

Salem Public Library Five-Year Plan
2015-2020

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Salem Public Library: Discover. Experience. Connect.

Mission/Vision: The Salem Public Library encourages learning, creativity, and community engagement by providing educational, cultural, and life-enhancing programs and services.

2015-2016

Discover.

Goal 1: The Salem Public Library is a downtown hub of discovery for all of Salem.

- Objectives:
 - Provide our patrons with a comfortable and safe environment in which to learn, connect with, and discover our resources and services.
 - Repair the leaking roof and water-damaged ceiling.
 - Repair or replace the hazardous brick walkways and stairs.
 - Install new outdoor bookdrops to increase convenience for patrons.
 - Implement and promote the use of a study room for individuals who require privacy or quiet for business, research, or personal use.
 - Staff a second service desk at all times to provide patrons with computer assistance, circulation assistance, and reader's advisory services.

Goal 2: The Salem Public Library maintains a balanced collection of materials that reflect the interests and needs of our patrons.

- Objectives:
 - Continue to dedicate a staff member to be responsible for each area of the collection (adult fiction, adult nonfiction, audiovisual materials, children's, and young adult).
 - Provide staff development opportunities for members of the Collection Development Team on collection development trends and methods.
 - Investigate alternative methods of Reader's Advisory, including the NovelList database by EbscoHost.
 - Promote websites and other resources that offer free Reader's Advisory attributes.
 - Create bookmarks for patron that provide author lists, subject guides, and reading recommendations for all ages.

- Update the collection development policy to reflect modern patron needs, current holdings, and purchasing practices.
 - Develop methods to encourage patrons to participate in a collaborative collection development plan.

Goal 3: The Salem Public Library comprehensively informs the public about library programs and services.

- Objectives:
 - Publicize library programs and services on a wide array of platforms, including publication in local newspapers and other periodicals, on local event websites, and posters and flyers.
 - Update our website to reflect current offerings, including databases, digital resources, and programming.
 - Maximize exposure by creating a strong presence on social media, including Twitter, Facebook, and Instagram.

Experience.

Goal 1: The Salem Public Library offers educational, cultural, and informational programming for children that inspires them to explore and engage with the world around them.

- Objectives:
 - The children's librarian will develop and implement new children's programming that reflects the creative and educational curiosity of our patrons.
 - Storytime will be expanded and offered for children from birth to age five.
 - Programming for elementary aged children will be expanded, including regular STEM activities, LEGO clubs, and special after-school programming.

Goal 2: The Salem Public Library welcomes teen patrons and strives to engage them in dynamic age-appropriate programming and community activities.

- Objectives:
 - The YA librarian will offer programs and resources that appeal to teens and help them gain skills they need for future success.

- Teen patrons will gain valuable resume experience by engaging in regular volunteer opportunities at the Salem Library.
 - The YA librarian and children’s librarian will work together to develop a teen volunteer program.

Goal 3: The Salem Public Library offers a wide variety of programs for adults to enhance and improve their lives.

- Objectives:
 - Library staff will make use of the variety of talents they hold to offer programming on subjects that appeal to adult patrons to encourage creativity and life-long personal development.
 - Computer training for seniors will be offered, both in a group setting and one-on-one, to encourage seniors to use new technologies.

Goal 4: The Salem Public Library aids in the development of City staff and promotes itself to City employees.

- Objectives:
 - Offer computer classes or one-on-one tutoring for employees in City departments, either at the library or on-site. Subjects will include Microsoft Excel & Word, Windows, smartphones/tablets/eReaders, and more.
 - Partner with Human Resources to include a library promotional packet for each new hire, including a library card application and information on our collections, databases, and programs.

Connect.

Goal 1: Library staff connects and engages with our community to promote library collections and services.

- Objectives:
 - The children’s librarian, YA librarian, and director will perform outreach services to local public schools, preschools, and other organizations to encourage use of our collection and services.
 - The technology and reference services librarian, YA librarian, and director will develop and implement a new program called “Book a Librarian”, which will enable patrons to meet one-on-one with experienced and knowledgeable library staff on a variety of subjects, including technology

assistance, job readiness and interview skills, reader's advisory, genealogy, and more.

Goal 2: The Salem Public Library increases community awareness of the ways libraries are adapting to modern needs and trends.

- Objectives:
 - Promote use of our services by engaging patrons in unexpected ways, such as partnering with the Street Department and Parks and Recreation to staff booths at the Farmers' Market, city festivals, and other venues.
 - Participate in "Outside the Lines", a nationwide campaign held in September that raises awareness of new and surprising library offerings and programs.
 - Hold a fall Library Card Campaign that coincides with the American Library Association's "Library Card Sign-Up Month"

Goal 3: The Salem Public Library offers technology that keeps our patrons and staff connected with modern resources and applications.

- Objectives:
 - Finalize implementation of the consortium-wide conversion to Sirsi Enterprise, a more modern online library catalog that offers variety of updated features such as fuzzy searching and wish lists.
 - Work with the Technology Department to coordinate an RSS feed of our events and programs that will be displayed on the new Enterprise catalog's Valley-wide library events calendar.
 - Complete the move from locally-maintained consortium servers to Sirsi SaaS, a cloud-based hosted solution for our integrated library system.
 - Work with the Technology Department to continue to improve our policies and applications in regards to patron accessibility and interface.
 - Work with the Technology Department to maintain communication regarding technology issues that adversely affect patron and staff productivity and experiences.
 - Collaborate with the Technology Department on a computer replacement plan for both staff and public PCs.
 - Obtain a quote and develop an installation timeline for an additional staff PC for technical processing department staff to use.

- Work with the Technology Department to implement a filtering software that restricts access to illegal activity while maintaining free access to high-speed Internet, and high-interest websites and online resources, and popular software programs.
- Begin circulating a Kindle Fire that is pre-loaded with eBooks to enable patrons to use technology they have not previously been exposed to and promote our Overdrive collection of downloadable eBooks and eAudiobooks.
 - Develop circulation policy that mirrors policies already adopted by other Roanoke Valley Library consortium libraries that circulate technology devices.

Goal 4: The Salem Public Library is a vital part of the downtown Salem experience.

- Objectives:
 - Act as a key stakeholder in the Salem Downtown Plan by promoting citizen involvement, providing meeting spaces as needed, and distributing information developed by the Department of Planning and Economic Development.
 - Plan and stage large events to draw people of all ages to downtown.
 - Develop a slate of events for Star Wars Reads Day in October, with programming that appeals to children, teens, and adults.
 - Develop plans for festivals downtown on the library's lawn (Younger Park) and work with local artists and vendors to provide musical entertainment and refreshments.
 - Library staff will develop and maintain availability to a Welcome brochure, which will include information not only on the Salem Library and its offerings but also on the Salem area in general.

Goal 5: All library staff will maintain a working knowledge of widely-used modern technology in order to assist patrons with questions and problems.

- Objectives:
 - Offer ongoing library staff development and training opportunities on technology.
 - Maintain a small collection of devices for training on topics that relate to common questions asked by patrons.
 - Provide paid time for individual training using the library database Atomic Training, in order for staff to increase their knowledge about software the library do not currently own.

Goal 6: The library will act as an information resource about local aid organizations, such as those that conduct literacy training, language development, housing assistance, immigrant services, and career advancement.

- Objectives:
 - Key staff will contact various organizations (such as Blue Ridge Literacy, Roanoke County Social Services, and Goodwill of the Valley) to find out what they offer and to see if there are gaps that can be filled by library programming.

2016-2017: Emphasis - Technology upgrades

- Evaluate current programming offerings that appeal to all ages.
- Replace laptops for computer classes with new tablets or laptops.
- Install security cameras to monitor the public entrances and the DVD area.
- Work with the Friends of Salem Library to purchase replacement AWE early learning computer stations for the children's area.
- Coordinate efforts with the Friends of Salem Library to offer additional programming support for the library and to increase fundraising opportunities to increase the organization's revenue.
- Increase local book budget funding.
- Work with City officials to determine the timeline and plan for the building's infrastructure (renovation or rebuilding).

2017-2018: Emphasis – Renovations to public areas

- Begin study for a library renovation/addition or new building.
- Replace carpeting throughout the library, depending on the timetable for library addition/renovation or new building.
- Investigate replacement for brick flooring.
- Paint public areas, depending on the timetable for library addition/renovation or new building.
- Coordinate efforts with the Friends of Salem Library to offer additional programming support for the library and to increase fundraising opportunities to increase their revenue.
- Increase local book budget funding.

2018-2019: Emphasis – Renovations to public and staff areas

- Repair/update outdated furnishings in public and staff areas, depending on the timetable for library addition/renovation or new building.
- Reconfigure the staff work room and Technical Services areas to maximize efficiency and storage and work space, depending on the timetable for library addition/renovation or new building.
- Purchase display furniture that increases visibility of library materials.
- Coordinate efforts with the Friends of Salem Library to offer additional programming support for the library and to increase fundraising opportunities to increase their revenue.
- Increase local book budget funding.

2019-2020: Emphasis – Growth

- Complete initiatives to improve the size, appearance, usability, and functionality of the library and its collection and services.
- Coordinate efforts with the Friends of Salem Library to offer additional programming support for the library and to increase fundraising opportunities to increase their revenue.
- Increase local book budget funding.