

GREENLEE COUNTY LIBRARY SYSTEM STRATEGIC PLAN 2014-2019

Introduction

This is the second five-year plan for the Greenlee County Library System libraries of Clifton and Duncan. This plan is to update and amend the original 2004-2009 plan that was created by:

Committee Members

COMMUNITY REPRESENTATIVES

Kathy Alexander	Reading specialist Duncan Schools
Rev. Alan Baker	Methodist minister
Espie Castaneda	Clifton Town clerk
Richard Lunt	Electric Co-op Board member
Richard McCluskey	Greenlee County Sheriff
Ada Mae Nandino	High school student
Evan Ronnerud	Home schooled student
Margaret Ronnerud	Parent & Homeschool teacher
Andrea Tellez	Journalist & single parent
Marilyn Thorne	County Library Board President & 5 th grade teacher
John Varming	Mgr. Clifton RV park
Alexa Zerwas	High school student
Dixie Zumwalt	County Supervisor

STAFF REPRESENTATIVES

Barbara Blackburn	Manager of the Duncan Public Library
Norine Lawrence	Manager of the Clifton Public Library
Pam Lieberenz	County Librarian/ Director of the Greenlee County Library System

Greenlee County Libraries Establishment and History

On June 24, 2003 the Greenlee County Board of Supervisors voted to reestablish the Greenlee County Library System after being presented with a request from the Duncan Public Library Board. A board of six voting members, two from each community of Clifton, Duncan and Morenci, was established with Marilyn Thorne as the president. An additional person from Eagle Creek may be added at a later date to represent the northern part of Greenlee County. Members are as follows: Walter Mares and Laura Washington from Clifton, Betty Price and Marilyn Thorne from Duncan and Lynn Lande and Julie Woodall from Morenci. At the same meeting, the Greenlee County Board of Supervisors approved Pam Lieberenz as the Interim County Library Director. Ex-officio members include Kay Gale, Greenlee County administrator, Tom Powers, Greenlee County School Superintendent, Norine Lawrence, Clifton Library, Barbara Blackburn, Duncan Library and Pam Lieberenz, County Library Director.

It was decided at the July 28th, 2003 meeting to put an official name change in place. The former Clifton-Greenlee County Public Library system is now officially called the Greenlee County Library System. This was a positive step forward in planning for the future as a unified library system.

Accomplishments of the Greenlee County Library System include establishing a budget with both of the libraries, preparing and submitting a five-year technology plan to the State Library, research of and implementation of CIPA filtering for the libraries, and strategic planning using the Planning for Results process.

The Clifton Public library was first established in 1899 by The Arizona Copper Company. The building sat just south of the smelter. In October of 1985, Modular Technology constructed the building, which currently houses the library at 101 School Street. Today, the Clifton Public Library serves a community of 2800 residents. The library is open 34 hours per week. The library provides Internet access, a collection of 22,000 volumes, newspapers, magazines, and interlibrary loan service. The facility is staffed with one library manager, one part-time clerk, and volunteers.

The Duncan Public Library opened its doors in 1947. The Duncan Woman's Club received financial support from the County Board of Supervisors to reach their goal of providing a library building and materials for Duncan residents. After forty-five years of private fundraising by the Duncan Library Board a building grant made it possible to open a brand new library facility in 1998. Today, the Duncan Library serves a community of around 1300 residents. The library is open thirty hours per week. The library provides a six-week story time for preschoolers in the fall, Internet access, a special collection of Southwest History and a materials collection of 12,500 volumes. It is staffed with one library manager and volunteers.

MISSION STATEMENT

What the Greenlee County Library System is attempting to accomplish is stated in their mission statement:

The Greenlee County Library System fosters an environment, which promotes literacy, active and informed communities, supports formal and informal education and offers business and career information.

MISSION ACTS

The Library provides access through its collections and participation in an evolving network of libraries to the informational, educational, business and cultural records of society.

The Library serves all members of the community regardless of economic standing, age, or language.

The Greenlee County Library System, in fulfilling its mission, acts as a place to meet and interact in a common environment, a support center for students to meet educational objectives, a business and reference center with timely and accurate information and a gateway to reading for children and parents.

THE PLANNING PROCESS

The original planning process led to the establishment of the three service areas explained below. This amended document will continue to support these three areas with the refinements and adjustments determined by the current Greenlee County Library Board which included: Linda Merrell, Barbara Blackburn, Jonathan Stacy, Richard Guereña, Loralie Martin, Norine Lawrence, Stephanie Woodard and Karen Soohy

The service responses that the Library System needs to concentrate on are:

- **COMMONS:** A library that provides a COMMONS environment supports community building. The library helps address the needs of people to meet and interact with others in their community and to participate in public discourse about community issues. **Target audience:** Everyone
- **FORMAL LEARNING SUPPORT:** A library that provides Formal Learning Support helps students who are enrolled in a formal program of education or who are pursuing their education through a program of home schooling to attain their educational goals. **Target Audience:** All students, teachers, parents
- **BUSINESS AND CAREER INFORMATION:** A library that offers Business and Career Information service addresses a need for information related to business, careers, work, entrepreneurship, personal finances, and obtaining employment. **Target audience:** Job seekers, career planners, employees, entrepreneurs

What the Greenlee County Library System is doing right now to fulfill the service responses identified previously:

COMMONS

What the Library Does and Provides:

Programming

- Summer Reading Program
- Pre-school story time
- School field trips for National Library Week
- Every Child Ready to Read
- Brain Boxes

Collections, Facilities and Equipment

- Free meeting and study space.
- Space for community announcements and handouts.
- Public access computers = online commons environment.
- Provides physical and digital format of current fiction and non-fiction materials
- Local publications of specific interest (Copper Era, Eastern Arizona Courier)

Service Aspects:

Facilities and Equipment

- Provide community meeting room space
- Postings of community events on bulletin boards

GOAL 1: Improve community awareness of the libraries through features in the Copper Era (local newspaper).

- Objective – Publish library hours, current and upcoming programming.
 - Activity – Submit library information or articles to the newspaper

GOAL 2: Increase programs for children, young adults and adults on a variety of topics and provide programming space.

- Objective – Increase participation Summer Reading Program for children by.
 - Activity – Encourage story tellers/readers to have participants produce arts and crafts, which will be visible around the libraries.

GOAL 3: Publicize what the library has to offer for all County residents.

- Objective – Maintain a library website for the Greenlee County Libraries.
- Objective – Maintain circulation systems and provide online card catalogs at all libraries.
 - Activity – Train all staff on software and upgrades.
 - Activity - Instruct public on card catalog use.

GOAL 4: Provide access to collections through resource sharing.

- Objective – Continue regular delivery service between Duncan and Clifton libraries as needed.
 - Activity – Compensate participants for delivery service and associated costs
- Objective – Meet the needs of customers requesting information.
 - Activity - Provide Interlibrary loans, fax and copying services for customers to receive requested information subject to availability.

FORMAL LEARNING SUPPORT

What the Library Does and Provides:

Collections, Facilities, and Equipment

- Specialized curriculum based collections
- World Wide Web access with links to curriculum and other educational sites
- After school library hours
- Educational videos and access to viewing equipment

Service Aspects:

- Instruction in the use of electronic and print resources
- Networking with schools and home schooled students and teachers
- Group visits to libraries to learn research strategies

GOAL 1: Improve communication between teachers, students and libraries.

- Objective – Supply information annually to area teachers and students to increase awareness of library services

- Activity – Send out pamphlets/fliers at beginning of school year showing hours and services.
- Activity – Provide online access to cataloging for teachers and students.

GOAL 2: Enhance current collections to support local curriculums.

- Objective – Increase new and relevant materials over the next five years.
 - Activity – Discard outdated materials.
 - Activity - Provide “materials request card” for patron use.

GOAL 3: Provide access to current college prep tests and financial aid materials for patrons continuing their post-high school education.

- Objective – Purchase print and non-print materials to keep materials current and available for use.
 - Activity – Promote continuing education materials.
 - Activity – Offer sources available on the World Wide Web.

BUSINESS AND CAREER INFORMATION

What the Library Does and Provides:

Collections, Facilities, and Equipment

- Career information for patrons
- Information on small business development
- Technology to access online resources for resumes, careers, and employment
- Availability of meeting/work areas and audiovisual equipment
- Materials – ex. test preparation guides, GED, American Institute of Small Business Publications

Service Aspects:

- Partnerships with home schoolers and local public schools
- Publicize and promote the value of the library as a resource
- Provide challenging and meaningful volunteer opportunities and jobs for teens at the library.
- Support teens in developing skills that reflect the demands of the current and future workplace.
- Book displays to promote new materials.

GOAL 1: Enhance small business development and career resources for job seekers, career planners, entrepreneurs and employers.

- Objective – Add resources on job/career planning each year.
 - Activity – Update test prep guides, as needed
 - Activity – Promote Small Business seminars at Eastern Arizona College.

- Activity – Promote Economic Development materials

GOAL 2: Offer events with local organizations for job seekers and career planners to develop Career Outreach opportunities.

- Objective – Collaborate with local organizations on career search opportunities annually.
 - Activity – Offer job search programming when available
 - Activity - Make computers at available to job seekers for resume writing and statewide employment opportunities.

GOAL 3: Review Technology/computer replacement plan.

- Objective – Update and refine plan annually.
 - Activity – Request input from Clifton and Duncan library staff on technology needs