

Balsam Lake Public Library

LONG RANGE PLAN

2021-2024

Mission Statement:

*The Balsam Lake Public Library
provides materials, resources
and services that enhance and contribute
to individual knowledge, enlightenment,
and enjoyment creating a vibrant center
of our community*

Where People & Ideas Meet & Connect

ADVOCACY & AWARENESS

The library will promote an increased diversification of revenue sources to support library programs and services.

- *Work with other Polk County libraries to encourage increasing the county funding level to help improve library service.*
- *Seek grant funds/donations for special projects and programs to supplement local funds with support from the Friends of the Library and other community members/organizations.*

The library will increase its visibility in the community.

- *Maintain a website that is current, user friendly, and promotes the library's services.*
- *Continue to publicize library events/services: online, in print and through community partnerships and events.*
- *Find ways for the staff and library board to become more involved in the community including participation in community activities.*
- *Assist with the organization of the Friends of the Balsam Lake Public Library, by helping to recruit potential individuals for leadership positions.*

Work with the Village of Balsam Lake to present needs for additional library space.

- *Present building committee with specific needs for space i.e. programming, collections “community center” and meeting room.*
- *Work with the library board to encourage awareness in the community.*

COLLECTIONS

The library will provide a collection to meet the needs of the community.

- *Establish a target collection size based upon our current space.*
- *Evaluate current material selection policy.*
- *Expand the browsing collection of new and existing materials.*
- *Compare expenditures by material type with usage of those materials type.*

PROGRAMS & SERVICES

Enhance library programming to meet the needs of the community.

- *Provide ongoing technology training classes for patrons.*
- *Provide up-to-date computers, equipment, and fast bandwidth access to electronic resources.*
- *Continue developing partnerships with community organizations and businesses to co-sponsor programs for the community.*
- *Increase the number and variety of programs for adults. Work with the Friends to create additional library programming.*
- *Foster a positive relationship with teens/tweens, solicit input about programming from teens/tweens, and continue developing partnerships with Unity school district teachers.*
- *Continue providing programs & events for children and their families to attend at the library. Promote early literacy through programming & collection development.*

Encourage staff professional development to
enhance programs and services.

- *Fund director membership in the Wisconsin Library association.*
- *Provide funding for all staff to attend workshops, library conferences and other events.*
- *Evaluate the purchase of professional journals.*

Approved 9/20/2021

LIBRARY BOARD

- Brittany Williams, *President*
- Heather Stark, *Secretary*
- Laura Williams, *Treasurer*
- David Muller
- Kelsey Gunn
- Briana Schock, *School representative*
- Aimee Newbauer, *Village representative*

LIBRARY STAFF

- Linda Heimstead, *Library Director*
- Rebekah Smith, *Marketing/Technology/Administrative Librarian*
- Alyssa Brown, *Assistant Librarian*
- Kristine Blauert, *Youth Services Librarian*



Approved 9/20/2021

