

Future Focus Extended 2010-2013

An Interim Plan for the Upper Dublin Public Library

Progress Report # 1, July 2010

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 2010 Goals and Objectives and the 2010 Budget were both based on goals and objectives identified in the plan (see updated Upper Dublin Public Library Goals 2010 spreadsheet).

Highlights include:

Collections

- A prioritized schedule for weeding areas of the library's collection was developed in January. At this point, most areas of the targeted adult collections have been weeded. Additionally, the VHS and books-on-cassette tape collections have been withdrawn and sold or donated.
- Processes for purchasing large print titles were evaluated. Changes were made to better ensure that the library is purchasing broadly among publishers and receiving all necessary, popular titles. A combination of purchasing from the library's primary supplier, Thorndike Press, with additional purchases made when regular print titles are published is currently in use. Additionally, new Large Print titles will now receive more exposure by being displayed with other new books. Formerly, all Large Print went directly to the large print collection area.
- Thanks to funding from the Friends of Upper Dublin Public Library, the library has acquired museum passes for circulation from three new institutions—The National Liberty Museum, the Penn Museum, and the Pennsylvania Academy of the Fine Arts. They will become available for check out by Upper Dublin Township residents and staff in August 2010.

Staff

- Thanks to the Board of Commissioners' 2010 Budget approval, the library was able to make the part-time Young Adult Librarian's position full time. This spring, the job description for this position was updated and a regular schedule was set based on the needs of the Youth Services Department. The position was filled beginning June 23, 2010.
- As part of the library's efforts to improve the volunteer program, the staff (with financial support from the Friends) established a Volunteer of the Year Award. The two 2010 winners were announced at the Volunteer Luncheon on April 22, 2010 and the winners were subsequently recognized at the Commissioners' Stated Meeting on June 8, 2010. A new plaque hanging in the library lobby recognizes current (and future) winners.
- Annual staff evaluations for 2009 were completed and submitted in early April 2010.

Facility

- The Friends book sale workroom was moved from the library's storage (or safe) room to the library's former workroom by library staff, Friends volunteers, and township workmen on February 2, 2010. Thanks to a donation of shelving, three more units were added to the book sale workroom and one more was added to expand the book sale area in the library in May 2010.

Technology

- The coin operator for the library's computer printer was installed. After much effort, the Envisionware product for reserving public computers and printing is working smoothly.
- The costs and capability for the township to provide Internet connections and maintenance for public computers in the library was investigated. It has been determined that at this time, the township does not have the resources for maintaining public computers in the library and to remove those computers from the MCLINC network would save little in the way of costs compared with the new elements that the library would need to provide (i.e. filtering, ensuring Envisionware can authenticate library barcodes properly, filing for e-rate discounts individually, etc.).

Programs

- Much effort went into the planning and coordination of the library's Summer Reading Club (SRC) program. During the first two quarters of 2010, arrangements were made to partner with the Elmwood Park Zoo. It was agreed that the Friends of the Upper Dublin Public Library would donate 10 cents per minute read by SRC participants (up to \$1,000) towards the adoption of an aquatic zoo animal. Funding was solicited from local businesses in order to offset the Friends SRC costs, particularly the purchase of official SRC t-shirts to be awarded to children and teens who complete the program. \$750 of the \$3000 goal was received. Also, all marketing was developed with regard to advertising summer programs, the animal adoption, and the partnership with the zoo. The SRC runs from June 21 through August 13. For additional SRC details, see the library director's monthly reports.
- In response to the troubling economy and increasing job losses, the library hosted a Resume Writing workshop with Montgomery County Community College's Assistant Director of Job Placement on May 26. Response was solid with 17 in attendance. On June 2, the library hosted a class on the database Reference USA—a tool for researching companies—with 8 in attendance. Additionally, the library continues to provide hands-on workshops in Microsoft Word & Excel as well as one-on-one computer mentoring classes facilitated by RSVP volunteers.

Marketing/Publicity

- To expand our outreach efforts and increase library card registrations as well as introduce new residents to our services, the library staff plans to participate in five new events this year. Here are some of the events in which the library has already participated. Throughout May 2010, all second grade students from the Upper

Dublin School District visited the library for a tour and discussion of the Summer Reading Club. Registration applications were sent home with all 2nd graders. The library managed a table at the North Hills Community Pool on July 1 from 1:00 – 2:00 pm. While staff had the opportunity to talk to people about library services in general, we reached no residents as most of the people at the pool were part of a camp group from outside Upper Dublin Township. Plans are underway for the library to promote their services and encourage library card sign ups at Parks & Recreation's Summer Movies and Concerts and the library is scheduled to host a table at Community Day on October 2.

- After searching for some time, library staff made contact with an Upper Dublin art teacher willing to collect and deliver student artwork for display in the library. Approximately 30 pieces from elementary and middle school students are displayed in the children's area at one time. The first display was made in February 2010; it is planned that the displays will change seasonally if school district support can be maintained.

North Hills

- Branch library circulation and visitor statistics continue to go down although some areas of service are successful within the community. Ongoing discussions about ways to improve/alter library/township services within the community are being held among library and township staff. Evaluation of library services continues. Community surveying and further research and discussions are planned from now through 2011.
- The children's picture book bookcase was removed and the books from there were relocated to other shelves in order to open up library space and spread out tables.

Other

- The development of a process for handling long overdue materials has been defined. If the library's regular process for getting items returned, including sending two overdue notices and a bill, does not receive the appropriate response, library staff will contact patrons by phone and lastly send a reminder by certified letter (a \$10 fee for the certified letter is added to the patron's account). If these measures do not result in item returns and fine/fee payment, the situation is turned over to Upper Dublin Police for follow up through a certified letter, citation, and ultimately an arrest warrant. This process is currently being tested on seriously negligent patrons who have out materials that are overdue by more than 6 months in total excess of at least \$100 in value.
