

# **Vestavia Hills Public Library**

## **Five-Year/Long Range Plan**

### ***Overview and Mission***

Established in 1969, the Vestavia Hills Public Library currently employs 15 full-time and four part-time employees staffing the following departments: Administration, Adult Services, Children's, Circulation, Reference, Technical Services, Environmental Services, and Young Adults.

The mission of The Vestavia Hills Public Library is to be a leader in the community's cultural, intellectual, economic and environmental stewardship by offering access for all ages to a diverse and relevant collection of materials, provided in an environmentally and architecturally sensitive "green" space.

### ***Services***

The Library is a member of JCLC, the Jefferson County Library Cooperative, a system of twenty Birmingham Public branches, nineteen municipal libraries, the Botanical Gardens Library, and the Civil Rights Institute. Members of JCLC share digital resources as well as circulation and membership systems. Anyone may use materials and/or services that do not circulate; out of county patrons may acquire membership for a fee.

The Library provides the following services:

- Books, magazines, newspapers, investment resources, DVDs, music CDs, audio books
- Downloadable digital books, pre-loaded digital books (playaways), digital databases
- Interlibrary loan
- Automated library catalog
- Website and Blog that provide library announcements, calendars, readers' advisory, reference resources, and catalog, database, and member account access
- Reference and information in both print and digital formats for patrons of all ages
- Computer workstations and Wi-Fi, both providing internet access and word processing/publishing software
- Popular interests, entertainment and informational programs for children, teens and adults
- Friends bookstore

## **A Brief History**

### ***Facility***

In the Fall of 2003, the Library Board undertook a study of the library's services and the long-range library needs of the Vestavia Hills community; the study was conducted by George Stewart of Library Services Group, Inc. Meetings were held with members of the Library Board, Friends, and Foundation, library staff, and Mayor McCallum. In addition, three public meetings were held to solicit opinions and recommendations from the citizens of Vestavia Hills. In all meetings (staff, board members, and library users) several consistent needs emerged:

- The present facility is too small
- The quality of the collection is not up to those provided by neighboring libraries
- There are not adequate facilities for Children's programming
- Parking is inadequate

Positive feedback focused on the fact that library users felt they receive better service than that offered in other libraries, and want to keep the positive aspects of the library while offering additional space and resources. A feasibility study was then conducted to determine if a new library would be viable for the community. The citizens, Mayor, City Council, Library Board, and other community leaders of Vestavia Hills strongly supported this idea and the project was approved to move forward. In 2005, a Market Assessment and Planning Study (MAPS) was conducted, and in 2006, HKW and Associates was chosen as architect. A capital campaign to raise \$4 million was also initiated.

The library celebrated the groundbreaking for the new library in May 2009, and construction began two months later on August 1. The new library will be a state-of-the-art building approximately 35,000 square feet with expanded space, collections, and services, situated on a wooded lot on the corner of Round Hill Road and Highway 31. Traditional library services and programs will be offered, with the building and site also encompassing an educational component related to the environment and ecology. The building will be the first LEED certified (Leadership in Energy and Environmental Design) public library in the state of Alabama and will showcase the results of our community's passion, involvement and commitment to lifelong learning in an inspiring, creative, natural setting. The facility will be built to environmental and energy-efficient standards, located in a park-like atmosphere and able to host indoor and outdoor educational, cultural, and nature-themed programs and events.

### ***Collection and Services***

Taneisha K. Young took over as Director of the library in 2007. As Director, she acquired new staff in key positions, updated policies and procedures, and mandated more programming for children, teens, and adults. She has continued the updating of the Children's, Adult Reference, Fiction, Non-Fiction, and Audio/Visual collections; since 2004 over 34,000 titles have been weeded from the collection and 51,200 new ones added. New employee policies have been created as well as an Employee Policy Handbook. She also requested that a community survey be performed to better assist and ensure that the new library meets the community's needs. The survey, which was developed with the input from a focus group of library users, board members, and staff, has served as an invaluable tool in the development of plans for the new facility as well as the library's long range goals.

# Vestavia Hills Public Library

## Five Year Goals

### GOALS and OBJECTIVES

Goals and objectives are not displayed in order of importance or date of anticipated accomplishment.

#### Goal 1: Build, occupy and promote the new Vestavia Hills Library in the Forest

##### *Objectives:*

- 1.1 Complete construction of new state-of-the-art library – Fall 2010
- 1.2 Prepare to move into and open the new facility – Fall 2010
- 1.3 Begin LEED and green training with staff and docents so that they may conduct informational tours at the new facility as well as promotional talks in Vestavia Hills and Jefferson County – Fall 2010
- 1.4 Launch marketing strategies and promotional efforts highlighting new building as a green space that serves as a tourist attraction as well as the city's community center – Winter 2010
- 1.5 Promote the library as a popular gathering place for informal conversation and discussion – Measured by an initial 20% increase in library visits between 2010 and 2010 with a 5% increase thereafter.
- 1.6 Apply for State Blue Ribbon – based on standards which specify components necessary for producing an outstanding library – Fall 2012
- 1.7 Promote a sense of community as Vestavia Hills residents and other citizens request and use library meeting room space for community discussions and programs – Measured by 2 to 5% increase in use annually

#### Goal 2: Expand library programs and attendance

##### *Objectives:*

- 2.1 Increase programming opportunities and attendance for all free library programs – Measured by 3 to 5% increase in programs and attendance annually
- 2.2 Develop ongoing programming that specifically educates patrons and citizens about LEED and sustainable or “green” buildings – Fall 2011
- 2.3 Introduce literacy and additional recreational programs for children, teens and adults – January 2011
- 2.4 Structure children's program so that participation prepares children for success in school – Measured by 5% increase in children's collection circulation and program attendance - Winter 2010
- 2.5 Introduce technology programming for seniors – Spring 2011

#### Goal 3: Grants, Funding and Policies

##### *Objectives:*

- 3.1 As part of JCLC, work to increase funding opportunities for the library and county cooperative - Annually
- 3.2 Aggressively research grants and grant-base programming that correlates with the library's overall mission – Annually
- 3.3 Create and update library policies – Annually

#### **Goal 4: Advocacy and Collaboration**

*Objectives:*

- 4.1 Increase collaboration, cooperation and sharing resources with the Vestavia School System by making visits, sending calendars and participating in school activities that correlate with library objectives – Annually
- 4.2 Provide book and electronic resources and meeting room space as needed for partnerships and special programs developed with the schools – Measured by a 2 to 5 % increase in use by this group annually
- 4.3 Collaborate with other entities in Vestavia Hills and Jefferson County to promote joint efforts highlighting community improvement – Measured by 3 to 5% increase annually

#### **Goal 5: Collection Management**

*Objectives:*

- 5.1 Vigorously weed/inventory, expand and update library collections with special emphasis on the following areas: Juvenile and Adult foreign language materials, mp3s, green resources, large print, parenting and teacher resources – Fall 2009 – Summer 2012 with continuous updates
- 5.2 Intentionally purchase materials that support diversity, life-long learning and personal growth and development - Annually

#### **Goal 6: Outreach**

*Objectives:*

- 6.1 In addition to current children's programming through ROCK and Liberty Park Adult Book Club, develop additional program services for citizens at Liberty Park and Cahaba Heights – Fall 2011
- 6.2 In cooperation with the City of Vestavia Hills' capital improvements planning process, the Library Board will recommend that the City conduct a feasibility study in order to access any additional library needs which include programs and a materials collection for Cahaba Heights and Liberty Park. – Fall 2014

#### **Goal 7: Staff Development**

*Objectives:*

- 7.1 Increase participation and visibility of staff within professional committees locally and nationally - Measured by 5 to 7 % increase annually
- 7.2 Expand professional development and training for staff to include continuing education pertaining to sustainable buildings and LEED - Measured by a 5 to 10% increase in development hours by Spring 2011
- 7.3 Hire full-time technology coordinator to handle day-to-day computer lab and operations – Spring 2010
- 7.4 Hire and/or train bilingual staff – Fall 2012

## **Goal 8: Technology**

### *Objectives:*

- 8.1 Investigate and research RFID for use in new facility – Fall 2009 -Spring 2010
- 8.2 Hire a consultant to research latest trends in integrating audiovisual resources with technical resources – Winter 2009
- 8.3 Develop library technology that is compatible and accessible with technology used in Vestavia Hills School System and other progressive libraries in Jefferson County – Fall 2009 – Summer 2010
- 8.4 Educate patrons in use of various databases and electronic resources to support digital information literacy – Measured by a 2 to 5% increase in database usage annually