal, and a set of strategies. The strategies developed for each Patron Story were completed by teams of library staff and can be implemented in the near term as well as longer term.

Through the Eyes of a Child

Persona:

It's probably fair to say Samantha is obsessed with the library. She and her best friend Sarah go every Wednesday after school. She can look for books on her own and check out as many as she likes. They also had a blast last summer taking the craft kits home and completing projects on the kitchen table. Samantha loves to read and work on art projects but is struggling with her math homework. Her Mom is looking on the library website to see if there is any tutoring offered at the library.

Key Characteristics:

Checks out children's materials, utilizes online homework help resources, attend library programs and events for children and families.

Goal:

Expand library utilization in geographic areas with high percentages of households with children.

Strategy	Description	Measurement
Targeted public relations campaigns to promote storytime and Summer Reading programming (initiate in short and medium-term)	<ul style="list-style-type: none"> •Promote storytime and summer reading programs using targeted email campaigns •Promote the summer reading program with a direct mail campaign and billboard •Promote library programs system wide with flyers, bookmarks, newsletter, etc. 	<ul style="list-style-type: none"> •Program attendance •Rising Stars (Patrons under 13) and Bedtime Stories (Adult patrons who check out children’s material) activity: increase in number of patrons and usage
Increase participation in children’s programming (initiate in short-term)	<ul style="list-style-type: none"> •Promote children’s programming using targeted email campaigns •Promote library programs system-wide with flyers, bookmarks, newsletter, etc. •Provide food/snacks at children’s programs 	<ul style="list-style-type: none"> •Program attendance •Rising Stars (Patrons under 13) and Bedtime Stories (Adult patrons who check out children’s material) activity: increase in number of patrons and usage
Promote HelpNow Tutoring services as a library resource available 24/7 (initiate short-term)	<ul style="list-style-type: none"> •Market at schools and after-school programs •Increase prominence on SJPL website •Require all public service staff to complete HelpNow database tutorial 	<ul style="list-style-type: none"> •HelpNow database Unique Site Visits
Redesign the SJPL website (initiate medium-term)	<ul style="list-style-type: none"> •Make website easier to navigate •Make website mobile responsive •Make website ADA accessible 	<ul style="list-style-type: none"> •Database usage •Website usage
Strengthen school partnerships to increase library usage among children (initiate short and medium-term)	<ul style="list-style-type: none"> •Develop and maintain a list of elementary school librarians •Distribute branded swag bags with SJPL information to school partners 	<ul style="list-style-type: none"> •Program attendance •Rising Stars activity (Patrons under 13): increase in number of patrons and usage
Partner with existing after- school programs (initiate short-term)	<ul style="list-style-type: none"> •Offer monthly programs at after-school program providers such as Wesley Center, Bartlett Center & Mid-Cities Excellence •Offer library cards to children participating in the programs 	<ul style="list-style-type: none"> •Program attendance •Rising Stars activity (Patrons under 13): increase in number of patrons and usage

Happy Place

Persona:

With her younger kids in college and her oldest son on his own, Jo finally has more time to enjoy a good book for pure pleasure. She is grateful for the rows and rows of books at East Hills to browse for something good, and she really loves the area where all the new books are. Visiting the library has become a weekly outing.

Key Characteristics:

Utilizes library as a destination to browse the collection, visits the library for programs or individual and group meeting room use.



Goal:

Increase in-library browsing and circulation at all library branches as well as meeting room use.

Strategy	Description	Measurement
Update and expand Collection Development Procedures (initiate short-term)	<ul style="list-style-type: none"> •Finalize document that details selection and weeding procedures to keep collections relevant at all branches •Procedures will provide detailed guidelines that are consistent across library system and will benefit seasoned and new selectors 	<ul style="list-style-type: none"> •Circulation numbers by branch •Occasional Patrons (infrequent library user) movement to Page Turner (Checks out adult /teen print books) •Page Turner activity: increase in number of patrons and usage
Reconfigure spaces to improve browsability (initiate short to long-term)	<ul style="list-style-type: none"> •Weed collection to enhance browsing experience •Update stack layout at East Hills to enhance browsing experience 	<ul style="list-style-type: none"> •NPS survey sent weekly to randomized selection of recent library users (Net Promoter Score measures patron satisfaction & loyalty) •Visitation numbers by branch •Circulation numbers by branch
Provide Coffee Kiosks at branches (initiate short to medium-term)	<ul style="list-style-type: none"> •Seek out a coffee kiosk vendor to provide coffee on-demand for patrons visiting the branches 	<ul style="list-style-type: none"> •Track kiosk usage
Update interior signage for brand consistency and increased browsability (initiate medium-term)	<ul style="list-style-type: none"> •Provide electronic signage to promote upcoming events and programs •Update interior signage to improve browsability 	<ul style="list-style-type: none"> •Circulation numbers by branch •Visitation numbers by branch
Provide exterior signage to improve discoverability of library branches (initiate short-term)	<ul style="list-style-type: none"> •Work with city to provide on-street library signage 	<ul style="list-style-type: none"> •Circulation numbers by branch •Visitation numbers by branch
Create new and expand existing individual and small group meeting spaces and rooms (initiate medium to long-term)	<ul style="list-style-type: none"> •Create spaces for private or collaborative work 	<ul style="list-style-type: none"> •Visitation numbers by branch •Meeting room usage by outside groups or individuals

Gather 'Round

Persona:

Paul and Rachel are busy with their jobs and kids. Ever since the pandemic, they are grateful to have things to do in the evenings or on weekends. Sometimes they like to get out and have 'date night,' and sometimes they like to do things as a family. Movie night at the library is a lot of fun, and it's great to see neighbors they haven't seen for a while.

Key Characteristics:

Attends library programs, events, and classes for education and fun.



Goal:

Increase library program participation by targeting existing library users and establish signature events to attract new users to the library.

Strategy	Description	Measurement
Promote program offerings to increase participation (initiate short to medium-term)	<ul style="list-style-type: none"> •Email messaging based on target audience •Internal promotion through bookmarks, flyers, newsletter, etc. •Partnerships with local businesses 	<ul style="list-style-type: none"> •Program attendance •Program follow-up surveys
Increase library recognition in community by redesigning the SJPL logo and developing a Programming Policy (initiate short to medium-term)	<ul style="list-style-type: none"> •Create a logo that is inclusive of all four library branches •Develop a Programming Schedule & Policy Guide for staff to standardize planning and program promotion 	<ul style="list-style-type: none"> •NPS survey sent weekly to randomized selection of recent library users. (Net Promoter Score measures patron satisfaction & loyalty)
Expand practical skills programming to engage new audiences (initiate short to medium-term)	<ul style="list-style-type: none"> •Programming might include professional development offerings, home economics training, and other life skills opportunities 	<ul style="list-style-type: none"> •Program attendance •Program follow-up surveys
Explore expanded programming hours to create a more inclusive and accessible environment (initiate medium-term)	<ul style="list-style-type: none"> •Kickstarter-like survey to gauge programming interest •Partner with community organizations to dovetail programming 	<ul style="list-style-type: none"> •Program attendance •Program follow-up surveys
Use library grounds (outside spaces) for programming (initiate short to medium-term)	<ul style="list-style-type: none"> •Develop programming that utilizes the Carnegie and Washington Park parks 	<ul style="list-style-type: none"> •Program attendance •Program follow-up surveys
Provide at least one annual signature event outside of the Summer Reading Program. (initiate medium-term)	<ul style="list-style-type: none"> •Annually host a signature event featuring a Summer Reading style performer 	<ul style="list-style-type: none"> •Program attendance •Program follow-up surveys
Develop local history and genealogy programming to promote SJPL historical resources (initiate short to medium-term)	<ul style="list-style-type: none"> •Host programming on local history and genealogy •Partner with community leaders and subject matter experts to create programming •Attend relevant outreach events related to local history and genealogy 	<ul style="list-style-type: none"> •Program attendance •Program follow-up surveys

Safe Harbor

Persona:

Kristina does her best for her kids. Her medical assistant job is rewarding and steady, but there never seems to be enough at the end of the month for all the unplanned expenses to support two growing boys. As her kids reach their teen years Kristina seeks out places and activities for them to do to keep them safe and on a good path. Being able to go to their neighborhood library, where her kids can hang out after school, gives her peace of mind. There, they stay engaged and out of trouble.

Key Characteristics:

Teens using libraries as a place to go after school, develop life skills, and foster socialization.



Goal:

Increase library usage among users aged 12-17, and retain them as they transition into young adults.

Strategy	Description	Measurement
Strengthen school partnerships to increase library usage among tweens and teens (initiate short-term)	<ul style="list-style-type: none"> •Develop and maintain list of middle school and high school librarians and counselors •Distribute branded swag bags with SJPL information to school partners 	<ul style="list-style-type: none"> •Program attendance •Bright Futures (Patrons ages 13 to 17) activity: increase in number of patrons and usage
Promote HelpNow Tutoring as a library resource available 24/7 (initiate short-term)	<ul style="list-style-type: none"> •Market tutoring services to teens via schools, in-library promotions, and teen community groups •Require all public service staff to complete HelpNow tutorial 	<ul style="list-style-type: none"> •HelpNow unique visit statistics
Develop Teen After Hours program series to build lifelong library affiliation (initiate short to medium term)	<ul style="list-style-type: none"> •Offer Teen After Hours programming at all branches at least twice a year 	<ul style="list-style-type: none"> •Program attendance •Annual survey for teens
Utilize library outdoor spaces to increase teen engagement (initiate short to long-term)	<ul style="list-style-type: none"> •Develop programming that utilizes the Carnegie and Washington Park parks •Provide games and space for use at the library or to check out and take home •Install outdoor furniture (such as picnic tables) to create better hang-out space at Carnegie and Washington Park 	<ul style="list-style-type: none"> •Program attendance •Check out statistics •Visitation by branch •Annual survey for teens
Expand Take & Make craft kit offerings for teens and tweens (initiate short-term)	<ul style="list-style-type: none"> •Quarterly Take & Make Craft administered by each branch 	<ul style="list-style-type: none"> •Track number of kits taken •Annual survey for teens

Conclusion

This long-range plan will guide the actions of the St. Joseph Public Library over the next three to four years as staff at all library locations work to fulfill the goals outlined in the plan.

OrangeBoy will continue to be a partner with the Library through the use of the Savannah software platform that allows library staff to measure and analyze library cardholder activity, determining how they most use the library; gather feedback via surveys from patrons; and send targeted emails to specific patron groups.

Though the long-range plan singles out four patron stories that were developed in the planning process and are representative of groups of library patrons, the strategies outlined will benefit our entire community. The plan will provide the means and allow the St. Joseph Public Library to continue to be Part of YOUR Story.

