

## **Highland City Library Long Range Plan 2013-2015**

**Introduction** – This plan was developed as a result of the need to develop a strategic vision that could be communicated to the general public and to elected officials. It includes input from library board members, library staff, library patrons, and the general public.

### **SECTION I – COMMUNITY PROFILE**

Highland City was first settled by Mormon pioneers in 1850 and later incorporated as a city in 1977, comprising 8.52 square miles. It sits at the mouth of American Fork Canyon and along the western front of the Wasatch Mountain range. The area enjoys all four seasons of the year. Recreational opportunities abound which include boating, skiing, hunting, fishing, hiking.

Highland City is governed by a strong mayor form of government and 5 members of the City Council. The City Administrator is the city CEO. The city has a number of departments conducting a wide range of business through the city, including planning, engineering, parks and recreation, and finance. Police and fire services are contracted through a joint cooperative effort with Highland City and Alpine City. Legal services are contracted on an as-needed basis with local attorneys.

A centralized business district of Highland City includes restaurants, fast food, grocery, personal services, dry cleaners, banking services, medical center, hardware store, gas station, and professional offices. Residents typically travel to Lehi or American Fork for substantial retail services or restaurants. Major chains typically avoid Highland due to the lack of ability to operate on Sundays.

The Alpine School District operates 5 schools in Highland, 3 elementary schools serving kindergarten through 6<sup>th</sup> grade, 1 middle school serving 7<sup>th</sup> through 9<sup>th</sup> grade, and 1 high schools serving 10<sup>th</sup> through 12<sup>th</sup> grade. 4,326 Highland children are served by Alpine School District schools at Highland Elementary (1979), Mountain Ridge Junior High(1993), Lone Peak High School (1997), Freedom Elementary (2003), and Ridgeline Elementary (2006). Schools outside city limits also serve resident children including Legacy Elementary, Westfield Elementary, Timberline Middle School, and American Fork High School. Highland Elementary School was recently remodeled, replacing satellite classrooms with a permanent facility. A number of charter schools also operate in the area of which Highland children are students. There are also a number of home schooled students in the area.

According to the 2010 census, Highland consisted of 15,523 residents, 9.2% under age 5, 44.4% under age 18, and 5.2% age 65 and older. 95.9% of residents are identified as Caucasian, 2.3% are of Hispanic or Latino descent, 1.5 of two or more races and other races are each made up of less than 1% of the city population.

The average household size is 4.37. Homeownership rate is 91.7% (median value is \$438,600). Median household income is \$103,720 with 4.0% below the poverty level.

98.9% of the population over age 25 have a high school education, 59.9% have a bachelor's degree or higher. In 2000 it was determined 8.6% have a disability and 67.0% of residents 16 years and older are in the labor force. The mean travel time to work is 23.2 minutes.

Library service has always been important for residents of Highland. From 1994 to 2001 residents of Highland and Alpine were served by a joint-use facility at Mountain Ridge Jr. High. In 2008 the city built a new city hall and dedicated a portion of the building for a city library and opened October 25, 2008.

The library joined the North Utah County Library Cooperative (NUCLC) April 1, 2012 as an associate member. Residents were still required to pay a non-resident fee to NUCLC libraries, but the fee was reduced to half of the normal fee. In order for library patrons to avoid paying the additional fee, the library must acquire additional titles equal to 2.5 volumes per capita or 50,000, whichever number is smaller.

## **SECTION II. GOALS & OBJECTIVES/2013-2015**

### **MISSION STATEMENT**

The mission of the Highland City Library is to provide all residents with

- Access to information that educates, inspires, and entertains
- Programs that foster a love for reading and lifelong learning
- A gathering place that creates a sense of community and enhances the quality of life.

Based on an exercise conducted with the Library Board in 2011, the following role statements were identified as important:

- Promote lifelong learning
- Increase emergent literacy
- Provide community resources
- Encourage reading, viewing and listening for pleasure

As we make day-to-day decisions, these are the values we hold dear:

1. Personalized, consistent, high quality one-on-one service that conveys personality and love of the library while not compromising patron privacy.
2. Library staff who are well trained, informed, feel appreciated, learners, readers and users of the library and enjoy sharing suggestions with all users.
3. Technology for efficient work flow and access to information, as well as unique services for public and staff.
4. Public input and response to their desires for quality library service.

5. Good relationship with other libraries or organizations in the area and across the state in order to share resources, and maximize networking.
6. Convenient facilities with comfortable environments.
7. Collection that reflects the community values
8. Working with the City Council, Library Foundation, Friends of the Library, donors, grant makers, and others to provide revenues to increase library services.
9. Use taxpayer dollars effectively and seek to improve productivity whenever possible.
10. Consistent in enforcement of library policies and practices by all library employees and to all users.
11. Local resource that is accountable to the community.

***Our first three-year plan focused on basic services, growing the library, establishing traditions and services that will serve us through the coming years. It also stretches us to provide services that are beyond the basics, beginning to provide the community with enhanced library service.***

***Our second three-year plan focuses on improving existing services and looking for more efficiencies in the current processes and procedures, improving customer service, and maintaining the rights of the patron.***

**Mission Statement: Access to information that enhances, inspires, and entertains**

**Role Statement: Promote lifelong learning**

Goal: Improve the collection

- Continue to improve series and sequels list and standardize entries in database to ensure easy access
  - Staff will add to adult, young adult, juvenile and LDS series and sequel titles
  - Staff will update 490 and 8XX MARC fields to include name of the series, and volume number in a standardized format
- Examine authority records to eliminate duplication
  - Staff will identify duplicate authority records and will merge records as needed
- Re-label and Re-class collection as needed
  - Library Director will identify subject areas that will be exempt from the general rule “1 number past the decimal”
  - Staff will pull titles for relabeling and reclassifying
  - Library Director will re-label and reclassify titles pulled
- Evaluate and weed collection based on collection management schedule
  - Library Director will modify schedule for collection evaluation so that it more accurately represents the time allowed for proper collection evaluation and weeding.
- Continue to re-class items to item statistical class tables

- Item statistical codes will be combined as necessary when the collection does not include a large number of items in that collection.
- Damaged items will be identified and removed from the collection and replaced as necessary
  - Staff will identify items that are damaged and no longer usable
  - Staff will repair items that meet the collection management guidelines and where the repair is not extensive
  - Items should be replaced so long as they meet the collection management guidelines of the library
- Continue to add e-books to the collection
  - Evaluate adding titles to the catalog
- Improve and streamline the Interlibrary Loan process so that more requests may be made using the existing level of library staff and budgets.
- Begin to convert AACR2 records to RDA records by adding:
  - Ldr/18 : add "i" for ISBD record
  - 040 \$b : add "eng"
  - 040 \$e : add "rda"
  - 260 : change to 264 \_4 and add © diacritic to date (\$c), if appropriate
  - 336 : \$a text \$2 rdacontent
  - 337 : \$a unmediated \$2 rdamedia
  - 338 : \$avolume \$2 rdacarrier
  - Spell out abbreviations in 300 field
  - Supply other RDA data elements as necessary or if required by LC Core+

Goal: Increase circulation statistics

- Continue to evaluate collection, weed items not being used
- Create a collection of materials (Lucky Day) that are highly popular and adopt a policy to govern their use
  - Policy needs to consider length of circulation, no holds allowed, no renewals allowed, limits to allowed items to be checked out, fines

Goal: Increase accessibility of public catalogs in the library

- Add additional catalog workstations
  - Explore non-traditional technologies such as tablets to use as catalog workstations
    - Explore other libraries use of non-traditional technologies

Goal: Increase and improve technology for staff

- Train staff to use Pioneer databases, Kindle, iPad

Goal: Preserve and make available current documents relating to the history of Highland City and northern Utah County.

- Collaborate with former mayors and city council members to acquire their materials.
- Work to preserve the materials collection by rehousing items into archival safe folders and boxes.
- Digitize historic documents to increase access to the collection via the Internet.

**Mission Statement: Gathering place that creates a sense of community and enhances the quality of life**

**Role Statement: Provide community resources and services**

Goal: Improve the look and feel of the library, creating a welcoming environment

- Budget for and schedule annual carpet cleaning
- Add canopies and end pieces to shelving
  - Explore options for funding so that the entire library can be outfitted at the same time to create continuity in furnishings
- Work with Arts Council and Utah Arts Council to offer opportunities for exhibiting art in library
- Develop art collection for permanent display in the library
- Change DVD and BOT shelving to create additional storage space
- Explore creating a “teen space” in the library
- Develop a unifying logo, to be used in a variety of ways such as Digital, Literacy, Audio, etc.

Goal: Begin preliminary planning of a new facility

- Identify prospective partners for facility
- Identify possible community uses for facility
- Begin identifying possible funding sources for library
- Secure land for the library
- Position that remodel current space in city building is not feasible

Goal: Strengthen the Friends of the Library

- Identifying new sources of revenue

Goal: Reach out into the community by offering collections and services (to reach Quality Library designation)

- Create a small outreach collection for Ashford Care Center residents, staff and visitors
- Identify other possible venues where the collection or services could be offered

Goal: Improve the online experience (to reach Quality Library designation)

- Develop a better method of communicating with users via Facebook, Notify Me (web site)
- Examine other social networking sites to use to communicate library news

- Develop dynamic content on front page to feature library programs, materials or other items of interest

**Mission Statement: Programs that foster a love for reading and lifelong learning**

**Role Statement: Promote lifelong learning; Increase emergent literacy**

Goal: Offer programs for patrons of all ages that focus on love for reading

- Continue to offer story time programs for pre-school aged children and their parents
  - Each program will have stated objectives
- Modify Summer Reading Program to focus on reading, not programs
  - Eliminate programs offered during the summer
  - Increase the reading rewards being offered for reaching objectives
- Expand Summer Reading Programs for teens and adults
  - Increase the reading rewards being offered for reaching objectives
- Create Summer Reading program for Preschool age children
  - Simple program to encourage emerging literacy skills with identified objectives
- Create a “My First Library Card” for youth
  - Restrict borrowing to 5 items (requires circulation policy change)
  - Restrict borrowing to juvenile level materials only

Goal: Offer programs for patrons that focus on lifelong learning (to reach Quality Library designation) by providing 12 workshops annually

- Offering ongoing workshops or programs on Public Pioneer or other Internet resources (such as e-books, Pioneer databases, etc.)
- Work with community groups to offer programs to encourage use of the library
- Work with NUCLC libraries to offer cooperative programming

Goal: Increase emergent literacy skills among the community (to reach Quality Library designation)

- Identify and work with possible partners by offering training for parents on emergent literacy skills

## Library Improvement (administrative functions)

Goal: Review and update policies on a regular basis

2014	2015	2016
Donations (city council)	Patron Behavior	Internet (required)
Interlibrary Loan	Mission and Role Statements	Collection Development
Exhibits, Posted and Distributed Materials	Open Meetings	Circulation
	Special Collections and Manuscript Archive Collections	Book Sale
	Long Range Plan 2016-2018	

Annually: Review Open Meetings Act to ensure compliance

Annually: Provide training for Library Board members on various subjects

- Work with Board Chair to develop training topics that will be of interest and valuable to the library
  - Use guest speakers, videos or other methods to enhance the learning experience

Goal: Continue to participate with other libraries in area, state and nation

- Work to enhance our profile within North Utah County Library Cooperative
- Continue to attend and participate in Utah County Librarians meetings

Goal: Continue to explore grants and opportunities for additional funding

Goal: Increase staffing levels to meet or exceed state certification benchmarks

Goal: Create a stable funding environment for the library

- Ask the City Council to commit to allow the library to receive a consistent tax rate that is adjusted to allow additional funds for growth within the community

Goal: Increase the involvement in the Utah Library Association (to reach Quality Library designation)

- Board chair dues are paid by the library
- 50% of full-time employees dues are paid by the library
- Director serves on Board of ULA and as chapter councilor to ALA

Goal: Improve Public relations efforts

- Library Staff will receive training on advertising/public relations
- Work with UVU to develop marketing plan

### **SECTION III. LIBRARY, STATE, NATIONAL AVERAGES**

(Libraries serving populations 10000-24999)

	Highland City Library 2012-2013	National Average
Total Paid Staff (FTE)	4.15	9.0
Expenditures for print materials	\$26,101	\$46,881
Expenditures for electronic materials	\$1,489	\$7,500
Total expenditures for library materials	\$32,750	\$71,883
Salaries and wages	\$125,608	\$329,507
Employee benefits	\$35,877	\$94,291
Total operating expenditures	\$226,106	\$614,986
Materials circulation	163,784	116,686
WIFI offered	Yes	90% of libraries reporting
Total square feet	3683	14,495
Number of patron seats available	46	80
Floor space being added/affected	1,000	6,000

#### Comments:

We need public input into the plan, besides that of the Board. A public hearing can be held around the first of September. We can advertise this on the website, facebook page and in the city newsletter.

Several complaints have been made about the noisy front doors, leading to the comment "the library is supposed to be a quiet place." The Board needs to decide what balance we would like to achieve between a "quiet place" and an active, noisy library.