OUR PATRONS LIVING A LARGER LIFE @ WCPL!

Ashe County Public Library
148 Library Rd., West Jefferson, NC, 28694 | 336.846.2041 | arlibrary.org/ashe

Watauga County Public Library
140 Queen St., Boone, NC, 28607 | 828.264.8784 | arlibrary.org/watauga

Western Watauga Branch Library
1085 Old US Hwy 421, Sugar Grove, NC, 28679 | 828.297.5515

Wilkes County Public Library
215 Tenth St., North Wilkesboro, NC, 28659 | 336.838.2818 | arlibrary.org/wilkes

Traphill Branch Library
6938 Traphill Rd., Traphill, NC, 28685 | 336.863.3563

Appalachian Regional Library
Administrative offices located at Ashe County Public Library | arlibrary.org

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To nurture individual and community growth through free and equal access to resources for reading, thinking, learning, and living

GOAL 1: COMMUNITY COLLABORATIONS AND PARTNERSHIPS
- Strengthen community partnerships
  - Establish a roster of community partners
  - Establish services to be offered
  - Develop and implement a plan or MOU with community agencies
- Create and implement joint programming with partners
  - Determine programs and services that could be offered with library collaboration
  - Develop a regular schedule of collaborative programs and activities
  - Expand capacity through grant-writing
- Develop a library partner agency recognition program
  - Offer formal recognition of library partnerships
  - Develop incentives for partners
  - Marketing and publicity campaign

GOAL 2: INNOVATIVE AND RELEVANT SERVICES AND PROGRAMMING
- Develop outreach services for underserved and targeted populations
  - Develop a library programming committee of staff and Friends of the Library members
  - Evaluate existing programs to determine effectiveness
  - Identify specific high priority populations to be served
  - Develop strategies, programs, partnerships, and funding sources to reach those demographics
  - Implement new outreach services
- Improve educational and technology skills for people
  - Develop tutoring/training programs focusing on groups negatively impacted by Covid-19
  - Identify specific needs
  - Increase access to virtual learning opportunities
  - Advertise and market new programming

GOAL 3: TECHNOLOGY AND DIGITAL LITERACY
- Create a plan to increase access to technology
  - Identify appropriated partners for collaboration to improve access and understanding of technology
  - Identify target audiences and innovative solutions
  - Identify staff or volunteers who will provide training
- Purchase appropriate technology
  - Secure funding for purchase of technologies
  - Maintain and increase the number of hotspots yearly
- Create training tailored to specific needs
  - Develop training materials each year technology is added
  - Train staff as new technology is added
  - Offer training in multiple formats for public
  - Promote the technology and training opportunities

GOAL 4: MAINTAIN AND EXPAND COLLECTIONS
- Purchase new items for our print, audiovisual, and digital collections every year
  - We should add new materials each year from these collections that are damaged, outdated or that do not circulate
  - Maintain the attractiveness of these collections on a daily basis by keeping the shelves where these items are located straight and in order
  - Merchandise these collections through displays on at least a quarterly basis
- Expand the nontraditional collection
  - Determine areas of high usage
  - Secure funding for this collection
  - Purchase more nontraditional items
  - Develop a marketing plan for this collection
- Keep current on emerging library trends and technologies
  - Provide patrons and staff with training on emerging technologies

GOAL 5: ORGANIZATIONAL EXCELLENCE
- Increase municipal and county funding
  - Provide county commissioners and town managers with statistics and demographics proving library patronage and use
  - Request county commissioners and town managers make a “field trip” to the library to see firsthand what is available
  - Encourage county commissioners and town managers to use library spaces for events and meetings
  - Provide annual review for county commissioners and town managers of structure and benefits of the regional system
  - Increase advocacy to municipalities and stress the importance of municipal funding
  - Develop community advocates who will publicly support the library
  - Strengthen existing partnerships
  - Encourage Friends of the library to actively advocate the library to city and county officials
  - Identify, recruit, and train community advocates who are willing to help the library advocate for more funding and facilitate communication between the library and county commissioners
  - Launch awareness campaign on the importance of libraries
  - Establish a marketing committee of staff and community members
  - Share vision, mission, and strategic goals with the community
  - Consistently advertise and market the values of libraries and national, state, and county trends

GOAL 5: ORGANIZATIONAL EXCELLENCE . . .CONTINUED
- Implement staff training and professional development
  - Ongoing training for topical and relevant new technologies via online courses, workshops, or webinars
  - Staff training newsletter to highlight new NCLives subscriptions, ebook releases, e-reader technology, or any other relevant technologies
  - Improve staff understanding of policy and procedures to ensure consistent application throughout the system
  - Staff training that includes regional structure, library boards, Friends of the Library policies as well as department procedures
  - New hire cross training so that staff have a better understanding of the duties and responsibilities of each department to better serve the public
  - Encourage attendance to professional conferences by maintaining adequate funding sources