

Balsam Lake Public Library

LONG RANGE PLAN 2025-2028



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 seek ways to diversify 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.*
- *Continue working with the community by participating in events.*
- *Work with the Friends of the Balsam Lake Public Library to provide additional library events.*

COLLECTIONS

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

- *Increase and improve our "library of things".*
- *Continually update the browsing collection of new materials.*
- *Compare expenditures by material type with usage of those materials type.*
- *Develop seasonal displays of materials.*

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 and ARSL.*
- *Provide funding for all staff to attend workshops, library conferences and other events.*

Library Board

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

Library Staff

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



715-485-3215

404 Main St. Balsam Lake, WI

www.balsamlakepubliclibrary.org

Approved 8/26/2024