



501 First St. • Shell Lake, WI
Telephone: (715) 468-2074
shelllakeonline.com/library

LONG RANGE PLAN

2008-2011



THE VISION:

The Shell Lake Public Library is to become one of the hubs for literary, audio, and visual art experiences.

THE MISSION:

The Shell Lake Public Library will foster an appreciation for the written word and offer access to information in a variety of formats.

SHELL LAKE PUBLIC LIBRARY LONG RANGE PLAN

2008 – 2011

PUBLIC RELATIONS:

GOAL 1: To promote library services

- 1. Update the library web page to meet the information and service needs of patrons and provide usage statistics using outside web design if necessary.***
- 2. Develop an online newsletter for patrons and public officials.***

1

6/2008

2

9/2008

COMMUNITY INVOLVEMENT:

GOAL 2: Increase programming to include visual and literary arts.

- 1. Purchase display case for local artisan displays.*
- 2. Advertise for area artists to use display for showcasing local talent.*



COLLECTION ENHANCEMENT:

GOAL 3: Provide timely, relevant, current and accessible collections.

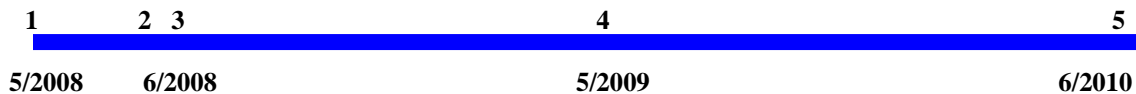
- 1. Establish a replacement timeline for little used fictional materials of every two years.*
- 2. Collect materials of current interest balanced with other collection needs.*



SERVICES & FACILITIES:

GOAL 4: Provide optimum library service and facilities.

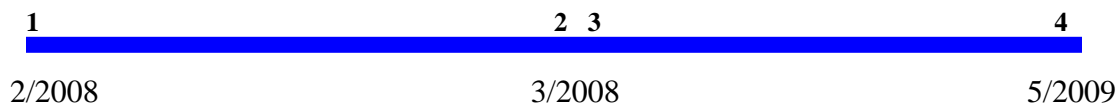
- 1. Investigate establishing a coffee corner.*
- 2. Ensure that facilities are well-maintained, including budgeting capital expenditures.*
- 3. Develop outside reading area with flower garden.*
- 4. Investigate increase in summer hours.*
- 5. Study library facility to monitor and plan for future growth and parking needs.*



FUNDING:

GOAL 5: Pursue additional revenue sources.

- 1. Investigate Jones Trust for stipulations and usage of funds.*
- 2. Board will investigate trends and develop long range funding plan for the library.*
- 3. Develop Friends of the Library program.*
- 4. Establish a library store by obtaining sellable materials of interest to patrons.*



STAFF ENHANCEMENTS:

Goal 6: Acquire and retain an adequate number of well-trained staff and volunteers.

- 1. Hire high-quality staff and provide them with adequate compensation commensurate with other libraries and other City employees.*
- 2. Provide the staff with training opportunities which promote skills development, excellent customer service and fulfillment of the library's mission.*
- 3. Develop a plan for establishing sick leave pay for employees.*

1 2 3

12/2011

TECHNOLOGY:

Goal 7: In order to be a good source, the library will provide access to current information technology.

- 1. One computer per year will be replaced in order to keep up with current technology.*
- 2. To regularly investigate new technologies for usefulness in library services.*

1

2

12/2008

12/2011

TEEN READERS:

Goal 8: Teens will view the library as a welcoming place that supports their special interests and developmental needs and invigorates their interest in reading for pleasure and all other library services.

- 1. Teens will be involved in planning and developing library services and programs including the space for teens in the library.***
- 2. Teen programming will be offered based on teen input.***
- 3. Library services, especially to teens, will be promoted using technology and other media outlets.***

1 2 3

12/2011

3/12/08



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