



Donald W Reynolds CC & Library

Plan for the Future 2020 – 2025

Robbee Tonubbee – Librarian
2020

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Statement of Purpose

The Donald W. Reynolds CC & Library will provide a safe and welcoming environment that will enhance the personal development of our community citizens by meeting their informational, educational, cultural and leisure time needs.

Library Facility

The Donald W Reynolds CC & Library was dedicated on May 25, 2011. The City of Durant made a commitment to contribute to a Reserve Maintenance Account that will be used to maintain the facility, equipment, furnishing and other technology. The DWR Foundation closed in 2017.

Strategies:

1. Continue to keep the facility clean and well organized. The carpets are cleaned every other year, the parking lot will be cleaned yearly & refurbished as needed, and the HVAC system will be maintained with twice yearly (April & October) to ensure proper functioning. When maintenance or repair issues come up the library will continue to reach out to the City's Public Works Department to get them resolved before seeking outside vendors, when applicable.
2. Continue to keep the facility well maintained by repairing any items and issues that need maintenance. Chair covers are cleaned and will be recovered when necessary. The grounds are maintained by a landscaping crew & mowing crew. Contract with certified staff to maintain the HVAC system.
3. Continue to do monthly safety checks and bimonthly extermination of building and grounds.

Marketing and Public Relations

The library staff will work to promote materials and service to the community.

Strategies:

1. Continue to submit weekly newspaper articles and periodic news articles to announce special events and new service.

2. Continue to maintain and update the library website. The website should provide interactive links to databases, library catalog, forms to request services, suggestion forms, and staff contact information. The modern and attractive website will keep the public informed about library materials, and events. The website should be kept up-to-date on a daily and weekly basis as needed. The website was updated in 2018 by the ODL & will be updated again in 2021 to a new Wordpress platform.
3. Provide flyers, brochures, posters and other forums to promote library programs and services. Library & programming brochures are updated when reprints are needed or after new programming/offerings/circulation items or programs are added. There are banners put up on Main St. advertising programs and services.
4. Social media will be used to relay messages and announce events. Facebook continues to be a great source of communication for the library. The library has a Twitter and Instagram that will be more utilized in the future.
5. Continue to use email and text message to inform patrons of programs, services, overdue materials and request materials.

Public Services

The Donald W Reynolds Library will provide a safe and friendly environment for the community.

Strategies:

1. The library will provide superior quality to patrons in the library, by phone & email. The circulation area has designated “check-in” and “check out” stations to help with traffic flow.
2. Service with a smile and helpful attitude. Staff attends monthly trainings put on by either the City of Durant Emergency Management, Human Resources, or the OMAG.
3. Promote services to all ethnic cultures & age groups of the community by providing special programs and outreach services. The library has two dedicated programming staff members, one for adult programming and one for children’s programming. Culturally diverse programming is a work in progress and the library continues to work to improve programming.
4. The library’s literacy program will continue to offer high school equivalency opportunities through HiSet and reading assessments through CASAS testing. The citizenship program will also be a part of the literacy program to help those without to attain their U.S. citizenship.

Collaboration

The library staff will work to development relationships and collaborations with local schools, university, businesses, other libraries and local, state and national agencies.

Collaborative efforts will promote relationships with the community to advance support for funding, volunteers, promotion of the library, and other efforts.

Strategies:

1. Offering computer instruction classes for community groups and organizations. Tailoring classes to meet the needs of special groups in the community.
2. Offering computer classes for schools and university groups on materials and services of the library. The library also offers to host the Oklahoma Department of Libraries training classes for Oklahoma librarians and library employees.
3. Presentations to community organizations. The library presents to groups like the Lions Club, Kiwanis, Small Business Development, Durant Young Professionals, Chamber of Commerce, churches, schools and other civic organizations. These groups are considered community partners.
4. Staff participation in local, state, and national organizations, such as ALA, OLA and PLA.

Collection

The library collection should reflect the recreational, cultural and research needs of the community.

Strategies:

1. Continue to select, acquire and maintain materials which support the goals of the collection development policy of the library by internal collection development, minimizing use of collection development services as they have proved to be costly.
2. Continue to monitor the usage of materials and resources.
3. Seek recommendations for adding new materials and resources from patrons and staff.
4. Continue use of professional review sources for selecting materials.
5. Continue to maintain an ongoing weeding and inventory of the collection to assure the collection stays current and relevant.

Funding:

The city budget, Friends of the Library, plus state and federal grants as well as independent funds and grants, will fund equipment and software. If acceptable, the library will apply for the Oklahoma Universal Service fund and the Federal Universal Service Program for E-Rate discounts on telecommunications and Internet cost. The library qualifies for an 80% discount based on the federal school lunch program.

Strategies:

1. Continue to work with city officials to manage the library budget in a cost effective manner.
2. Seek repairs, maintenance, and solutions to issues from staff within the city before contracting out for services. The exception to this practice is maintaining a service agreement with a certified Aeon HVAC repair agency to not only repair the units but to service them regularly.
3. Search for grant opportunities to provide additional support for libraries programs, equipment, staffing, and supplies.
4. Solicit donations for special library programs, such as Summer Reading.

Staffing:

The City Human Resources and the Library Director are responsible for selecting the library staff. Library Director is also responsible for scheduling and training for the library staff. The staff continues their education in technology, library services, and best practice by attending workshops presented by the Oklahoma Department of Libraries. The City of Durant will provide opportunities for safety, customer service, and other training throughout the year. The library staff should attend at least one professional development class each year and full-time staff should work to achieve ODL librarian certification.

The Library Staffing Plan was prepared in accordance with the Donald W. Reynolds Foundation, Community Centers Initiative, Capital Grant Application, section 3.1 and follows the recommendations made by the Averus Corporation, Public Library Staffing Plan developed for the Community Center and Library for the City of Durant.

Strategies:

1. Continue to maintain the library staff to a level to provide for the hours and quality service ensuring that all areas of the library are well staffed.
2. Maintain contract labor services to take care of the landscaping, mowing, and HVAC upkeep.

3. Continue to work with city officials to evaluate employees to encourage productivity and work ethics. This may be done through yearly evaluations created by the City's HR department.
4. Provide incentives to encourage staff members to seek innovative approaches to their work and library problems.
5. Provide cross training in all departments to insure a smooth transition when staff members resign or are absent from work.
6. Continue to update library procedures in all departments to allow for changes in technology or new systems. The overall goal is to ensure patrons interaction with the library and staff is effective, efficient, and enjoyable.

Evaluation:

Library evaluation and assessment of materials and services is vital for the library to continue to progress in strengthening quality and variety of materials and services to the community. The library staff will be responsible for the evaluation of the electronic resources by keeping records of the number and frequency of users on the public internet workstations. In addition, library staff will report on the effectiveness and use of electronic resources; these reports will be presented to the Library Board by the Library Director as well as City Council, ODL and other agencies that may require reports.

Strategies:

1. Continue to monitor the usages of library materials and services. Provide monthly reports of usage to City of Durant and annual reports to ODL. Continue to monitor user satisfaction of materials and services with suggestions via in person, by phone, or email.
2. The library will also send out electronic surveys via the website and social media before updating the long range plan. This will be done using the free tool, survey monkey.
3. Work with the Library Board to improve the library planning and assessment process.
4. Place emphasis on the quality of all services by reviewing suggestions, complaints, and procedures.

Emergencies:

In the event of emergencies for the library, area, city, county, state, and nation the library will work with the City administration to come up with plans to continue to serve the community while being safe and secure.

Strategies:

1. Consult with the ODL, Emergency Management, and City to develop information to disseminate to the community about how the library is managing the emergency while keeping patrons and staff safe.

2. Develop a plan to serve the public in case of a building closure – drive thru window, virtually, curbside, or by appointment depending on the nature of the emergency.
3. Follow CDC guidelines in accordance with City Emergency Management standards to keep the facility safe, sanitized, and secure.
4. Regularly keep up the library’s social media and website to make sure the community is informed of library hours and services during the emergency.