THE HAYNER PUBLIC LIBRARY DISTRICT

LONG-RANGE PLAN
2016–2021

MISSION STATEMENT

The Hayner Public Library District is a dynamic community resource dedicated to serving the residents of Alton, Godfrey, and Foster Township by providing an inviting environment consisting of informational, cultural, educational, technological, and recreational resources supporting lifelong learning.
INTRODUCTION

Since its inception in 1852 as the Alton Library Association, through its resurgence under the protection of “the ladies” who would grow into the Jennie D. Hayner Library Association, to the completion of its first building by John E. Hayner in 1890, when it became the only free library in the country, what eventually became The Hayner Public Library District has striven to serve the needs of its patrons in increasingly innovative ways.

In the present economic crisis, libraries are faced with increased demands for services coupled with decreasing funding. To meet these challenges, Hayner has responded by expanding its mall branch library by two-thirds, renovation of its two other facilities, adding programs and services, and extending outreach, while concurrently instituting a variety of cost-saving measures.

The expansion of electronic resources through installation of numerous additional computers and laptops, as well as wireless connection to the Internet; and the extension of reference assistance to include one-on-one appointments with reference librarians and online subscription databases are all aimed at giving assistance to students with homework and to job-seekers with resumes and accessing online job opportunities.

Partnering with other organizations on such possible projects as adult literacy and the development of a Career Center program will be a cost-effective means of broadening our services to include special needs groups in the district. Aggressive pursuit of grants and philanthropic gifts is ongoing to help implement such programs.

Our excellent and growing collection of books, CDs, DVDs, magazines, e-Books and newspapers is available in the Alton Square facility and the Downtown Library for all ages.

We continue to offer a full schedule of programs for children and teens, such as story times for various ages, craft classes, and family reading nights, movie nights, gaming events, a teen book club, and a teen advisory council that help to attract these groups. We particularly make our programs more inclusive of the teenage population that has been somewhat underserved in the past.

The Genealogy & Local History Library attracts patrons and researchers locally, throughout the state, and nationally. Patrons find available an extensive collection of genealogical and historical materials, with the addition of art and artifacts pertaining to local history. Researchers also receive one-on-one research support from the library staff. Programs on Genealogy research and local history are held quarterly.

Our concentration on staff training and development, with computer classes, workshop and conference attendance, and a scholarship for educational advancement gives staff members opportunities to sustain and develop excellence in job performance.
Issues & Challenges

The community profile has dramatically changed in the last 20–30 years. Multiple and various industries that provided jobs and a strong tax base have left the area. Little industry is left. Currently the largest employers in the area are the Alton School District, Alton Memorial Hospital, St. Anthony’s Hospital, Lewis & Clark Community College, and the Alton Belle Casino. The real estate slump that hit starting around 2008 still shadows the area, and property tax income to the district has diminished each year. Operating costs continue to increase.

The role of the library has shifted. It is not just a provider of print and nonprint materials. The challenge is identifying the most important services to the community and positioning the library to offer these services, helping the community to grow, while facing declining library property tax income.

Implementation

Implementation of this Long-Range Plan will begin immediately and continue for a five-year period. At the same time, we will continue to pursue and build upon Goals and Objectives from previous long-range plans.

Strategies

Both the Board of Trustees and the Staff will discuss strategies for implementing these goals on a regular basis.

Documentation of Results

Results of strategies will be documented on an ongoing basis. A final assessment of results will be made at the end of the five-year period.
2016-2021 Long-Range Plan

In our ongoing search for methods of serving the patrons of our district in the most useful and culturally enhancing ways, this plan of action is adopted for implementation over a five-year period.

**Literacy/Partnerships**
The key objective of The Hayner Public Library District (THPLD) is to improve the overall literacy rate within the communities our district serves, thus increasing the library’s service usage and further establishing the library as a community anchor.

Currently, we enjoy a strong relationship with Lewis & Clark Community College, supporting the Alton Area Family Literacy Center as well as the Adult Volunteer Literacy Program and Project Read. We are also a partner with LCCC in the grant project “Eliminating the Digital Divide through Technical and Academic Intervention.” THPLD staff participate in the Family Learning and Adult Education programs at the Community Learning Center. THPLD will continue these partnerships.

THPLD also has partnered with the Alton School District on many projects. Currently we are instituting a program to bring elementary school classes into the library for an orientation day. Several schools have signed up for field trips to the library. During the period of the long-range plan we will expand this program to include all the elementary schools in the district, both public and parochial. We also will continue to work with the school district to ensure that the library’s collections support Common Core requirements.

THPLD also will work to partner with IMPACT to bring more assistive technology into the library.

THPLD will continue to develop a high interest/low vocabulary material collection.

THPLD encourages every community member to have a library card through outreach campaigns, school and student organization partnerships, and community organization partnerships.
**Services**
Develop “Career Center” programs and services to educate the community on job search and job attainment skills.

Continue our partnership with SCORE (Service Corps of Retired Executives) providing services and programs to build entrepreneurship within the community.

Continue to grow technology training programs. Employ volunteers to help with one-on-one training sessions.

Use the results of the Edge analysis to identify new technological service areas for the community.

Increase patron use of the self-check stations.

Implement “mobile” circulation, freeing staff from the circulation desk.

Increase family participation in library programs.

Expand our online presence: using tutorial/informational videos on our website, integrating our social media with our programming and services.

Expand our footprint in the community, participating in community events and with community organizations. Know the needs of the community in tailoring our service offerings.

Offer more hands-on programming in the Hayner Library of Genealogy & Local History, augmenting the very successful Branching Out Programming. Continue to grow collaborations with local resources (Alton Museum of History and Art, SIUE, Madison County Recorder’s Office) to enhance collections, displays, and programs.

Continue the ongoing evaluation of our current databases, online services, and technologies for relevancy, cost effectiveness, and patron usage.

**Technology**
Create a Maker Space for public use.

Plan for the improvement of the library’s bandwidth downtown and between locations prior to the expiration of our ATT contracts in 2018.

Evaluate current security systems for upgrade or replacement. This includes the potential replacement of the 3M stations with self-check scanner stations.

Replace the virtual server environment by 2019. Current servers will have reached “end of life,” and no support will be available.
Using the Inventory manager program under Polaris, conduct a collection materials inventory.

**Facilities**
Determine the feasibility of consolidating the Downtown and Mall libraries into one building and establish the library as a premier community center. A new building would include a large meeting room/performance space, a Career Center, a Computer Training Center, a Community Social Services Center, a Maker Space, and multiple study rooms.

Compare and evaluate against the cost of staying in current facilities based on lease rate, maintenance, upkeep, utilities, equipment, and all other operating costs.

Continue to search for alternative sources of income for THPLD.