



## Echo Public Library

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### Annual Library Service Plan Outline

Fiscal Year 2015-16

Traveling Lantern Lewis & Clark Program  
March, 2015



**Echo PL Vision:** The Echo Public Library's community is at a minimum the town of Echo and surrounding school district or Echo address area. As such we work to serve the needs now and in the future of this population. In 2014 we celebrated our Centennial year and in the sign we are hanging it reads that the sign is being placed to acknowledge the "importance and the pride we have in this institution." As such we strive to improve the effectiveness and welcoming atmosphere of our library.

It shall be part of our goal to assemble, preserve and make available book and non-book materials and services which will assist individuals to educate themselves, keep pace with progress in all fields of knowledge, become better political and social citizens and be more capable in their daily occupations, and develop their cultural, creative and spiritual capabilities and satisfy such needs and provide sources of entertainment and intellectual stimulation.

The Echo Public Library must consider not only the present needs of the community, but must try to anticipate future needs in order to give timely service. We also strive to listen to our patrons, young and old. Though the library attempts to give the best service possible to its regular users, it also has an obligation to collect materials and search for methods of service that will satisfy the needs of those in the community who have not traditionally been library users. It is vitally important

# Echo Library 1914-2014



This plaque is placed in honor of the library's 2011 Centennial Celebration. It honors the importance and the pride our community has in this institution from its inception in 1914 to the present. A time capsule was placed under the cellar stairs that is to be opened in 2064. In 1914 the Echo Enterprise the editor wrote of the many wonderful things Echo residents could find in the library that would broaden minds with its 200 books and six hours of operation.

Today we still take pride in our library's 43 hours of service and 18,000+ collection of materials.



that every citizen today have ready and free access to the world of ideas, information and creative experience.

**Echo PL Mission** The mission of the Echo Public Library is to comply with the first amendment rights of free expression and free and equal access to information for all people of the community. Further to

provide modern library resources and services necessary to meet the evolving education, recreational, and information needs of the public, thus enhancing the individual and community life.

Materials should be selected and services and programs provided that satisfy residents needs as individuals and members of groups, with concern given for all ages, back-grounds, interests, abilities and levels of education. It is further our goal to be thought of as one of Echo's most valued assets.

The Echo Public Library recognizes the impact of technology, specifically electronic communication and information upon the lives of the residents of the City of Echo and the surrounding rural area which our library serves. Library staff strives to provide access to, instruction on the use of, identify, retrieve and organize technology in its various formats.

The Echo Public Library Board and the City of Echo do hereby adopt by reference and agree to abide by the ALA Library Bill of Rights.

## **Values:**

- Library staff members provide effective,



informed, welcoming and courteous service.

- Library staff members and library board members are encouraged to develop and maintain broad community involvement and awareness of community issues.
- Every citizen will receive service designed to address individual needs and differences.
- The library is a forum for diverse opinions and beliefs.
- The library maintains an active and responsive dialog with it's customers.
- The library facility is a vibrant and well-connected center for community information.
- The library is an active and supportive partner in issues relating to community livability.
- The library is a good steward of community resources. \

**This year the Umatilla County Special Library District has asked each library to select three to four of nine District priorities.**

Why #2: In order to sustain libraries into the future, we need to develop life-time support for libraries and this starts with youth. We also feel that is important to help develop an educated public starting with children. Funding: Some funding will come from the Ready to Read grant for professional entertainers, prizes, incentives & collection additions, but district funding pays for staff time, collection development, crafts and story time materials for the rest of the year.

**2. K-12 Youth Programs:** Focused on establishing/maintaining a lifelong relationship between youth and the public library.



- Goal: Make youth feel comfortable in their library and to encourage youth to feel that it is a safe and fun place to visit and learn. To further encourage youth to read through the summer as statistics show that youth who do so are more successful in school.

- Objectives:
  - 1 Provide an annual summer reading program for children from pre-school through high school.

- 2 Provide at least one professional entertainer for a program fitting the theme each year.
- 3 Provide information on the summer reading program and
- 4 reading program in the city newsletter and newspapers to promote the program and its successes and outcomes.
- 5 Provide a collection of materials from books, DVDs, CDs and other materials geared to the interests of youth by keeping abreast of popular titles and listening to input from youth library users.
- 6 Provide materials promoting the program to the school in late May/early June about the program to distribute to children before school lets out for the summer. The teachers have folders that are sent home each week to parents with information and assignments. The parents are supposed to look through the folder and sign the cover sheet before returning to school. This provides a great opportunity to promote the program.
- 7 Make the library setting one that is welcoming and attractive to youth.

- Outcome: attempt to attract more teen use of the library by expansion of young adult collection & develop a relationship with youth to encourage them to be lifetime library users and supporters.
- Funding: Library district funds will be used for staffing, material purchase, crafts and supplies for children's story/craft time, Summer Reading Program and Professional entertainers. In addition donations and the Ready to Read Grant program will provide funding.



Children enjoying the library after story/craft time last month

Reasoning for selecting Goal 6: These goals have been priorities for our library long before the library district adopted their goals. As a result we have worked hard to create and take pride in our library for its attractive and welcoming appearance and in being warm friendly and striving help patrons and visitors. Not a week goes by that we don't hear compliments from patrons and visitors regarding our service and our library's atmosphere and appearance. These goals do not take much funding, except in keeping our collection relevant to meet our patrons expectations and needs, it is more a need to educate and stress to staff that these are priorities. These goals are also in line for our community-wide goals. We have patrons from other neighboring libraries who visit every week or so, just because they like the atmosphere and to browse the shelves and look at displays.

**6. Welcoming/User Friendly Atmosphere:** If the public does not find the library to be friendly and helpful, they will see no need to financially support it.

a. Focus on developing and maintaining a library that is a friendly, active and welcoming center of rural community life. b. Focused on establishing the library as a vital presence in the community.

- Goal: To make the Echo Public Library a place where people want to spend discretionary time has been our goal for the last 100 years, but especially since the library was renovated and expanded from 800 square feet to 3,000 sq. feet and to offer exemplary customer service.
- Objectives:
  1. Include information in city newsletter with information on library programs, donations, and
  2. Library becomes the outreach arm of city government
  3. Continue to develop and preserve Special Collections owned and Maintained by the library.
  4. Apply feedback received in community survey towards improving practices and procedures.
  5. Integrate literacy activities with schools and other community organizations under single umbrella for improved presence.



Long Term Goal: To have the library added to the list of places visitors “must see” when stopping in Echo

- Outcome: Continued increase in customer registration, library use and positive feedback.
- Funding: Library District funding will be used as normally for building operation (phone, Internet, electric, heat & light) and primarily staffing. We keep the library open 43 hours per week, but the part-time librarian is not full-time (25 hours). City staff also work in the library to make this many hours available to the public. We have to maintain the facility as well as having well-trained staff or it will not be a place people want to visit or gather.

Reasoning for selecting Goal 9: To attempt to broaden the number of Echo area residents who have library cards and who have a relationship with the library. While the people who use our library are very supportive and proud of it and our library circulation statistics are very good for a library of our size, there are still many people who have never visited the library. We want to change this.

**9. Community Relations Program:** The Echo Public Library shall establish an effective community relations program which will both communicate the availability of current library services and promote the integral role and relationship of information, education, ideas and libraries in our society and community.

- Goal: To make the Echo Public Library a place where people want to visit and to increase the number of people who take advantage of the library's services and hold it in esteem.

Objectives:

- a. Take every opportunity to promote the library within the community.
- b. Improve library articles in the city newsletter.
- c. Promote the library through media newsreleases
- d. Provide adult/family oriented programs.
- e. Work with the school now that there isn't a school library. Grade School teachers plan to bring their students to the library a few times a year to teach them about libraries and what they can find there. The teachers will let the librarian know the number of applications for library cards that are needed and we will provide these for them to take home prior to the visit. Parents will need to come to the library to obtain the card and show I.D.

Long Term Goal: To have library cards in at least 50% of Echo households.

- Outcome: Continued increase in customer registration, library use and positive feedback regarding the importance and value of libraries in general.
- Funding: Funding in this area will primarily be Library Directors time to promote the library and coordinate with the school. The part-time librarian will also be involved in the school program.