

Future Focus Extended 2010-2013

An Interim Plan for the Upper Dublin Public Library Progress Report # 4, January 2012

Future Focus Extended 2010-2013: An Interim Strategic Plan for the Upper Dublin Public Library was completed and published in October 2009. The plan calls for a report every six months on the plan progress. The 2011 Goals and Objectives and the 2011 Budget were both based on goals and objectives identified in the plan (see updated Upper Dublin Public Library Goals 2011 spreadsheet).

NOTE: Several of the tasks developed for 2011 are under further consideration (possibly in conjunction with the Library's 2012 renovations project) or were not completed as planned. For the latter part of 2011, two (unexpected at the time the 2011 goals were drafted) projects became the Library's focus, including the closing of the North Hills Community Library Branch and the Library's 2012 renovations proposal. See further explanations below.

Highlights include:

Collections (Goal 1: Refresh and expand library collections to meet current needs in all formats)

- The multicultural collection in the children's area was shifted for better visibility. Music was not moved into this category, however, as the location of the children's collections as a whole will be part of discussions for reconfiguring the children's area as part of the Library's 2012 renovations project.
- Final steps were made this fall to complete the Library's ongoing inventorying of its collections begun in 2009.

Staff (Goal 2: Sustain the environment that allows a friendly, knowledgeable staff and responsive services offered with a personal touch)

- Efforts to improve the Library's Volunteer Program are continuously being made. Most recently, outsourcing more of the technical processing procedures will require role changes for some volunteers. Also, the Library's renovation project may present new volunteer opportunities. Discussions for further developing the volunteer program have been postponed.
- It is always a struggle to schedule meetings of the reference staff since the part-time employees generally maintain full-time positions elsewhere. Additionally, there were some changes in the reference staffing and hours in 2011, creating further complexities. Nevertheless, there were two reference staff meetings held in 2011, and the goal is to meet three times/year beginning in 2012 if the staffing situation settles.
- As part of the Library's efforts to provide more training opportunities for staff, most Library staff attended Polaris 4.0 training in fall 2011 after the upgrade, which introduced a few new features, including MCLINC Mobile. Also, five full-time librarians attended the Pennsylvania Library Association's Annual Conference (in State College this year), and all six are registered to attend the Public Library Association Conference in Philadelphia in March 2012.
- Staff evaluations for 2011 are currently being conducted in January 2012.

Facility (Goal 3: Improve the existing facility to create a more comfortable, easier to use environment for library users and begin to study solutions to space limitations)

- The Library's proposed renovations in the amount of \$200,000 were approved by the Board of Commissioners for 2012. With the purpose of redistributing the patron and staff space to more closely match use and needs, the project includes primarily the building of an enlarged teen area (618 SF), a new office (94 SF), a staff work area to consolidate two departments into one space (700 SF), and a reading lounge (330 SF). A new book drop-off point and a new staff desk facing the entrance are also included. In addition to the construction elements, this project will require moving of furniture/equipment/shelving and a reconfiguration in the center of the library as well as the children's area.
- The Library's program room mural, last scheduled to be unveiled in early 2012 was postponed a second time so the design could be incorporated into the plans for the renovation, which includes new artwork around the facility with the Library's new tagline. Additionally, the designs that had been presented were not met with approval by the mural committee. The unveiling is now planned for spring 2012 before the Teen Library Council members, who have been diligently fundraising for the project, graduate. Discussions have begun between a new local artist and Library staff.
- Recarpeting the Readers' Roosts has been postponed until the children's area is reconfigured.

Technology (Goal 4: Create an exceptional technology presence in the library that will help build an information literate community)

- MCLINC has an annually updated Technology Plan. Any plan specific to the Upper Dublin Library would derive from MCLINC's plan. Development of the Library's Technology Plan has been postponed.
- With regard to the use of 2.0 tools, Library staff members continue to maintain a Facebook page with regular postings. Wowbrary, a weekly e-newsletter that lists the Library's latest additions, was introduced by MCLINC in August 2011. MCLINC Mobile became available in October 2011 with the latest upgrade of Polaris, MCLINC's Integrated Library System.
- A Library catalog station planned for the children's area was postponed until the renovation project.
- A backup system exists for Library staff files, but needs to be reviewed and considered for improvement in 2012.
- The Library's website upgrade was considered unnecessary in 2011 and will be considered again in 2012.
- All current informational flyers have been made available on the Library's Research Links webpage, including instructions for using the catalog flyers. Additionally, a link was added to the UDPL 24/7 menu drop down to "How to use our Databases", which takes you to the Research Resources & Databases Page.

- A website tutorial for demonstrating how to use Overdrive was considered, but it was determined that the available paper instructions and website links are sufficient for instructing the public.
- While not planned for 2011, the Library was offered an opportunity by its copier supplier, CopySystems, to install a color copier/printer for public use. This service was configured with the Library's Envisionware system and became available on September 1, 2011.

Programs (Goal 5: Expand services and programs for lifelong learning from toddlers to retirees)

- The Summer Reading Clubs wrapped up during the week of August 7. Total reported registrations were as follows: 1,294 children (22% increase over 2010), 214 teens (40% increase over 2010), and 525 adults, which is more than double last year's total of 249. In an effort to better determine the impact of the Summer Reading Club programs, this year, the youth services staff more closely evaluated the "completion" of the programs than in past years. For children, this completion was identified when they turned in their reading logs, demonstrating some amount of reading throughout the summer. As of August 31, 440 logs were returned, broken down by public elementary schools as follows: Fort Washington Elementary – 88 (31% of the 281 registered); Jarrettown Elementary - 71 (37% of the 191 registered); Maple Glen Elementary - 73 (35% of the 208 registered); Thomas Fitzwater Elementary - 84 (45% of the 183 registered). Twenty-two logs were received from children going into Sandy Run Middle School and the final 102 of the 440 came from pre-schools, other elementary schools, private and parochial schools, and home-schooled children. The public elementary school completion rates, which were our focus because of the partnerships built with the elementary school faculty, represented approximately 18% of public elementary school enrollment, which was a significant turn out when considering that a recent *Public Libraries* article suggested an 8% or better rate is a successful program (Matthews, Joe. "Evaluating Summer Reading Programs: Suggested Improvements." *Public Libraries* July/August 2010: 34-40.). However, it also leaves room to strive for greater participation in future years.
- Of the teens that registered, 26 were considered to have completed the program. While only 12% of the number of registered participants, new this year, teens were challenged to submit three reviews (of books or other media) for posting to the Library's Teen Blog, tasks that required more writing & critical thinking skills than with past programs. Thanks to the generosity of the Friends of Upper Dublin Public Library, children & teens received official Summer Reading Club t-shirts as a reward for completing the program, and logs were turned in to the public elementary schools as proof of summer reading participation.
- On October 18, 2011, once again, the Library hosted an educational program for ESL families. Coordinated with the Upper Dublin School District, both UD faculty and UDP librarians described the various resources and services, including the Library's multicultural collections and Montgomery County Libraries' Mango Languages learning system, available to children & parents who speak English as a second language.

- In an effort to provide more quality programming for adult learners, the Library initiated a Boomers & Beyond lecture series in fall 2011, which included presentations on topics like Medicare 2012 and Social Security Benefits. Lectures were offered for free and given by local business & organization experts. A fine start with interest from the community, the ongoing series now has lectures scheduled through May 2012. Also, in fall 2011, the Library hosted 2 job hunting classes, 2 college planning workshops, a Civil War Book discussion series, and the annual Fort Washington Historical Society presentation (on *Ambler—Then and Now* this year). Computer classes and the Library's weekly ESL conversation group continue throughout the year as well.

North Hills (Goal 6: Review and enhance the opportunities for library service at the North Hills Community Library branch, continuing to improve the services, programs, furnishings and collections at North Hills)

- The North Hills Community Library closed on Thursday, August 18, 2011 as planned. However, efforts are being made to maintain past partnerships. A Build-a-Bear Foundation grant is pending response. If awarded, it will fund a special Summer Reading Club with the North Hills Camp, including weekly visits to the Library. Also, North Hills Head Start children visited the Library on one occasion in December 2011 when they were at the Upper Dublin High School for their weekly visit with the Child Development classes. By taking advantage of their weekly trips to the High School, it is hoped that these library visits can be scheduled regularly in the future.

Marketing/Publicity (Goal 7: Build a broad base of support for the library and for library funding by improving community awareness of the library, its programs and services, through marketing and advocacy)

- September is designated by the American Library Association as Library Card Sign Up Month, and for the second year, the Upper Dublin and the Wissahickon Valley Public Libraries joined together to promote this event in our communities with some generous local businesses. During the month, local residents received a discount or something free at 29 locations simply by showing a library card. The number of new library card holders did not increase as much as in 2010, particularly because the fall sports registration events staff and volunteers had been present at in 2010, had shifted to online registrations.
- The response from business people to do presentations at the Upper Dublin Public Library has been positive thus far. In Fall 2011, the Library hosted 2 job hunting classes (the first had an audience of 37), 2 college planning workshops, and a monthly series entitled Boomers & Beyond, which included topics like Medicare 2012 and Social Security Benefits. The majority of these speakers were people the library staff met through the outreach efforts last spring. And the Boomers series continues with new speakers in 2012.
- A year of outreach to local businesses culminated in the Library's Open House and Breakfast, hosted with the Maple Glen Community Association's (MGCA) networking mixer on November 3, 2011. The event drew an audience of over 100

residents, MGCA members, politicians, librarians, and township staff. It was clearly the place to be! For the most part, attendees mingled and checked out the Gadget Gallery, testing ereaders and iPads with reps from Best Buy and Barnes & Noble while learning about Montgomery County Libraries' free downloadable ebook collection. A remarkable success, consideration is being given to making this an annual event.

- The Target Early Childhood Reading Grant application for \$2,000 (submitted April 2011) was not awarded.

Library Board (Goal 8: Continue leadership development and high quality governance through consistent Board development and involvement with library planning)

- Nothing new to report
