

Cullman County Public Library System

**Cullman County
Public Library System**

**Five Year Plan for
Library Services Development
2004-2009**

Cullman County Public Library System Five-Year Plan for Library Services Development

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PREFACE

The Cullman County Public Library System, founded in 1928, is one of the most technologically advanced and public service oriented public libraries in Alabama. This Five Year plan is designed to guide the development of library services while the system lays the foundation of the planning process needed to develop a Five Year Plan under the new guidelines, while maintaining the library system's strength, particularly in education programming and in technology, and reaffirming a strong commitment to public service.

New challenges, which face the library, have been addressed in this plan. These include the pressing need for family literacy activities, historically poor salaries and wages, understaffing, intensive collection development needs and others. Much emphasis is given to countywide cooperative service and development activities, addressing the vital role branch and member libraries play in providing public information services.

By and large, this plan follows the American Library Association's 1988 Long Range Planning for Public Libraries in format and style. The State of Alabama has, as of February 2000, not begun utilization or training in the newer Planning For Results method as adopted by the American Library Association. This plan works in conjunction with the 1988 Cullman County Public Library System Long-Range Plan for Facilities Development. That document addressed critical space needs, particularly construction of a replacement Central Library, a replacement East Regional Library (Fairview Town Hall Library), a replacement South Regional Library (Hanceville Public Library), as well as new bookmobile units to replace aging vehicles and a regional library in western Cullman County. Sadly, as of June 2004, no action has been taken on these critical needs, with the exception of the bookmobile, which had been provided utilizing funds from the Library Services and Technology Act with the assistance of the Alabama Public Library Service.

All activities included in the plan come from much thought and discussion. Library users were surveyed in 2004 to obtain their input into this plan. Input from the Alabama Public Library Service relating to the state's five-year development plan was crucial in the development of Cullman County's Plan. Staff input into this plan was essential, and I appreciate the efforts of all library employees and professional staff.

The 1993-1998 plan was extremely successful, and we look back on the accomplishments of the 2000-2004 plan with pride. My staff joins me in looking forward to working on completing the facets of this plan for development through 2009.

John Paul Myrick, MLS
County Librarian

PUBLIC LIBRARY BOARD OF CULLMAN COUNTY
DEAN DRAKE GREEN, RONALD L. HOGUE, JANE D. TURKETT,
TRINA WALKER, DAN J. SCOTT

CULLMAN COUNTY COMMISSION
Wiley Kitchens, Chairman, Stanley Yarborough, Associate, Doug Williams, Associate

CULLMAN COUNTY PUBLIC LIBRARY SYSTEM STATEMENT OF MISSION

Information is necessary for recreation, for life-long learning, for cultural enrichment, and for the support of the Democratic principles established by the founding fathers of our nation. The mission of the Cullman County Public Library System is to assist all residents of the county in meeting their basic human need for information.

The Goals of the Five-Year Plan

- GOAL 1. The residents of Cullman County will find improved library services as the library system continues to enhance easy and juvenile collections so that the average age of an item is not more than ten years in any collection, and conduct intensive collection development in areas of specific need, particularly to meet the needs of children at risk.
- GOAL 2. The residents of Cullman County will find improved library services as the library system continues to expand programming activities, emphasizing quality, throughout the county to insure that children and adolescents are encouraged to read and develop an interest in life-long learning. This will entail the development of a countywide comprehensive family literacy program, encouraging parents to emphasize the importance of reading to their children, to read with their children, and encouraging family visits to the public libraries of the county.
- GOAL 3. The residents of Cullman County will find improved library services as the library system insures that programs and services for young adults are timely, in keeping with their interests, and are effective in helping adolescents deal with their educational needs and social issues which they must face, while encouraging reading and lifelong learning.
- GOAL 4. The residents of Cullman County will find improved library services as the library system insures that collections for young adults are current, of sufficient quantity to meet the needs of the population, and are relevant to the reading interests of area adolescents.
- GOAL 5. The residents of Cullman County will find improved library services as the public library system increases young adult programming and young adult programming attendance by 50% during the five-year period.
- GOAL 6. The residents of Cullman County will find improved public library services through the provision of appropriate library materials and services in sufficient quantities to the residents of Cullman County in a timely manner to meet their educational, informational, and recreational needs.
- GOAL 7. The residents of Cullman County will find improved public library services through the completion of technical activities in the Special Collections and Archives Department to make collections more accessible to aid in genealogical and historical research, as well as preservation.
- GOAL 8. The residents to Cullman County will find improved public library services through the provision of new and expanded services aimed at assisting persons in conducting historical and genealogical research.
- GOAL 9. The residents of Cullman County will find improved public library services in their communities as they learn more about branch and member libraries.
- GOAL 10. The residents of Cullman County will find improved public library services as the library system strives to provide more training opportunities for branch and member library employees.

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- GOAL 11. The residents of Cullman County will find improved public library services, as branch and member libraries will become fully automated through efforts of the public library system.
- GOAL 12. The residents of Cullman County will find improved public library services at the Central Library as the library system will insure that the Central Library stays abreast of current and emerging technologies, plans for their use, and implements them into the library's program of service.
- GOAL 13. The residents of Cullman County will find improved public library services as they find more and more information available through the Alabama Virtual Library, the Cullman County Virtual Library, and other online databases.
- GOAL 14. The residents of Cullman County will find improved public library services, as the Office of the County Librarian will have appropriate resources to manage a comprehensive program of public service.

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Five-Year Plan for Library Services Development
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The Five-Year Plan – Goals and Objectives:

YOUTH SERVICES

CHILDREN:

The Cullman County Public Library System will continue to encourage young children to develop an interest in reading and life-long learning through high quality services for children and for their caregivers. To meet this mission statement, the library will strive to meet the following goals and objectives

GOAL 1. The residents of Cullman County will find improved library services as the library system continues to enhance easy and juvenile collections so that the average age of an item is not more than ten years in any collection, and conduct intensive collection development in areas of specific need, particularly to meet the needs of children at risk.

Objective a: *Develop, at the Central Library, collections of materials for early learners, including board books (2004-2009).*

Objective b: *Intensive collection development of children's fiction and non-fiction collections at the East and South Regional Libraries (2004-2009).*

GOAL 2. The residents of Cullman County will find improved library services as the library system continues to expand programming activities, emphasizing quality, throughout the county to insure that children and adolescents are encouraged to read and develop an interest in life-long learning. This will be entail the development of a county-wide comprehensive family literacy program, encouraging parents to emphasize the importance of reading to their children, to read with their children, and encouraging family visits to the public libraries of the county. This goal will be accomplished through objectives listed under Goal 5 and the following objectives:

Objective a: *Provide at least six training sessions or continuing education opportunities for staff involved in service to children to improve services (2004-2009).*

Objective b: *Continue programming activities for Spanish speaking families (2004-2009).*

Objective c: *Secure funding and support and initiate a "Born to Read" project, providing library cards to newborns and family literacy materials to new parents in conjunction with local hospitals and pediatric care providers (2006-ongoing).*

Objective d: *Initiate a Battle of the Books program in at least 2 county schools to develop better working relationships with local school media specialists and to encourage reading among area youth (2004-ongoing).*

YOUNG ADULTS:

The Cullman County Public Library System will continue to strive to insure that collections for Young Adults are current, that programs provided for Young Adults meet their needs and interests, that young adults are encouraged to utilize the library during their non-school hours, to support adolescents as they deal with social issues they must face and their impact, and to continue their educational activities in a non-school setting. To fulfill this mission, the library will attempt to meet the following goals.

GOAL 3. The residents of Cullman County will find improved library services as the library system insures that programs and services for young adults are timely, in keeping with their interests, and are effective in helping adolescents deal with their educational needs and social issues which they must face, while encouraging reading and life-long learning.

Objective a: *With the assistance of local teachers and students, develop a Teen Advisory Board to assist the library staff in determining adolescents needs, planning and executing of programs for young adults, collection development, and marketing of library services and programs to young adults (2006-ongoing). The Teen Advisory Board will assist with all following Young Adult goals and objectives.*

GOAL 4. The residents of Cullman County will find improved library services as the library system insures that collections for young adults are current, of sufficient quantity to meet the needs of the population, and are relevant to the reading interests of area adolescents.

Objective a: *Increase funding for young adult collections expenditures for the Central Library by 50% (2004-2006).*

Objective b: *Initiate intensive collection development activities for young adult fiction collections at the East Regional and South Regional Libraries to develop collections and insure that funds are available for their ongoing maintenance (2004-2006).*

Objective c: *Increase the number of titles in Young Adult, particularly in paperback format (2004-2006).*

GOAL 5. The residents of Cullman County will find improved library services as the public library system increases young adult programming and young adult programming attendance by 50% during the five-year period.

Objective a: *Continue to develop and execute reading-oriented programs for young adults on specific genres of interest to young adults (2004-2009).*

Objective b: *Hold specialized, high profile programs for young adult, including author visits and book fairs (2003-2004).*

Objective c: *Include events for young adults and their families in family literacy initiative activities outlined in Goal 2.*

REFERENCE AND ADULT SERVICES

The Cullman County Public Library System will meet the specific needs of adult clientele in Cullman County through reader's advisory activities, high quality reference services including services designed for specific clientele, and appropriate and timely educational programs. Adults in Cullman County will find materials to meet their educational and recreational reading needs, specialized services and programs designed to assist them locate the information they need to make decisions which affect their careers and lives, materials and services which assist them in their recreational pursuits, and will envision the library as a warm and caring service organization. To meet these aims, the library will strive to meet the following goals and objectives:

ADULT SERVICES

GOAL 6. The residents of Cullman County will find improved public library services through the provision of appropriate library materials and services in sufficient quantities to the residents of Cullman County in a timely manner to meet their educational, informational, and recreational needs.

Objective a: *Develop collections with more dependence on professional review sources and patron demand (2004-ongoing).*

Objective b: *Continue extensive weeding of all adult non-fiction collections (2004-2009).*

Objective c: *Complete intensive collection development activities at all libraries in the following areas:*

Dewey 330s:	Economics (2006)
Dewey 340s:	Law (2004)
Dewey 610s:	Medicine (2004-ongoing)
Dewey 650s:	Business (2004-ongoing)

Objective d: *Increase the book budget of system libraries other than Main by 20 % (2004-2009)*

Objective e: *Persuade the County Commission and the small municipalities of the county to provide regular, on-going funding for the purchase of popular fiction materials for the branch and member libraries (2004-ongoing).*

Objective f: *Provide for the addition two part-time clerical level employees for the Reader Services Department (2004-2006), and two part-time level clerical employees for the Technical Services Division (2004-2006), and a full-time bookmobile driver (2005) to support increased usage and services.*

Objective g: *Develop DVD collections, or increase adult VHS collections, in Garden City, Hanceville, Tom Bevill, Fairview and Crane Hill libraries (2005-2006)*

Objective h: *Increase large print collections in the Fairview library (2004-ongoing)*

Objective i: *Increase adult nonfiction collections in the Crane Hill library (2004-ongoing)*

SPECIAL COLLECTIONS:

GOAL 7. The residents of Cullman County will find improved public library services through the completion of technical activities in the Special Collections and Archives Department to make collections more accessible to aid in genealogical and historical research, as well as preservation, specifically:

Objective a: *Complete accessioning and cataloging of backlogged Special Collections items (2004-2006).*

Objective b: *Complete accessioning and cataloging of the Burns Collection into the Special Collections (2006).*

Objective c: *Complete accessioning, cataloging, and preservation work on the Stanley Johnson Collection (2006).*

Objective d: *Complete accessioning, cataloging, and preservation work on the Karter-Daniel Collection (2004-2006).*

Objective e: *Complete accessioning, cataloging, and preservation work on the Herfurth Collection (2004-2006).*

Objective f: *Review and reprint Special Collections Users Guide (2004-2005).*

GOAL 8. The residents to Cullman County will find improved public library services through the provision of new and expanded services aimed at assisting persons in conducting historical and genealogical research.

Objective a: *Provide for the purchase of complete microfilmed U.S. Census records for Alabama (2004-ongoing).*

Objective b: *Provide GEDCOM-based genealogical records access and maintenance tool to library users via computer (2006).*

EXTENSION SERVICES AND BRANCH/MEMBER LIBRARIES

Other than activities specified in the Five Year Long Range Plan for Facilities Development and elsewhere in this document, the library system must continue to provide excellent public service to residents of Cullman County in locations accessible to them, particularly in its branches and through the County Bookmobile, as well as through support of the member libraries. It will attempt to do so through the following goals and objectives:

GOAL 9. The residents of Cullman County will find improved public library services in their communities as they learn more about branch and member libraries.

Objective a: *Develop, plan, and execute an extensive program of publicity geared to educating the public on the branch and member libraries and the services they provide, while stressing the county-wide cooperative library system relationship (2005).*

Objective b: *Work closer with the branch and member libraries in a coordinated public relations program, insuring that the public is aware of special programs and events held in those libraries (2004-2009).*

Objective c: *Work with the County Engineer, the State Department of Transportation, and municipal governments to insure adequate signage is available to direct persons to public libraries (2005).*

GOAL 10. The residents of Cullman County will find improved public library services as the library system strives to provide more training opportunities for branch and member library employees.

Objective a: *Provide for branch and member library employees to attend events such as the Alabama Library Association Paraprofessional Round Table Workshop and other activities (2004-ongoing).*

Objective b: *Have regular "coaching" meetings with branch and member library employee's not less than bi-monthly (2004-ongoing).*

Objective c: *Provide 8 one-on-one training sessions with branch and member library employees on technological applications (2004) and annual refresher sessions (2004-ongoing).*

TECHNOLOGY

The Cullman County Public Library System is committed to provide to its users the latest means and mechanisms for retrieving information. As such, the library system, in addition to other technology-related goals listed in this document, will strive to complete the following:

GOAL 11. The residents of Cullman County will find improved public library services, as branch and member libraries will become fully automated through efforts of the public library system.

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Objective a: *Complete automation of the East Regional Library (2004-2006).*

Objective b: *Complete automation of the South Regional Library (2004-2006).*

Objective c: *Automate other libraries as conditions and funding allow (ongoing).*

GOAL 12. The residents of Cullman County will find improved public library services at the Central Library as the library system will insure that the Central Library stays abreast of current and emerging technologies, plans for their use, and implements them into the library's program of service.

Objective a: *Add public workstations for Internet access, online public access catalog, personal computer applications, and other tasks as needs, space and situations warrant, including:*

- *5 Online Public Access Catalogs (2004-2009)*
- *16 Computer workstations (including 2 for Special Collections, 6 stations in Adult Services, 4 stations for Juvenile Reference, 2 stations in the Early Reading Area, 2004-2009).*

Objective b: *Scan and digitize major portions of the Herfurth, Johnson, and Karter-Daniel Collections as an integral part of their preservations as outlined in Goal 7.*

Objective c: *Implement web-based library automation system at the Central Library and at least two of the branches (2004-2006).*

GOAL 13. The residents of Cullman County will find improved public library services as they find more and more information available through the Alabama Virtual Library, the Cullman County Virtual Library, and other online database.

Objective a: *Exploit the Alabama Virtual Library by participating in all statewide initiatives for supporting funding, training and publicity (2004-ongoing).*

Objective b: *Exploit the Alabama Virtual Library by continuing regular training sessions in its use for the staff, branch staff, local educators, and the public at large (2004-ongoing).*

Objective c: *Enhance the Cullman County Virtual Library by acquiring software and hardware necessary to host the web page within the system headquarters (2004-2006).*

Objective d: *Provide means necessary to add subscriptions to other databases not provided by the Alabama Virtual Library or other means (ongoing).*

ADMINISTRATION

The administration of the Cullman County Public Library System will take a proactive approach to assisting the Divisions, Departments, and service outlets of the library system meet their respective goals through conscientious management, aggressive

fundraising and development activities, and through fair and equitable employment and personnel management practices. In doing so, the Office of the County Librarian and the Public Library Board will strive to meet the following goals and objectives:

GOAL 14. The residents of Cullman County will find improved public library service, as the Office of the County Librarian will have appropriate resources to manage a comprehensive program of public service.

Objective a: *Work to insure that wage and salary levels of public library system employees meet or exceed approximately 75% of the statewide levels for equivalent positions in peer libraries.*

DEFINITIONS

Alabama Public Library System (APLS) – the state’s library development agency, based in Montgomery and funded by federal dollars and the Alabama Education Trust Fund (AETF)

Alabama Virtual Library (AVL) – numerous educational and informational databases, such as encyclopedia’s, magazines, newspapers, literary databases, and dictionaries provided to Alabama residents through their public, school, and college libraries. Provided by the Alabama Legislature through the Alabama Special Education Trust Fund in 1999 and administered jointly by the Alabama Public Library Service and the Alabama Supercomputer Authority.

East Regional Library – the Fairview Public Library, a branch library to serve the residents of the eastern region of Cullman County.

GEDCOM – Genealogical data communications, an international standard for the electronic transfer of genealogical information.

Programming – library based programs promoting or providing education and recreation, such as story hours, puppet shows, films, lectures, exhibitions, and other venues.

South Regional Library – the Hanceville Public Library, a branch library to serve the residents of the southern region of Cullman County.

EBSCO – Elton B. Stephens Company, based in Birmingham, Alabama, a multifaceted international corporation providing online databases, periodicals subscription services, and a host of other products to libraries across the world since 1948.