

## Vermilion Public Library 2015 - 2020 PLAN OF SERVICE

Service Response	Goal	Objectives	How
<b>#17</b>	All residents will experience an accessible and welcoming environment that supports the ability to meet and interact with others, or to sit quietly and read.	<p>By 2020, a majority of users of our meeting room or lower level will indicate they find our facilities attractive and welcoming.</p> <p>By 2018, 600 users will participate in welcoming and interactive passive programming per year</p> <p>By 2020, 80% of Vermilion residents who visited the library in person or virtually will identify VPL as a safe and welcome place to meet and interact with others, or to sit quietly and read.</p>	<p>Decide on renovations Prioritize lighting, carpet, walls consider yearly targets</p> <p>Snapshot Day, Interactive Games Art showcases, raffle a book, hidden items in the library. Trivia questions on the whiteboard, etc</p> <p>Broad survey to the community at large.</p> <p>Reach out to all clubs, orgs, and determine where they meet and what requirements they need in a suitable community gathering place</p>
<b># 13</b>	All residents will have access to relevant resources to explore topics of personal interest, enhance their knowledge and encourage lifelong learning.	<p>By 2020, 100 unique visitors per year will a general interest program online or in person.</p> <p>By 2020, 80% of library users will indicate that the library offers resources that help them pursue lifelong learning in areas of personal interest to them.</p> <p>By 2018, 200 youth will attend a general interest or skills building program at the library in a year.</p>	<p>Develop teleconference abilities</p> <p>Aquire software to record/stream programs</p> <p>Develop programs, talks and library collections on a variety of personal interest topics</p> <p>Continue let's talk science, And other high interest programs, events</p>

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#14	<p>All residents will have access to resources that excite their imagination, residents will be able to find the resources they want for their leisure time.</p>	<p>By 2020, 45% of the service population will have a library card.</p> <p>By 2020, readers of popular material will indicate that the average wait time for their resource is 1 month or less.</p> <p>By 2018, a majority of library users will claim that they know how to find material that excites their imagination in a variety of formats.</p> <p>By 2018, 50% of local book club members will order their material through the library.</p>	<p>Develop a model to circulate high volume material to our patrons first so they don't have to wait (outside of book allotment)</p> <p>Develop a marketing plan to non-users</p> <p>Remove user fees and market out digital services so they can be seen as free alternatives to paid options</p> <p>Identify book clubs in Vermilion through outreach and marketing and assign a liaison to each group that tells library staff booklist and when to order/purchase material</p> <p>Purchase ebooks to satisfy local demand on our ereaders</p> <p>Train all staff members in readers advisory tools</p> <p>Train all staff members on ebook/digital lending</p> <p>Offer easier ways to borrow and lobby PLSB, NLLS to increase funds and make it easier to borrow material</p> <p>More offsite promotion of our services/collection</p>
#19	<p>Everyone will have a central source of information about programs, services, and activities in our community.</p>	<p>By 2019, 600 people will be referred to other agencies, clubs and local businesses in town.</p> <p>By 2020, a majority of library users report that they learned something about a community organization, or agency through the library.</p>	<p>Offer an up to date pamphlet section collected from community clubs and orgs. Display in a prominent area</p> <p>Keep stats on quick reference questions, provide an ask a question helpdesk where staff answer questions by email, promoted on social media</p> <p>Share locally developed resources, do not develop the content</p>

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#6	<p>Children from birth to 5 will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.</p>	<p>By 2020 a majority of parents who attend a parent and tot program will indicate that our programs help prepare their children for school.</p> <p>By 2020, 20 kids per week will participate in an early literacy program at the library.</p>	<p>Continue to promote and offer kids connection and rhyme time and kids connection, and new kids programs from CLASS</p> <p>survey the attendees at the beginning of the reno and at the end to see if perceptions have changed</p> <p>Improve the lower level space and make it a place worth visiting and using. Plan for renovations that do not interfere with high usage time periods that would impact attendance.</p> <p>Encourage mops to use our facility. Determine if we can make a partnership with the kiddie oasis to borrow toys/furnishings</p>

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