

**Why plan?** Engagement in a structured planning process will assist in identifying needs and establishing priorities for the Library Director and the Crandon Public Library Board of Trustees.

In addition, a study of recent data taken from the "Wisconsin Valley Library Service 2013 System Information & Statistics" document shows:

*from 2008 - 2013 our annual circulation has increased from 21,403 in 2008 to 37,167 in 2013;*

*from 2011 - 2013 our Forest County appropriation has increased from \$47,672 in 2011 to \$58,192 in 2013;*

*from 2011 - 2013 our service obligation to county residents has increased from 5,938 county residents to 6,102 county residents, or 85% of Forest county residents living outside of the Town of Wabeno, Town of Laona and the City of Crandon.*

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My recommendation is to proceed as follows:

Step 1. Accept proposal of planning process

Step 2. Appointment of a Planning Committee (library board members, Director and one staff member)

Step 3. Identify facilitator to aid in the planning process

*Wisconsin Valley Library Service*

*Cynthia Taylor, Antigo Public Library*

*Steve Nelson, Forest County UW-Extension Agent*

*Josh Jameson, Forest County Economic Development Corporation*

*Rick Hermus, Executive Director Community Coalition of Forest County*

Step 4. Begin planning

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## **The three phases of planning**

1. Evaluation of current library programs and services
2. Analysis of community needs
3. Development of a service plan

### **1. Evaluation of Current Library Services**

Public input (in-house and online survey)

Library Board input (survey)

Library Staff input (survey)

Statistical information regarding library's services, patrons and collections and how they compare to other Wisconsin libraries our size.

Evaluation of library services compared to the Wisconsin Public Library standards

Evaluation of current space needs to recommended space allocations

## **2. Analysis of Community Needs**

Focus Group Sessions. Conduct eight Focus group sessions to solicit input from a broad cross-section of residents

1. middle school students
2. high school students
3. teachers and daycare providers
4. parents of young children
5. civic groups
6. clergy
7. library support agencies (Friends and Foundation members)
8. Chamber of commerce / business owners

Key Individual Interviews. Schedule the facilitator to conduct interviews with community leaders as identified by the Planning committee.

Demographic Analysis. Conduct an in-depth analysis of key demographics to include population and household statistics, health rankings, school demographics and risk behavior data.

## **3. Development of a Service Plan**

Service Response Exercise. Using the Public Library Association's planning tool, the Planning committee shall review and identify the most important service responses to pursue in order to meet community needs. Incorporate the identified service responses into goals and objectives for the plan.

Create a statement of library values The library's values are the guiding principles that shape everything the library does. They are intended to guide planning, decision making, and the programs and services the library provides to its users for at least the next five years.

Review and reaffirm the Library's Mission Statement. The mission statement develops from the definition of the library's values. It describes the reason that the library exists, i.e., its core purpose.

Create goals and objectives for the next three-five years.