



Long-Range Plan October 2011 – September 2014

Northwest Regional Library System
Bay, Gulf and Liberty Counties
Florida

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Our Mission

To connect the people of our diverse community with the information they seek for school, work, and play.



Our Organization

**Northwest Regional Library System
Serving Bay, Gulf & Liberty Counties**

The Northwest Regional Library System is a consolidated library system, as outlined in Chapter 257, *Florida Statutes*, which provides multi-county library services through contractual arrangements with Bay, Gulf and Liberty Counties. The Bay County Board of Commissioners is the governing authority and single library administrative unit for the System. The Bay County Public Library serves as the headquarters library for the System. Administration of the System is vested in the Library Director under the direction of the County Manager or his/her designee. A Library Advisory Committee, consisting of appointees from all three counties, advises their County Commissioners on library issues.



Northwest Regional Library System

Our communities and our libraries

Community Description

Bay County: There are seven municipalities in Bay County: Callaway, Lynn Haven, Mexico Beach, Panama City, Panama City Beach, Parker and Springfield. The county seat, Panama City, is approximately halfway between Tallahassee and Pensacola. Bay County is known for its beautiful, white sand beaches and is a popular tourist destination. Bay County is home to Tyndall Air Force Base, Naval Support Activity which houses the Naval Surface Warfare Center Panama City and the Naval Experimental Diving Unit, and the Northwest Beaches International Airport.

The 2010 Census shows a population of 168,852 in Bay County; 6.3% of the population is under the age of five, 22% is under the age of 18, and 14.5% of the population is age 65 or older. Census estimates from 2009 indicate that, within the population of people aged 25 or older, 85.8% are high school graduates and 20.2% have a Bachelor's degree or higher. The US Department of Commerce, Bureau of Economic Analysis reports the per capita personal income in 2009 was \$36,316, which is 93% of the state average income of \$38,965.* Major industries are trade, transportation and utilities; leisure and hospitality, and education and health services. The largest employers include Tyndall Air Force Base, Naval Support Activity, Bay County Schools, and Bay Medical Center.** The unemployment rate in June 2011 was 9.5% -- lower than the state average of 10.6%***

Gulf County: The county seat is Port St. Joe, the birthplace of the Florida Constitution. Wewahitchka, the other incorporated city, is located inland and boasts some of the best bass fishing in the world as well as the world famous Dead Lakes. The gulf side of the county includes the beautiful beaches of Cape San Blas, Indian Pass, WindMark Beach and St. Joe Beach. Tourism is vital to the economy of Gulf County.

The 2010 Census shows a population of 15,863 in Gulf County; 4.1% of the population is under the age of five, 16.2% is under the age of 18, and 16.3% of the population is age 65 or older. Census estimates from 2009 indicate that, within the population of people aged 25 or older, 75.5% are high school graduates and 13.4% have a Bachelor's degree or higher. The US Department of Commerce, Bureau of Economic Analysis reports the per capita personal income in 2009 was \$25,923, which is 67% of the state average income of \$38,965.* Major industries are public administration; trade, transportation and utilities; and leisure and hospitality. Largest employers include GAC Contractors, Sacred Heart Hospital, Bay St. Joseph Care & Rehabilitation Center and Gulf County Schools.** The unemployment rate in June 2011 was 10.2% -- lower than the state average of 10.6%***

Liberty County: Liberty County is located about halfway between the state capital Tallahassee, and the beaches and resort area of Panama City Beach. Bristol is the county seat and the only incorporated city. Liberty County has a very low population density since most of the county is comprised of unpopulated forest. The Apalachicola National Forest accounts for about half the

county. Liberty County is bordered by the Apalachicola River on the west and by the Ochlockonee River to the east. Liberty County offers many opportunities to enjoy the outdoors.

The 2010 Census shows a population of 8,365 in Liberty County; 5.5% of the population is under the age of five, 21.2% is under the age of 18, and 10.6% of the population is age 65 or older. Census estimates from 2009 indicate that, within the population of people aged 25 or older, 75.6% are high school graduates and 10.9% have a Bachelor's degree or higher. The US Department of Commerce, Bureau of Economic Analysis reports the per capita personal income in 2009 was \$24,437, which is 63% of the state average income of \$38,965.* Major industries are education and health services; manufacturing; and trade, transportation and utilities. Largest employers include Twin Oaks Juvenile Detention, Liberty County Schools, C.W. Roberts Contracting, Inc., and Georgia Pacific.** The unemployment rate for in June 2011 was 7.0%, significantly lower than the state average of 10.6%***

*Per capita personal income figures from, www.bea.gov/regional/bearfacts/countybf.cfm.

**Industry data from Enterprise Florida, www.eflorida.com.

***Unemployment data from Florida Agency for Workforce Innovation, Local Area Unemployment Statistics, www.labormarketinfo.com/Library/LAUS.htm

Library Description

Collection: As of July 2011 there are over 285,000 items in the eight branch library system, 1.47 per capita (all counties included). Formats include print books, large print, DVD, Blu Ray DVD, VHS videotape (no longer being purchased), Books on Cassette, Books on CD, Books in MP3 format, downloadable eBooks, and downloadable eAudiobooks, magazines, and newspapers.

Programs and Services: There are eight locations. The headquarters library is the Bay County Public Library, located in Panama City.

Bay County Public Library - open 7 days a week, 61 hours

Panama City Beach Public Library (Bay County) - open 6 days a week, 50 hours

Parker Public Library (Bay County) - open 4 days per week, 28 hours

Springfield Public Library (Bay County) - open 4 days per week, 28 hours

Gulf County Public Library, Port St. Joe (Gulf County) – open 4 days per week, 32 hours

Charles Whitehead Public Library, Wewahitchka (Gulf County) - open 4 days per week, 32 hours

Harrell Memorial Library, Bristol (Liberty County) - open 5 days, 38 hours

Jimmy Weaver Memorial Library, Hosford (Liberty County) - open 4 days, 24 hours

All libraries have automated circulation and online catalogs, public computers with Microsoft Office software and internet access, Wi-Fi internet access, access to electronic resources including the Florida Electronic Library, online reference help via Ask-A-Librarian, and copiers for public use. Four locations, Bay County Public Library, Panama City Beach Public Library, Gulf County Public Library and Charles Whitehead Public Library, have meeting rooms available for public use. The Bay County Law Library (including the collection, online resources, and one staff

member) moved from the Bay County Courthouse to the Bay County Public Library in June 2011. The Law Library collection is open to the public during all BCPL operating hours.

Programming is offered in all locations. Programs include children's storytimes, computer instruction, crafts for a variety of ages, art displays, and lectures. The library website, www.nwrls.com, contains an events calendar showing programs scheduled in all locations.

Staff: There are 63 staff members (50 FTE) in the library system; eight are librarians with a Master's Degree in Library Science. Staff members in all locations except Springfield are employees of Bay County. The staff of the Springfield Public Library is employed by the City of Springfield.

Bay County = 48 staff members, 40 FTE (includes Springfield)

Gulf County = 9 staff members, 6 FTE

Liberty County = 6 staff members, 4 FTE

(Staff members who work 30 hours per week or more count as 1 FTE. Staff working less than 30 hpw is counted as .5 FTE)

Financial Resources: Funding for the library system comes from a combination of local government funds, State Aid to Public Libraries grant funds, and donations.

Facilities: Combined square footage of all branches is 89,850 or 0.46 SF per capita. New facilities added since the last Long Range Plan are the new system headquarters, Bay County Public Library, which opened a new 55,000 SF library in 2008, and the new 10,000 SF Panama City Beach Public Library which opened in June 2010. The new PCB Library includes a computer lab and programming room. In the first year customer visits increased 36%, items borrowed increased by 41% and computer uses increased by 55%.

Long Range Plan: Overview and Process

This Long Range Plan lists our system priorities (goals), the objectives we feel will help us get there, and the activities in which each branch will participate in order to achieve our objectives. The plan covers the period October 1, 2011 – September 30, 2014.

Beginning October 2010, staff members were asked to complete several exercises to help determine what we value and where we see the need to improve. Our staff values the ability to offer professional, friendly service and a collection of well-maintained, up-to-date materials. We want to offer convenient and relevant services to meet the needs of our customers. We seek training to improve our ability to assist customers.

In order to learn what our library customers most value, in February 2011 we conducted a Library Customer Satisfaction Survey. The survey was available in paper form in all library locations and was also available in electronic form via our website. We received 657 completed surveys. The survey revealed that the top three library services that are most important to our customers are: the availability of new books, highly skilled staff to assist with research

questions, and high-speed internet access. This customer feedback, along with comments received from staff, the Library Advisory Committee and other members of the community was used to identify the five key areas where we will focus our resources over the next three years.

Our top three goals directly address the top three services most important to our customers. The public clearly wants more books. As technology changes the way information is made available, we know that “books” now come in many formats. We will continue to provide materials in print form and will continue to expand our collection of eBooks and other digital content. Staff will participate in training so that they maintain an awareness of best practices in library service and have a consistent understanding of library policies and services. We will keep our computer equipment up-to-date and will offer regular training for staff and customers on the technologies and formats necessary to access information in the 21st century.

The library has limited funds, and simply cannot offer everything that everyone would like. In goal four we promise to work smart, and make the most of the public monies that fund library operations. We will be evaluating our policies and procedures to find the most effective and efficient way to provide library services.

Goal five addresses the need to increase promotion of library services and accomplishments. Many people do not know about all the services, collections and programs available at their local library, so getting out into the community to educate the public is a priority. Libraries enhance the quality of life for the members of their communities. During the life of this plan we will seek opportunities to demonstrate the many ways in which libraries can improve the lives of our residents.

Once the goals and objectives were set, the entire staff was invited to suggest activities in which their branch could participate in order to meet our system-wide goals. These activities are listed under their appropriate objectives beginning on page 11. This is a flexible plan, focused on results. If any activity does not produce results, we will discard it and try something else.

This Long Range Plan is a working document. Our progress towards achieving our objectives will be updated regularly and posted on our website www.nwrls.com. Please visit periodically to check on our progress. Comments and suggestions are always welcome.

Goal 1 – The Library offers a well maintained collection in the formats necessary to meet the informational, educational and recreational needs of our community.

Objective 1.1 – By the end of FY 2014, each item in the NWRLS’s collection will have an average checkout rate of three times per year.

Objective 1.2 – Beginning in FY 2012, the NWRLS branches will increase checkouts of Library materials by 2% annually.

Goal 2 – The Library has a professional and well trained staff committed to providing exceptional and innovative customer experiences.

Objective 2.1 – Beginning FY 2013, every new staff person will complete a standardized new staff orientation.

Objective 2.2 –Staff training classes will be offered at least once quarterly, focusing on customer service skills, best practices, cross-training and technology competencies.

Objective 2.3 – Beginning FY 2012, a staff “Innovation and Improvement Team” will review staff and customer suggestions quarterly and will develop appropriate ideas to enhance Library programs and services.

Objective 2.4 – Annually, NWRLS will dedicate an amount equivalent to 2% of the Multicounty State Aid Grant to staff training. Staff members who attend training will make recommendations for implementing what they have learned.

Objective 2.5 – Library staff members will present programs at state and national conferences, publish articles on topics in their areas of expertise, and participate in local, regional and national library-related associations.

Goal 3 – The Library provides the reliable high-speed internet access, computers and equipment, and technology training necessary to meet customer needs.

Objective 3.1 – The Library System will upgrade equipment as needed to maintain consistent, high-speed internet access, and will ensure all equipment is well maintained and in good working order.

Objective 3.2 – The Library will work with local community agencies to determine the technology training needs of our citizens and will develop and teach classes to address these needs.

Objective 3.3 – Each Library branch will offer “21st Century Skills” classes at least once quarterly including the topics of communication and technology literacy so that our residents are able to communicate and access information effectively in the 21st century.

Goal 4 – The Library maximizes public funds and fosters a financially accountable culture.

Objective 4.1 – By the end of 2014, all Library policies, including related procedures, will be reviewed and updated by Library staff and the Library Advisory Committee with an eye toward streamlining, saving staff time and money, and increasing productivity.

Objective 4.2 – Library staff will seek community partners to achieve common goals and share costs.

Objective 4.3 – The Library will encourage donations and will develop methods that make it easy for donors to give in person or online.

Objective 4.4 – Library staff will keep abreast of technology trends and will use technology appropriately to reduce staff workload and enhance services.

Goal 5 – The Library is a “must see” destination and “must have” institution for the entire community.

Objective 5.1 – Beginning FY 2012, visits to NWRLS branches will increase by 2% annually.

Objective 5.2 – By the end of FY 2014, the number of registered Library Card holders will represent 65% of the population of Bay, Gulf and Liberty Counties.

Objective 5.3 – Library staff actively seeks opportunities to speak to community groups and local agencies about Library collections, programs and services, and will participate in a minimum of two outreach events in each service area each year beginning in FY 2012.

Objective 5.4 – The Library will seek recognition for outstanding programs and services and will communicate these achievements to the local community; local news outlets will cover major library events and accomplishments.

Goal 1 – The Library offers a well maintained collection in the formats necessary to meet the informational, educational and recreational needs of our community.

Objective 1.1 – By the end of FY 2014, each item in the NWRLS’s collection will have an average checkout rate of three times per year.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Continue to follow each branch/department’s weeding schedule, removing outdated, poor condition and unused items from the collection throughout the year.	Ongoing – weeding occurs throughout the year	Branch Managers, System Selectors	
Review format usage trends and adjust spending accordingly.	Review annually	System Selectors	
Develop a process for determining which titles have multiple holds, and use this information to purchase additional copies when appropriate.	ongoing	System Selectors	
Consider changing the loan period of new materials to two instead of three weeks.	Review annually	Managers	
Review the materials ordering process and streamline to reduce the time it takes to get new materials.	FY 2012	Gail Johnston, Deanne Coffield	
Review the physical preparation process and streamline so that items are processed as quickly as possible.	FY 2012	Bonnie Webb, Theresa Hill	
Monitor TLC Library Solution’s development of a “floating” collection.	Ongoing	Robin Shader, Theresa Hill	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Review Genealogy periodicals that are not used and Local History duplicate books for possible weeding to provide more shelf space for items that will be used.	First half of collection in FY 2012; second half in FY 2013.	Rebecca Saunders and Anita Lucas,	
Make carts of newly returned (and sensitized) items available to the public. Makes “hot” titles available sooner and saves staff from shelving.	Ongoing	Circulation staff	
Review lease plan to ensure the best use of our lease points.	Annually	Robin Shader, Selectors	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Recommend titles reviewed on-air (NPR, Oprah, etc.) with system selectors.	Ongoing	Frank Walker, PCB staff	
Update nonfiction collection, recommend titles that are of popular interest to the NF selector.	Focus on NF in FY 2012	Frank Walker, Jenny Castillo	
Activities at the Parker Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes

Create regular displays of books that have not checked out. Use TLC reports to determine low circulating materials.	Ongoing	Debbie Daniels	
Recommend titles to customers who might not have read that particular author; offer readers' advisory services.	Ongoing	Debbie Daniels	
Activities at the Gulf County Public Library, Port St. Joe	Plan Year/ Deadline	Activity Owner	Progress Notes
Select popular and best-selling books using lease points and provide regular input to system selectors.	Ongoing	Carl Copeland, System Selectors	
Seek funding for additional lease books.	Ongoing	Carl Copeland	
Review materials spending; consider an increase in the DVD and CD collection	FY 2012	Carl Copeland, System Selectors	
Display new and "just returned" books	Ongoing	Staff	
Activities at the Charles Whitehead Public Library, Wewahitchka	Plan Year/ Deadline	Activity Owner	Progress Notes
Improve signage at the branch to improve way-finding. Consider purchasing shelf labels, eye catching professional end cap signs, and overhead signs to help patrons locate items of choice.	FY 2012	Beulah Harrison, Administration	
Activities at the Harrell Memorial Library, Bristol	Plan Year/ Deadline	Activity Owner	Progress Notes
Survey customers for favorite authors and genres. Share this information with system selectors.	Ongoing	Fonda Tanner	
Activities at the Jimmy Weaver Memorial Library, Hosford	Plan Year/ Deadline	Activity Owner	Progress Notes
Survey customers for favorite authors and genres. Share this information with system selectors.	Ongoing	Pam McDaniel	

Objective 1.2 – Beginning in FY 2012, the NWRLS branches will increase checkouts of Library materials by 2% annually.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Develop training materials so staff can teach customers how to use the online catalog successfully - (handouts, class outlines, video tutorials, etc.)	Ongoing	Robin Shader and BCPL Reference Staff	
Develop and train staff on a process to mark items missing; share information with selectors so in-demand titles can be reordered promptly.	FY 2012	Ann Robbins, Rose Burns, Lori Canfijn, Managers	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Create a branch Floor Plan map and display in the lobby to help with way finding.	December 2011	Deanne Coffield	
Assign shelf reading tasks to staff and volunteers to keep items in proper shelf order.	Ongoing	Ann Robbins	

Design creative, eye-catching displays in all departments.	Ongoing	Dept. Heads, Branch Staff	
Promote Library materials on the website and via social media services (Facebook).	Ongoing	Jackie Papke	
Create booklists and Read Alikes (“Bookfinders”) to highlight our collections; make available via the website.	Ongoing	Reference and Genealogy/ Local History	
Improve shelving for “New Books” section in Adult Services, add end cap displays and display racks for DVDs.	Consider as funding allows	Robin Shader, Deanne Coffield	
Improve signage in the branch by using more descriptive verbiage. Consider adding shelf labels to guide patrons to their subjects or authors of interest.	FY 2012	Robin Shader, Deanne Coffield, Dept. Heads	
Provide training for customers on the use of the new catalog.	Ongoing	Robin Shader, all staff	
Create bookmarks as handouts on Literacy Study Areas – example: Need Spelling Help? Have you seen these?	FY 2012	Ann Robbins, Literacy Staff	
Consider a Reading Contest for Adults – Adult Summer Reading Program	Annually	Robin Shader, Dept. Heads	
Provide better newspaper shelving in the Adult Services area as they tend to fall on the floor.	Consider as funding allows	Robin Shader, Lynn Elliott	
Create a materials display on the theme of programs happening in the branch. Utilize the display cases and place related circulating materials on top (or nearby) for checkout.	Ongoing	Bettina Mead	
Continue high-quality programs for babies, toddlers, preschoolers and school age children (including teens).	Ongoing	All Youth Services/Teen staff	
Catalog Law Library collection; barcode circulating items.	FY 2012	Theresa Hill, Carol Hoots	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Maintain a staff picks display; create themed book/materials displays	Ongoing	Frank Walker	
Investigate the feasibility of replacing the Dewey Decimal System in the nonfiction section.	FY 2013	Frank Walker	
Activities at the Parker Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Create an author appreciation week or month .	FY 2012	Debbie Daniels	
Activities at the Springfield Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Add a weekly children’s storytime for the public.	FY 2012	Barbara Auzins, Frances Wittkopf	
Promote reading and the library by visiting the elementary school.	FY 2012	Barbara Auzins, Frances Wittkopf	
Increase the number of materials displays.	Ongoing	All staff	

Activities at the Gulf County Public Library, Port St. Joe	Plan Year/Deadline	Activity Owner	Progress Notes
Continue to encourage reading in summer children's program	Annually	Paula Boone and staff	
Encourage and promote annual 3 rd Grade Library Card Sign-Up	Annually	Carl Copeland & Friends of the Library	
Continue timely displays of books and themes	Ongoing	Paula Boone & staff	
Use annual customer surveys to determine customer satisfaction and needs.	Consider annually	Robin Shader, Carl Copeland	
Activities at the Charles Whitehead Public Library, Wewahitchka	Plan Year/Deadline	Activity Owner	Progress Notes
Ensure staff is checking out library materials to appropriate departments when being used for display and story time.	Ongoing	Beulah Harrison	
Promote reading materials by advertisement and book lists.	Ongoing	Sharon Gurrera	
Create attractive displays throughout the branch.	Ongoing	Dorothy Griffin & Kay Freeman	
Continue to promote in-house and out-reach reading programs.	Ongoing	Beulah Harrison and Kay Freeman	
Activities at the Harrell Memorial Library, Bristol	Plan Year/Deadline	Activity Owner	Progress Notes
Plan and use eye-catching displays.	Ongoing	Fonda Tanner and Pat Miller	
Create bookmarks with authors and their books; share with other locations.	Ongoing	Chiquita Jacobs	
Promote library materials through media.	Ongoing	Fonda Tanner, Bettina Mead	
Activities at the Jimmy Weaver Memorial Library, Hosford	Plan Year/Deadline	Activity Owner	Progress Notes
Plan and use eye-catching displays.	Ongoing	Pam McDaniel	
Create bookmarks with authors and their books; share with other locations.	FY 2012	Pam McDaniel	
Promote library materials through the media.	Ongoing	Fonda Tanner, Bettina Mead	

Goal 2 – The Library has a professional and well trained staff committed to providing exceptional and innovative customer experiences.

Objective 2.1 – Beginning FY 2013, every new staff person will complete a standardized new staff orientation.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Create a checklist of tasks a new staff member needs to learn with input from all Branch Managers and Department Heads.	June 2012	Frank Walker, Managers	
Develop a staff orientation program which will include training in TLC Library Solutions Circulation Module and the Technical Services Dept.	Sept. 2012	Robin Shader, Managers	
Review/finalize the Circulation Manual update created by Ella Chinn and make easily available to all staff.	June 2012	Ann Robbins and Circulation Managers	
Offer tours periodically so staff can visit other branches.	Ongoing	Robin Shader	

Objective 2.2 – Staff training classes will be offered at least once quarterly, focusing on customer service skills, best practices, cross-training and technology competencies.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Create a training calendar that all staff can access showing training classes offered in a variety of locations.	December 2011	Robin Shader	
Continue the NWRLS Staff Symposium training day.	Annually in October	Robin Shader	
Offer Technical Services training in mending, OSA (the online ordering software) and Ipage (Ingram ordering tool)	Offered as needed	Cindy Lantis, Gail Johnston	
Provide training promptly to educate staff on policy and procedure changes.	Ongoing	Robin Shader	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Staff will cross train in other departments to ensure consistent, qualified staffing at all service points, to raise awareness of activities in other departments, and to ensure at least two people know how to do all necessary tasks.	Ongoing	Robin Shader, Department Heads	
Activities at the Charles Whitehead Public Library, Wewahitchka	Plan Year/ Deadline	Activity Owner	Progress Notes
Offer quarterly training for staff during Staff Meetings including classes on customer service and technology. Staff that has received training will share their knowledge.	Ongoing	Beulah Harrison	

Objective 2.3 – Beginning FY 2012, a staff “Innovation and Improvement Team” will review staff and customer suggestions quarterly and will develop appropriate ideas to enhance Library programs and services.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Select staff to serve on the first committee. Members will include staff from multiple locations.	FY 2012	Robin Shader until a Committee Chair is selected.	
Develop an easy process that allows all staff to make suggestions for Library improvement that will be monitored by the Innovation Team.	FY 2012	Robin Shader until a Committee Chair is selected.	
Create an “innovation award” program with an incentive for ideas that are implemented in the library.	FY 2013	Innovation Team, Robin Shader	
Activities at the Charles Whitehead Public Library, Wewahitchka	Plan Year/ Deadline	Activity Owner	Progress Notes
Encourage staff to come up with innovative and creative ideas for improving library services and programs, and share this information with staff in other locations.	Ongoing	Beulah Harrison	

Objective 2.4 – Annually, NWRLS will dedicate an amount equivalent to 2% of the Multicounty State Aid Grant to staff training. Staff members who attend training will make recommendations for implementing what they have learned.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Provide staff with the opportunity to request conference attendance.	Ongoing while funds are available	Robin Shader	
Staff members attending training will submit a written report summarizing what they learned and will make recommendations for how this information can be used to improve or enhance library programs and services. Information will also be shared at future staff meetings.	Ongoing	Managers	

Objective 2.5 – Library staff members will present programs at state and national conferences, publish articles on topics in their areas of expertise, and participate in local, regional and national library-related associations.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Inform staff about opportunities to present programs, write articles and participate in library-related associations.	Ongoing	Robin Shader, Managers	

Goal 3 – The Library provides the reliable high-speed internet access, computers and equipment, and technology training necessary to meet customer needs.

Objective 3.1 – The Library System will upgrade equipment as needed to maintain consistent, high-speed internet access, and will ensure all equipment is well maintained and in good working order.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Participate in the Broadband Assessment Grant to evaluate branch networks and make recommendations for improvement.	FY 2012	Robin Shader	
Use Local and Multicounty funds to upgrade computers and equipment as needed to maintain consistent, high-speed access.	Annually, funds permitting	Robin Shader and Deanne Coffield	
Seek grants and donations to help fund equipment replacement.	Ongoing	Robin Shader, Managers	
Follow-up with IT staff to ensure prompt repair of library equipment.	Ongoing	Managers	
Update computer equipment so that Research Resources does not experience frequent down time.	FY 2012, funds permitting	Robin Shader, IT staff	

Objective 3.2 – The Library will work with local community agencies to determine the technology training needs of our citizens and will develop and teach classes to address these needs.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Contact community agencies in the branch service area to determine their opinions of technology training needs of our citizens.	Beginning FY 2012	Managers	
Borrow the County owned “aircard” to offer training classes during outreach events. (How to download an eBook, how to apply for jobs online, etc.)	Ongoing	Managers will coordinate with Administration	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Communicate with Chamber of Commerce, Work Force Development, Economic Development Council and other local agencies regularly to learn about community and business needs and share information about library programs.	Beginning FY 2012	Robin Shader, Bettina Mead	
Submit, via email (or web-based), a survey to community agencies to gather input on community technology education needs.	FY 2013	Lynn Elliott, Jackie Papke, Sandra Pierce	
Develop a survey to determine non library user needs.	FY 2013	Robin Shader	

Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Offer classes that address technology training needs in the community. Consider partnering with other institutions to provide trainers.	Ongoing	Frank Walker	

Objective 3.3 - Each Library branch will offer “21st Century Skills” classes at least once quarterly, including the topics of communication and technology literacy so that our residents are able to communicate and access information effectively in the 21st century.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Acquire popular electronic devices (Nook, Kindle, etc.) and provide staff and customer training.	FY 2012	Robin Shader	We are currently seeking a Sam’s Club grant for this.
Provide class outlines and train-the-trainer sessions so all locations can offer consistent training.	Beginning FY 2012	Robin Shader, BCPL Reference	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Expand lesson plans for computer training workshops, plus seek partnerships with community members for additional training opportunities for library users.	Class review by December 2011	Reference Instructors	
Prepare outlines and offer classes with information concerning safety and privacy when using social media for children and Young Adults.	FY 2012	Tania Watts	
Provide information literacy classes for 4 th – 12 th graders	Ongoing; tours and demos scheduled on request	Tania Watts	
Prepare outlines and offer database usage/Word or PowerPoint class at start of Science Fair and History Fair.	FY 2012	Cristy Taylor	
Offer Genealogy classes in the computer lab every quarter or twice a year.	Ongoing	Rebecca Saunders	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Invite local experts to offer classes on current technology and devices.	FY 2012	Frank Walker	
Create a pool of young adults that would be willing to teach applications/hardware use to seniors (or others) either in a classroom setting or one-on-one in the library.	FY 2012	Frank Walker	

Goal 4 – The Library maximizes public funds and fosters a financially accountable culture.

Objective 4.1 – By the end of FY 2014 all Library policies, including related procedures, will be reviewed and updated by Library staff and the Library Advisory Committee with an eye toward streamlining, saving staff time and money, and increasing productivity.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Create a schedule to review library policies; ensure staff has the opportunity to provide input before a review by the Library Advisory Committee.	Review schedule due 10/31/11	Robin Shader	
Update the Library Policy and Procedure Manual; make easily available to all staff.	Complete by end of FY 2014	Robin Shader, Deanne Coffield	
Investigate the use of a collection agency to collect large overdue fines and fees.	FY 2012	Robin Shader, Pam Robbins	
Review/streamline the Law Library check-out and overdue billing processes.	FY 2012	Carol Hoots, Robin Shader	
Send items (in good condition) weeded due to lack of circulation to BCPL for possible redistribution.	Ongoing	Managers	
Review the library card application process. Can this be streamlined or made completely paperless?	TBD – included in policy review schedule	Robin Shader, Managers	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Continue to encourage and accept donations of good condition materials and add to the collection whenever appropriate; items that are not appropriate for the collection will be considered for sale in the bookstore.	Ongoing	Circulation Staff, Selectors, Bettina Mead, Volunteers	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Encourage staff to recommend ideas toward streamlining, saving staff time and money, and increasing productivity.	Ongoing	Frank Walker	

Objective 4.2 – Library staff will seek community partners to achieve common goals and share costs.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Partner with local colleges and universities to attract interns, especially library master's programs.	Ongoing	Robin Shader	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Continue to partner with Bay District Schools, Early Education and Care and other child care organizations to encourage reading and library use.	Ongoing, as opportunities arise	Sandra Pierce, YS staff	

Continue the Local History and Genealogy partnerships developed with the Historical Society of Bay County and the Bay County Genealogy Society; maintain contacts with other local groups.	Ongoing	Rebecca Saunders	
Continue contributing to issues of the newsletters published by the Historical Society of Bay County and the Bay County Genealogy Society. Offer programs or articles for Society newsletters and/or a column that is in the PCNH every month.	Ongoing	Rebecca Saunders	
Contribute to the celebration of the Bay County Centennial in 2013.	FY 2012	Rebecca Saunders	
Continue working with the Florida Department of Historical Resources and the state folklorist to develop programs for our Library in conjunction with the Local History Room.	Ongoing	Rebecca Saunders	
Work with the Chamber of Commerce and other organizations to hold an Industry Appreciation Recognition at the library - showcasing the industries in our area. (Possibly in September for Industry Appreciation Week?)	FY 2012	Bettina Mead	
Partner with Gulf Coast State College to offer programs at the library.	FY 2012	Bettina Mead	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Identify grants that meet library goals and partner with community organizations when appropriate to provide library programming.	Ongoing	Frank Walker	
Continue to partner with Gulf Coast State College to offer programs at the library.	Ongoing	Frank Walker	

Objective 4.3 – The Library will encourage donations and will develop methods that make it easy for donors to give in person or online.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Investigate online payment systems to accept major credit cards, debit cards, pay pal, etc. This would also make donations easy for patrons.	FY 2012	Deanne Coffield	
Support FOL/Foundations; seek grants and donations that support the library's goals and objectives.	Ongoing	Robin Shader, Managers	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Partner with Knology, GC Woman's Club, Jr. Woman's Club, Northwest Florida Music Teachers Association and other area organizations to seek donations for the Youth area.	Ongoing	Sandra Pierce	
Maintain a needs list for the department that will be readily available when donors ask what the department needs.	Ongoing	Sandra Pierce/YS Staff	

Objective 4.4 – Library staff will keep abreast of technology trends and will use technology appropriately to reduce staff workload and enhance services.

Activities for the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Analyze database cost per use statistics and market resources to improve. Use this information to cancel subscriptions when warranted.	Track monthly	Lynn Elliott	
Investigate alternatives to vendor subscription models for eBooks.	Ongoing	Robin Shader	
Provide professional journals and share articles on relevant issues with staff. Implement ideas that will benefit the library.	Ongoing	Robin Shader	
Participate in continuing education opportunities such as PLAN workshops and webinars.	Ongoing	All Staff	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Investigate grant possibilities for digitization and preservation of materials in both collections. We need to seriously investigate a way to get the PCNH digitized.	Ongoing	Rebecca Saunders	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Encourage staff to read professional literature and attend professional workshops.	Ongoing	Frank Walker	

Goal 5 – The Library is a “must see” destination and “must have” institution for the entire community.

Objective 5.1 – Beginning FY 2012, visits to NWRLS branches will increase by 2% annually.

Activities at the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Create a system-wide library service brochure that can be given to new card holders and be made available at visitor’s centers, real estate offices, the Chamber of Commerce offices, etc.	FY 2012	Robin Shader, Deanne Coffield, Bettina Mead	
Monitor monthly visits to determine which activities most impact use; use this information to plan programs and services.	Beginning FY 2012	Robin Shader	
Increase promotion of special, system-wide events to reach non-users - via local television, billboards, movie theater slides, etc.	Ongoing, as funds allow	Bettina Mead	

Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Partner with scout groups, schools and other organizations to increase use of both Local History and Genealogy by young people and also need to increase contact with adult groups.	Ongoing	Rebecca Saunders	
Use donations to add interactive children's activities in the Youth Services Department.	FY 2011	Sandra Pierce	
Utilize Library website/Genealogy and Local History pages to promote materials and activities, especially new materials.	Ongoing	Rebecca Saunders and Anita Lucas	
Provide inviting and comfortable reading nooks within the branch.	Review as funds allow	Robin Shader	
Create a Programming Committee to develop and plan library-sponsored branch events.	FY 2012	Bettina Mead	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Expand computer class offerings to include new technology.	FY 2013	Frank Walker	
Promote the availability of the library's meeting room to the public.	FY 2012	Frank Walker, Bettina Mead	
Increase programs of interest to the public. Recruit volunteers to teach classes.	FY 2012	Frank Walker	
Host exhibits by local artists and craftsmen.	FY 2013	Frank Walker	
Review the need for exterior signage on Hutchison Blvd.	FY 2014	Robin Shader, Frank Walker	
Activities at the Springfield Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Brainstorm and develop ideas for young adult and adult programming.	Ongoing	Frances Wittkopf	

Objective 5.2 – By the end of FY 2014, the number of registered Library Card holders will represent 65% of the population of Bay, Gulf and Liberty Counties.

Activities at the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Promote National Library Card Signup month in September. Multicounty funds will be used to supply promotional materials.	September of each year	Bettina Mead	
Work with volunteers/civic organizations to sign up their members. [See objective 5.3]	Ongoing	Bettina Mead	
Borrow the Bay County owned "aircard" so that there is internet access during outreach events to register people for library cards.	Ongoing	Managers	
Consider requiring a parent to get a library card if the child gets a card.	FY 2012, part of policy review	Robin Shader, Managers, Library Advisory Committee	

Consider having a get a free replacement card day or something so people come in and get new cards, but they haven't before because they did not want to pay the \$2 fee. Consider giving one free replacement when cards are lost.	FY 2012, part of policy review	Robin Shader, Managers, Library Advisory Committee	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Offer outreach to schools in order to promote the National Library Card Sign-Up Month campaign.	September of each year	Sandra Pierce	
Provide at least one program during Library Card sign-up month in Youth Services Department.	September of each year	Youth Staff	
Provide library card applications to students during outreach events along with handouts advertising library services.	Throughout the school year	Elaine	
Provide library card applications along with a handout advertising the library services to child care centers visiting the library for programs.	Ongoing	YS staff	
Ask area high schools and middle schools to include information on obtaining a library card/instruction for our Databases in their "Welcome Newsletter" or in the newsletters they send periodically through the year.	Ongoing	Sandra Pierce	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Increase participation in outreach events, encourage functions to be held at the library (tax prep, early voting, etc).	Ongoing	Frank Walker, Ron Rudd	
Reach out to the schools to promote the library. Explain to the students how a library card benefits them.	Throughout the school year	Frank Walker	
Seek new clubs or groups to promote the library and register for cards – ask local leaders to read stories during programs or judge exhibits.	Ongoing	Margaret True	
Encourage groups to obtain library cards when visiting their club, organization, school, etc. [See Objective 5.3]	Ongoing	Frank Walker	
Activities at the Springfield Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Advertise programs and services on the local cable channel.	Begin FY 2012	Frances Wittkopf, Bettina Mead	
Activities at the Charles Whitehead Public Library, Wewahitchka	Plan Year/ Deadline	Activity Owner	Progress Notes
Promote field trips and library card registration to local schools.	Ongoing	Beulah Harrison and Kay Freeman	

Objective 5.3 – Library staff actively seeks opportunities to speak to community groups and local agencies about Library collections, programs and services, and will participate in a minimum of two outreach events in each service area each year beginning in FY 2012.

Activities at the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Establish a “Speakers Bureau” within the system. Identify staff members who can speak on specific topics and provide this list on our website. Contact local organizations to promote this service.	FY 2012	Bettina Mead	
Seek funds to create an outreach kit containing a small table, branded table cover, brochure holders, etc., to promote the library outside of the branches.	FY 2012	Robin Shader	
Provide information on our website to inform schools of field trip and outreach opportunities.	FY 2012	Elaine Everett	
Create a system-wide PowerPoint presentation or other authorized presentation material that can be used by any location for outreach purposes.	October 2011	Robin Shader	
Consider involvement in the Geek the Library campaign	FY 2012	Robin Shader, Cristy Taylor	
Create a system outreach calendar that will include outreach events to be attended by staff from all locations. Identify the events that will yield the best results if attended by library staff/volunteers and plan to attend.	FY 2012	Robin Shader, Managers	
Review all promotional materials to ensure proper branding.	FY 2012, ongoing	Robin Shader, Bettina Mead	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Participate in Kids Fest (sponsored by Early Education & Care Inc.) held annually in April.	April each year when funds are available	Youth Staff	
Provide book talk and storytelling programs in area schools and child care organizations.	Ongoing	Youth Staff	
Send press releases about events/exhibits to Civic/Community organizations, along with regular distribution list, encouraging their participation, viewing etc.	Ongoing	Bettina Mead	
Seek opportunities to speak to area clubs and organizations in an effort to promote library services for youth.	Ongoing	Sandra Pierce	
Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Present programs to interested clubs and organizations. Send letters to clubs/organizations in service area offering to speak to their group.	Ongoing	Frank Walker	

Seek opportunities to speak to community groups and register attendees for library cards; seek outlets other than the library that would dispense applications for cards.	Ongoing	Frank Walker	
Activities at the Parker Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Participate in Parker's annual Fun Day	Annually in September	Debbie Daniels	
Activities at the Springfield Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Speak to Women's Club, Rotary Club, Garden Club and etc. about what the Library has to offer. Find time to send staff to outreach events.	Ongoing, as staffing allows	Frances Wittkopf	
Send press releases to encourage the news media to cover library events as often as possible.	Ongoing	Bettina Mead and Frances Wittkopf	
Activities at the Charles Whitehead Public Library, Wewahitchka	Plan Year/ Deadline	Activity Owner	Progress Notes
Inform the community about library programs. Share written info with local schools, place advertisements in local newspapers.	Ongoing	Beulah Harrison and Bettina Mead	

Objective 5.4 – The Library will seek recognition for outstanding programs and services and will communicate these achievements to the local community; local news outlets will cover major library events and accomplishments.

Activities at the Northwest Regional Library System	Plan Year/ Deadline	Activity Owner	Progress Notes
Submit standardized reports monthly for each branch that include accomplishments.	Beginning Oct. 2011	Managers	
Write a bi-monthly Director's Report of library activities and accomplishments and provide to library staff, County Administration and the Library Advisory Committee.	To begin November 2011.	Robin Shader	
Utilize social media and current technologies (Facebook, etc.) to reach out to the community and attract patrons to the library buildings and the website.	Ongoing	Jackie Papke, Frank Walker	
Create an "Awards and Recognition" page on the website to share accomplishments.	TBD	Robin Shader, Jackie Papke	
Revamp the NWRLS Newsletter and investigate the ability to use a sign-up system for distribution.	December 2011	Robin Shader, Bettina Mead, Gail Johnston, Jackie Papke	
Activities at the Bay County Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Provide information to local news outlets about upcoming programs and events.	Ongoing	Bettina Mead	
Seek opportunities to appear on morning shows to advertise programs and services in the YS area.	Ongoing	YS Staff, Bettina Mead	
Collaborate with Bay District Schools to produce a promotional program for the summer library program yearly.	Ongoing	Sandra Pierce	

Activities at the Panama City Beach Public Library	Plan Year/ Deadline	Activity Owner	Progress Notes
Increase visibility of library services by seeking partnerships with the WorkForce Center, Beach Cares, PCMI and other groups dealing with job searches, resumes and unemployment – create a library brochure as a resource guide to assist the community in finding assistance.	FY 2012	Frank Walker, Margaret True	
Send all PR related materials to System headquarters for distribution to the media in advance of the program(s) and immediately after the completion of the program. Staff will keep a written record of anecdotal evidence of excellent service comments related to job searching and e-government.	Ongoing	Frank Walker	