

**Pearisburg Public Library
Five Year Plan
2017-2022**

MISSION STATEMENT

The mission of the Pearisburg Public Library is to provide a program of resources and services supporting the educational, informational and recreational reading interests and needs of the residents of the Town of Pearisburg. The Library promotes learning and maintains a welcoming atmosphere with professional staff.

GOAL I: Improvement of Library Facilities

A. Space

- Focus on creative solutions to space limitations.
- Expand and improve the children's area and add/replace shelving adaptable for children. Renovate children's area to a more kid-friendly design. Implement creative shelving techniques to increase circulation.
- Create a young adult area where pre-teens and teens may have their own space and feel comfortable, making the library a destination in which teens wish to spend their time.
- Provide organized, designated study spaces for tutors and students.

B. Physical Improvements

- The women's bathroom needs new plumbing, fixtures, tiles and paint. Updates to the other bathrooms have been completed.
- Update indoor signage to direct patrons to each section of the library.
- Update the entrance of the library to provide a more open and welcoming entryway.
- Redo library floors.
- Gut and renovate the basement of the library to provide additional space, storage and community rooms.

- Explore expansion options.
- Update all artwork and decoration in the library.
- Update furniture and shelving of library to create a more open, welcoming space.
- Repaint the library.
- Landscape the library grounds to provide patrons with outdoor reading space. These upgrades may tie in to Town park upgrades.
- Improve parking

GOAL II: Improvement of Library Resources

A. Collection

- Continue to improve and expand the Pearisburg Library's collection, including the addition of non-print items and new formats as they develop.
- Weed and update adult, young adult and juvenile nonfiction and fiction areas, as well as digital collections.
- Implement a schedule to keep circulation materials current.

B. Technology

- Investigate a cataloguing program. At the present, we do all of our cataloging in-house. An outside source would prevent the accumulation of frequent backlogs.
- Upgrade the library's phone system to include voicemail.
- Upgrade and expand public access computers and work stations. We should explore the cost and feasibility of adding new communication technology to the library. More computers are also needed, as well as the space to accommodate them.
- Improve wireless access throughout the Pearisburg Public Library.

- Update the library's website (provided through the Library of Virginia) and provide an option for patrons to renew and place holds for materials online.
- Create a library app for smartphones to provide 24/7 access to renewals, online catalog, and databases.
- Add e-readers to circulation.
- Explore and implement e-service for audiobooks, etc.
- Continue to explore new technologies to meet the needs of patrons.

GOAL III: Staff Development

- Explore and provide support to pursue education requirements, guidelines, and options for Director of Library Services and interested staff.
- Continued education and professional development opportunities should be made available to all staff, which will improve performance and service.
- Additional staff is necessary in order to increase hours, programming, and resources.

GOAL IV: Improvement of Library Outreach and Public Relations

A. Partnership with Schools

- Increase involvement with Giles County schools and programs including: kindergarten registration, after school and summer study programs, field trips and the County's summer work placement program.

B. Publicity

- Increase public relations efforts, to include traditional media outlets (print and broadcast) and social media. Make regular use of tools available through the Town's website, such as notify me and calendar listings, as well as flyers and word of mouth.
- Develop and implement a branding plan (including logo) for the library.

- Explore innovative ways to market the library and its services.

C. Events and Programs

- Increase activities and events for all age groups, ranging from children to adults.
- Create and implement a sponsorship program for library events to encourage and strengthen partnerships with local businesses and organizations.

GOAL V: Improvement of Financial Support

A. County Library System

- Revisit the possibility of becoming a County library. Pearisburg Public Library is primarily funded by the Town of Pearisburg, state aid monies and a small portion of funds from Giles County. In the past, this idea was rejected due to concerns about losing autonomy. However, the benefits of becoming a county library would include increased state aid and increased eligibility for grants and other funding opportunities. The transition would provide groundwork for a county system, allow for expanded resources to the corners of the county, and provide support to smaller, private libraries currently operating in Pembroke and Newport.

B. Fundraising and Donations

- Explore and implement a comprehensive fundraising campaign to aid in library capital projects and improvements.

Updated: August 2017