

# Bismarck Veterans Memorial Public Library

*Offering Information, Ideas, and Personal Enrichment to All*



## Strategic Plan 2015 - 2020

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# Background & Context

The Bismarck Veterans Memorial Public Library's *Strategic Plan for 2015-2020* builds on the accomplishments and organizational strengths gained through the Library's *Strategic Plan 2010-2016*. We will leverage these strengths to better position our Library as a destination place and community hub of Bismarck and throughout Burleigh County.

The planning process began in December 2014. We created two surveys: one for the community and the other specifically targeting teens. In late January 2015, two focus groups were conducted by The Consensus Council Inc. In mid-February 2015, we held two planning meetings with Library stakeholders. In March 2015, a draft of the plan was created. The final document *Strategic Plan 2015-2020* was completed and ready to be implemented in April 2015.

## Surveys

The community-wide survey was available both in print and online for approximately four weeks. We received 77 responses via print and 492 via the online survey. Library volunteer Deb Igoe compiled the data from the paper surveys and incorporated it into the online survey results.

The teen survey was available online only. We coordinated with the Bismarck Public School principals and library media specialists who shared the survey with students. We received 604 responses.

The community-wide survey was advertised through The Bismarck Tribune. Both surveys were advertised on our website, in-house, and through our Facebook page.

## Focus Groups

Seven individuals attended the adult focus group. Participants were asked questions regarding how familiar they are with Library services, which services they use, what they like about the Library, and what they think we could do better. Overall, feedback was very positive. The professionalism and friendliness of Library staff members was mentioned several times. Participants seemed to be very familiar with services available through the Library. Regarding what they like about the Library, several services and programs were mentioned. Regarding things that could be done better, some participants mentioned being uncomfortable when entering the Library when it's dark outside, depending on who might be sitting/standing in the plaza area.

Adult Demographics:

Age range: 42 - 71

Average age: 57.8

Annual Library Use: 0 (1-3 times); 1 (4-7 times); 6 (8 or more times)

Five individuals attended the teen focus group. Participants were also asked questions regarding how familiar they are with Library services, which services they use, what they like about the Library, and what they think we could do better. They were also asked for input regarding the current teen space.

Teen participants also mentioned the friendliness and helpfulness of Library staff members and that they feel comfortable asking for their assistance. They were very familiar with the Library's services and listed several of them. They provided great feedback and ideas on potential services we could add including a map of the building, continuing to get funding for additional eBooks and books in print, and painting the lower level so it doesn't feel "cave like."

Regarding the current teen space, the participants cited the overall need to have an improved space and provided the following specifics: a space that's private, separate, closed in, and clearly only for teens; more seating; larger space so it is spread out more; more graphic novels; ability to work on group projects; media devices available for check out; and lists of bestseller teen books.

Teen Demographics:

Age range: 13 to 18

Average age: 15.4

Annual Library Use: 0 (1-3 times); 1 (4-7 times); 4 (8 or more times)

## Strategic Planning Meetings

On February 13, key Library stakeholders met to go over and discuss the following: survey results, focus group summary, accomplishments, and progress made with the Library's *Strategic Plan 2010-2016*. The meeting ended with a discussion about the questions, "What do we do well?" and "What could we do better?"

On February 14, the same Library stakeholders met to brainstorm goals and objectives for the *Strategic Plan 2015-2020*. The input was recorded in anticipation of using it as a guide in the creation of the draft plan.

## Creation of Strategic Plan 2015-2020

The first draft of the plan was created by Library Director Christine Kujawa. Assistant Library Director Elizabeth Jacobs then reviewed the plan. After changes were incorporated, the second draft of the plan was shared with the Library Management Team. All team members were given an opportunity to provide comments and make changes. The third draft was then shared with the Library Board of Directors. After they studied the draft and offered further input, the final version of the plan was created.

# Guiding Statements

## ***Mission***

Collecting, organizing, and providing open access to educational, informational, recreational, and cultural resources.

## ***Vision***

Offering information, ideas, and personal enrichment to all.

## ***Values***

- Ensuring fast access to information
- Treating all patrons with respect and equity
- Responding to community needs
- Providing quality basic services without charge
- Protecting freedom of information, privacy, and confidentiality
- Providing a safe and secure environment
- Serving as stewards of community resources
- Focusing on cooperative development through partnerships
- Encouraging programming and display of the arts
- Providing opportunities for personal enrichment

# Strategic Goals & Objectives



## Resources

### **Goal 1: Improve access and availability of resources that advance and enhance the community's educational, work, and personal needs.**

#### **Objectives**

- Grow and maintain a current and balanced collection of materials that reflects the ever-changing diversity of citizens and ideas in our community.
- Review all of the Library's policies to ensure accuracy and consistency with current accepted practices.
- Evaluate sections of the adult collection for age of material, circulation rate, and trends to ensure that acquisitions are targeted accordingly.
- Explore opportunities to invest in and provide non-traditional circulating collections.
- Participate actively in cooperative agreements, and consider new initiatives in an effort to provide a wider variety of resources while remaining fiscally conservative.
- Work with the Library Foundation to explore both short and long-term needs beyond the limits of our regular operating budget.
- Work with the Executive Director of the Library Foundation to seek grant opportunities for the Library.
- Request funding from the Friends of the Bismarck Public Library for needs beyond the limits of our regular operating budget.
- Meet the criteria for *Standards for North Dakota Public Libraries* by 2017 to ensure the Library is eligible for grants available through the North Dakota Library Coordinating Council.



# Staff

## Goal 2: Maintain our high standard of quality staff dedicated to upholding the Library's mission, vision, and values.

### Objectives

- Recruit qualified and diverse individuals to join the Library team.
- Work with city funding authorities to maintain proper funding for personnel benefits and wages so we have sufficient staffing required to meet the expanding needs of the community.
- Provide a safe and ergonomic work environment within the Library.
- Provide training opportunities that develop staff skills needed to meet customer and library business needs, as well as professional development opportunities based on the interests of the staff.
- Seek professional development opportunities relating to our patrons' cultural, social, and economic diversity to better prepare the staff for serving the community.
- Ensure that an adequate amount of staff time and resources are available to be able to plan and implement services that meet the needs of the community.
- Provide adequate annual compensation adjustments based on performance, area economic factors, and public library compensation survey data.
- Conduct annual performance evaluations for all Library staff members.
- Place increased emphasis on goal setting and goal achievement during the annual performance review process to ensure the ongoing growth of staff and services.



# Facilities

## **Goal 3: Maintain and update the Library facility, grounds, and bookmobile so they are in good condition and are welcoming to our patrons.**

### **Objectives**

- Work with city funding authorities and city facilities management on receiving funding for essential building upgrades, with the most immediate needs being the Library's HVAC system and roof.
- Assess the state of the building and grounds on a regular basis, and prioritize projects based on condition, available funding, and impact on our services.
- Review and assess the layout of adult collections, and consider potential reorganization based on available funding, feasibility, and required time commitment.
- Carry out an ADA assessment of the facility and parking lot to ensure that we are following all requirements and that we have an accessible building for individuals with mobility impairments.
- Work with county funding authorities to continue the annual distribution of funds to the bookmobile replacement account.
- Undertake a security assessment for the facility and grounds, to identify short and long-term needs.
- Create and implement an updated disaster plan.
- Research branch options, if growth north of the Library is equal to or greater than growth south of the Library.
- Research possibilities for purchasing a book-lending machine for northern Bismarck as a trial "library branch."
- Request a CAT bus shelter for the 5th Street bus stop in front of the Library.
- Continue to explore adequate parking solutions.





# *Digital Infrastructure*

## **Goal 4: Maximize the use of technology, both internally and virtually, in the delivery of library services.**

### **Objectives**

- Budget required funding for computer services so the online catalog, hardware, software, and online resources are up-to-date and enable patrons to conduct research and meet their information needs.
- Research and carefully select emerging technology and online resources focused on meeting the needs of our patrons.
- Monitor statistics and patron feedback regarding library funded online resources when making decisions regarding discontinuing or adding online resources.
- Create a technology plan and update it annually.
- Review and update the public Internet Use policy.
- Evaluate the current website design and its functionality.
- Purchase public use laptops or tablets for in-house check out.
- Update the security camera system so all areas are digitally covered.
- Stay current with technology applications that support collection development and other aspects of our work so we are performing tasks in the most efficient way possible.
- Provide and maintain current technology applications to help bridge the digital divide and offer opportunities for the public to learn how to use this technology.



# *Services: Adults*

## **Goal 5.1: Address the service needs of all adult users by recognizing their individuality and enhance their lifelong love of learning.**

### **Objectives**

- Offer library collections and programs that interest multicultural or under-represented groups.
- Enhance adult services to meet the unique needs and interests of our current patrons, and expand services to attract new patrons.
- Periodically create and distribute a survey regarding adult programming interests and needs in the community.
- Cultivate collaborative relationships with community partners to support additional programs and services for a wider variety of topics.
- Offer at least two programs per month for adults.
- Seek adult programming funding from the Friends of the Bismarck Public Library or other community sponsors.
- Utilize the Library grounds for programs and events during the summer months.
- Seek funding to design a space intended specifically for adult programs and events that support creativity and community engagement.
- Study the current Bookmobile routes and stops; make changes as necessary to ensure that we are providing Bookmobile services, for both adults and youth, based on the needs of the overall county.



# Services: Youth

## Goal 5.2: Support literacy development and engage youth in constructive intellectual and social experiences that encourage a lifelong love of learning.

### Objectives

- Cultivate existing relationships and seek out additional partnerships to increase the number of programs and events available to children.
- Develop a selection of programs for teens and pre-teens that will serve their educational and recreational needs.
- Renovate and update the teen area to promote teen involvement with the Library by providing the space, materials, and programs they desire.
- Cultivate existing relationships and seek out additional partnerships for teen programs based on topics and subjects that are important to this age group.
- Offer at least two programs per month for teens.
- Utilize the Library grounds for programs and events during the summer months.
- Request additional personnel funding from our funding authorities to add a permanent full-time teen programming position.
- Expand outreach to youth demographics to enrich services and meet the needs of more individuals.
- Explore opportunities for obtaining life-sized costume characters to use during youth services programs and events.
- Review and enhance the current youth volunteer opportunities available at the Library.



# Communication

**Goal 6: Promote the Library as a vital, dynamic, innovative, and welcoming institution, as a source of information and personal enrichment, and as a community hub in Bismarck.**

## **Objectives**

- Build strategic library partnerships and alliances with other organizations.
- Develop and implement a communication plan that includes both internal and external modes of communication.
- Create and send media releases for programs and events on a consistent basis.
- Enhance and expand the Library's social media presence to extend the reach of the our programs, services, and resources.
- Promote the Library's resources, services, and programs to a broader diversity of users.
- Create and implement a print template and standards for consistent design of flyers, bookmarks, posters, and other public relations material.
- Perform outreach efforts to Burleigh County towns (businesses, organizations, and schools) to increase the number of county patrons who utilize the Bookmobile.
- Initiate ongoing communication with city, county, state, and federal authorities to substantiate the fact that our Library provides necessary services, meets the important needs of our citizens, and plays a crucial role in community engagement and development.
- Create services that support the "positive library experience," which includes creating a library map and offering a "welcome package" to new patrons.

# Summary of Survey Results

## Do you have a library card?

Answer Options	Response Percent	Response Count
Yes	94.5%	534
No	5.4%	31
<i>answered question</i>		<b>565</b>
<i>skipped question</i>		<b>4</b>

## On average, how often do you visit the library?

Answer Options	Response Percent	Response Count
Daily	4.5%	26
Weekly	27.1%	154
Monthly	33.5%	190
Less than once a month	30.8%	175
Never	3.8%	22
<i>answered question</i>		<b>567</b>
<i>skipped question</i>		<b>2</b>

## How do you typically find out about library programs? Check all that apply.

Answer Options	Response Count
Library website	202
Social media (Facebook)	191
Newspaper	130
Library newsletter	99
Signs or flyers in the library	210
Word of mouth	189
Library staff	79
Don't know/No opinion	59
Other (please specify)	18
<i>answered question</i>	<b>1177</b>
<i>skipped question</i>	<b>0</b>

### How would you rate each of the following services?

Answer Options	Excellent	Good	Fair	Poor	Don't know/No opinion	Response Count
Adult book collection	162	236	32	5	67	502
Children's area & collection	203	150	12	7	131	503
Teen area & collection	65	114	39	7	270	495
Newspapers & magazines	112	165	40	2	180	499
DVD collection	59	142	107	15	174	497
Music & audiobooks on CD	54	119	87	12	225	497
eBooks & digital audiobooks through Library2Go	46	91	62	21	278	498
Library catalog & online research databases	125	181	62	15	115	498
Library website	77	190	107	26	97	497
Burleigh County Bookmobile	58	73	23	6	337	497
Assistance from library staff	222	167	46	13	51	499
Public computers & wireless Internet access	106	151	33	9	198	497
Library programs for adults	58	89	53	15	282	497
Library programs for teens	30	43	34	11	377	495
Library programs for children	127	123	30	6	210	496
Hours of operation	181	224	48	12	32	497
Reading areas & study rooms	146	174	49	9	117	495
Community meeting rooms	146	154	31	4	162	497
Parking	64	148	164	107	19	502
Coffee shop located in the library	149	178	28	7	136	498
Overall, how would you rate the library?	171	266	43	10	11	501
<b>answered question</b>						<b>511</b>
<b>skipped question</b>						<b>58</b>

### How old are you?

Answer Options	Response Percent	Response Count
12 or under	1.0%	6
13-18	1.0%	7
19-24	3.6%	17
25-44	51.4%	243
45-64	28.6%	135
65 or older	13.5%	64
<b>answered question</b>		<b>472</b>
<b>skipped question</b>		<b>97</b>

### What is the highest level of education you have completed?

Answer Options	Response Percent	Response Count
Some high school	1.0%	5
High school graduate or GED	4.9%	23
Some college credit, no degree	13.0%	61
College degree	52.2%	244
Master's degree	24.4%	114
Doctorate degree	4.2%	20
<b>answered question</b>		<b>467</b>
<b>skipped question</b>		<b>102</b>

**How important is each of the following library services to you?**

<b>Answer Options</b>	<b>Very important</b>	<b>Important</b>	<b>Somewhat important</b>	<b>I don't use but important for the community</b>	<b>Not important</b>	<b>Don't know/No opinion</b>	<b>Response Count</b>
Borrowing materials (books, DVDs, etc.)	365	82	18	13	2	3	483
Technology (computers, Internet access, scanners, printers)	112	105	83	143	23	12	478
Online services (library website, catalog, eBooks, research databases)	240	125	44	54	7	9	479
Research assistance from librarians	146	143	74	91	11	15	480
Help using computers, printers, & Internet	81	111	59	176	26	25	478
Business resources (photocopier, fax, notary services)	83	100	65	168	22	39	477
Bookmobile service throughout Bismarck & Burleigh County	107	73	29	180	16	75	480
Newspapers & magazines	99	126	83	126	18	29	481
Study rooms & reading areas	127	122	69	127	13	23	481
Community meeting rooms	139	135	49	117	11	28	479
Programs for adults (classes, speakers, concerts)	107	140	54	117	12	51	481
Programs for teens (summer reading program, crafts, movies, book club)	122	93	31	149	9	75	479
Programs for children (story time, summer reading program)	225	78	18	107	7	43	478
Overall, how important is the library to you and your family?	279	160	31	10	1	2	483
<b><i>answered question</i></b>							<b>483</b>
<b><i>skipped question</i></b>							<b>86</b>

**Which of the following best describes your primary area of employment (regardless of your actual position)?**

Answer Options	Response Percent	Response Count
Education	19.8%	92
Government	13.3%	62
For-profit	20.3%	94
Non-profit	12.9%	60
Self-employed	12.5%	58
Unemployed	3.6%	17
Student	2.5%	12
Retired	14.6%	68
<b><i>answered question</i></b>		<b>463</b>
<b><i>skipped question</i></b>		<b>106</b>

**What is your ZIP code?**

Answer Options	Response Count
	467
<b><i>answered question</i></b>	<b>467</b>
<b><i>skipped question</i></b>	<b>102</b>

**Grand Totals**

58477 - Regan	1
58494 - Wing, Arena	1
58501 - Bismarck	194
58502 - Bismarck	2
58503 - Bismarck	138
58504 - Bismarck, Lincoln	86
58521 - Baldwin	2
58530 - Center, Ft. Clark, Hensler	1
58532 - Driscoll	1
58554 - Mandan, Ft. Rice, Huff, St. Anthony	32
58558 - Menoken, Apple Valley	2
58560 - Moffit	1
58561 - Napoleon	1
58563 - New Salem, Hannover, Judson	1
58572 - Sterling, McKenzie	3
58579 - Wilton	1



# Summary of Teen Survey

## What is your age?

Answer Options	Response Percent	Response Count
11-12	47.8%	289
13-14	21.0%	127
15-16	22.0%	133
17-18	9.1%	55
<i>answered question</i>		<b>604</b>
<i>skipped question</i>		<b>0</b>

## How often do you use the library?

Answer Options	Response Percent	Response Count
Daily	2.0%	12
Once a week	5.5%	33
2-3 times per month	11.3%	68
Once a month	11.4%	69
Several times a year	23.5%	142
Once a year	20.2%	122
Never	26.2%	158
<i>answered question</i>		<b>604</b>
<i>skipped question</i>		<b>0</b>

## What types of technology would you like to see in the library's teen space?

Answer Options	Response Percent	Response Count
Laptops	62.9%	349
Tablets	57.8%	321
Desktop computers	29.9%	166
Charging stations	65.8%	365
Other (please specify)		40
<i>answered question</i>		<b>555</b>
<i>skipped question</i>		<b>49</b>

### What types of things do you do at the library?

Answer Options	Response Percent	Response Count
Study/Homework	26.8%	162
Use the computers	29.1%	176
Use the wifi	25.5%	154
Hang out with friends	15.9%	96
Attend library sponsored events	6.1%	37
Attend other events at the library	8.1%	49
Look for books or magazines	63.9%	386
Read books or magazines	41.1%	248
Look for movies	12.7%	77
Check out CDs	7.0%	42
Volunteer	2.6%	16
Other (please specify)		66
<i>answered question</i>		<b>604</b>
<i>skipped question</i>		<b>0</b>

### What do you think is the most important to have in a teen space?

Answer Options	Response Percent	Response Count
Gaming consoles	27.7%	154
Desktop computers	23.6%	131
Laptop computers	46.1%	256
Tablets	39.3%	218
Reading material (books, graphic novels, magazines)	55.0%	305
Comfortable furniture	72.3%	401
Study area	54.4%	302
Space to be creative	40.5%	225
Tools for being creative	29.7%	165
Cozy spot to hang out with friends	55.9%	310
Other (please specify)		22
<i>answered question</i>		<b>555</b>
<i>skipped question</i>		<b>49</b>

### What types of furniture would you like to see in the teen space?

Answer Options	Response Percent	Response Count
Booths	32.1%	178
Bar style computer desks	25.2%	140
Benches	11.5%	64
Comfortable furniture	75.1%	417
Gaming furniture	34.1%	189
Re-arrangeable furniture	39.1%	217
Reading nooks	34.1%	189
Study area	38.4%	213
Gaming tables (ping pong, foosball, etc.)	51.4%	285
Other (please specify)		27
<i>answered question</i>		<b>555</b>
<i>skipped question</i>		<b>49</b>

### What kinds of creative spaces appeal to you?

Answer Options	Response Percent	Response Count
Magnet board	19.5%	107
Chalkboard	21.1%	116
Dry erase board	56.1%	308
Space to display artwork	29.0%	159
Computers to program or create music or art on	54.5%	299
Recording equipment (film & audio recording/software)	30.2%	166
Space to paint/draw/create art	47.0%	258
Space to write	43.7%	240
Other (please specify)		21
<i>answered question</i>		<b>549</b>
<i>skipped question</i>		<b>55</b>

**What types of items do you look for or check out when you visit the library?**

Answer Options	Response Percent	Response Count
Nonfiction books	40.7%	223
Fiction books	60.2%	330
Fantasy books	40.7%	223
Sci-Fi books	29.6%	162
Graphic novels	29.7%	163
Study materials	25.9%	142
Video games	21.9%	120
Music CDs	18.8%	103
DVDs	23.4%	128
Other (please specify)		70
<i>answered question</i>		<b>548</b>
<i>skipped question</i>		<b>56</b>

**What types of events FOR TEENS are you interested in?**

Answer Options	Response Percent	Response Count
Movies	68.9%	376
Book clubs/book discussions	16.1%	88
Arts/crafts programs	36.3%	198
Anime	16.5%	90
Music related	47.4%	259
Career workshops	28.0%	153
College prep workshops	25.1%	137
Gaming	46.5%	254
Other (please specify)		29
<i>answered question</i>		<b>546</b>
<i>skipped question</i>		<b>58</b>

**Which days would you be able to attend teen events during the school year?**

Answer Options	Response Percent	Response Count
Monday after school	26.4%	144
Monday evenings	17.8%	97
Tuesday after school	21.4%	117
Tuesday evenings	15.2%	83
Wednesday after school	20.0%	109
Wednesday evenings	12.3%	67
Thursday after school	21.4%	117
Thursday evenings	17.4%	95
Friday after school	38.1%	208
Saturday mornings	20.9%	114
Saturday afternoons	40.1%	219
Sunday afternoons	35.9%	196
<i>answered question</i>		<b>546</b>
<i>skipped question</i>		<b>58</b>

# SWOT Analysis Summary

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• High level of satisfaction amongst staff, Board members, and volunteers</li> <li>• The knowledge, professionalism, and team work mentality of Library staff.</li> <li>• First class building and environment: maintenance of a clean and comfortable setting</li> <li>• Creation and maintenance of a healthy work environment</li> <li>• Significant positive impact on the lives of Bismarck-Burleigh County citizens</li> <li>• Completion of a smooth and successful transition of management and administration positions</li> <li>• Centralized location of Library</li> </ul>	<ul style="list-style-type: none"> <li>• Major facility upgrades needed: mainly HVAC and roof - current equipment results in uneven temperature control and frequent leaks in the building</li> <li>• Funding insufficient to allow for additional staff to maximize the Library's potential.</li> <li>• Challenge of keeping up with new technology and changes to existing services we offer</li> <li>• Keeping apprised of the rapid changes in our community so we can offer services that meet the needs of everyone</li> <li>• Lack of parking on Library property and downtown area in general</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Opportunities to build partnerships to allow for shared resources, marketing, and space</li> <li>• Shift to a more diverse community provides opportunities to offer new and different services where there may not have been previous interest</li> <li>• Need in the community for meeting places</li> <li>• Continued support from Friends of the Bismarck Public Library and Library Foundation.</li> <li>• Strong local economy.</li> <li>• Growth and interest in a vibrant Downtown Bismarck</li> <li>• Increased interest in arts and humanities in the community</li> </ul>	<ul style="list-style-type: none"> <li>• Competition with other organizations for public attention and recruitment of quality staff</li> <li>• Space issues: no room to expand building</li> <li>• Perception that "everything is online; we don't need libraries"</li> <li>• Increased competition for public funds as all city departments attempt to respond to community needs</li> <li>• Population increases make it difficult to keep up with demand for services</li> <li>• Price increases in Library resources</li> <li>• Perceived safety threats around the Library plaza and lower level</li> </ul>

# 2014 Library Statistics

<b>Circulation</b>	<b>2,014</b>
Horizon (BPL items checked out by BPL patrons-includes renewals)	341,492
Horizon (CDLN items checked out by BPL patrons)	10,074
Horizon (BPL items checked out by CDLN patrons)	14,278
Digital Material - OverDrive eBooks and digital audiobooks	23,844
Digital Material - Zinio magazines	1,056
In-house Count of materials browsed	51,723
ILL via OCLC (received)	352
ILL via ODIN (received)	474
ILL via OCLC (sent)	1,152
Bookmobile - Horizon (BCB items checked out by BCB patrons-includes renewals)	39,044
Bookmobile - Horizon (CDLN items checked out by BCB patrons)	832
Bookmobile - Horizon (BCB items checked out by CDLN patrons)	7,355
Bookmobile Circulation - Other (Nooks)	110
<b>Total Circulation</b>	<b>491,786</b>

## Other Circulation Statistics

Circulation - BPL children's collection	130,666
Circulation - BCB children's/teen collection	20,662
Note - these figures are already accounted for above	

## Library Usage - Technology

HIP (online catalog) Sessions	46,981
Database Sessions	7,815
Word Processing Sessions	5,506
Internet Sessions (adult and children)	131,355
Wireless Sessions	24,545
Website Sessions	57,172
<b>Total Library Usage - Technology</b>	<b>273,374</b>

## Key

Horizon - Library system software	OCLC - Online Computer Library Center
BPL - Bismarck Veterans Memorial Public Library	ODIN - Online Dakota Information Network
CDLN - Central Dakota Library Network	BCB - Burleigh County Bookmobile
ILL - Interlibrary Loan	HIP - Horizon Information Portal (library catalog)

### Other Library Usage - Technology

Database searches	61,708
Public Internet Users (Envisionware)	54,136
Public Computers - Adult	38
Public Computers - Youth Services	12

### Library Usage

Reference Questions Answered - Adult	34,469
Reference Questions Answered - Youth Services	3,762
Children's Events (up to age 11)	423
Children's Events Attendance	22,404
Teen Events (12-18)	33
Teen Events Attendance	335
Adult Events	123
Adult Events Attendance	4,117
Meeting Room Reservations	600
Meeting Room Attendance	14,513
Study Room Attendance	5,617
<b>Total Library Usage</b>	<b>86,396</b>

Note: children/teen/adult events refer to library sponsored or co-sponsored events

### Visitors

Visitors - Library	342,234
Visitors - Bookmobile	11,251
<b>Total Visitors</b>	<b>353,485</b>

Cardholders - Library	40,641
Cardholders - Bookmobile	3,942
<b>Total Cardholders</b>	<b>44,583</b>

### Collection

E-books in OverDrive	12,805
Digital Audiobooks in OverDrive	3,955
Digital Videos in OverDrive	435
Digital Magazines in Zinio	106
Print Collection - Library	203,953
Print Serial Subscriptions (magazines and newspapers)	368
Visual	8,335
Audio	9,973
Other (art prints, park passes, fishing poles, etc.)	462
Devices Available to the Public (Nook Program via Bookmobile)	10
<b>Total Collection</b>	<b>240,402</b>

**Other - Collection**

Items Added	26,614
Catalog Records Added	18,362
Items Deleted	14,482
Catalog Records Deleted	7,504
Databases Funded via Statewide Contract	33
Cost in savings to the Library(Library & BCB): \$9,145.95	
Databases Funded by the Library	15
Cost: \$36,990.29	

**Library Hours (52 weeks)**

Hours Open Mon-Fri	3,692
Hours Open Sat-Sun	728
	<b>Total Library Hours</b>
	4,420
Hours Open after 5pm Mon-Fri	884

**Bookmobile Hours (52 weeks)**

Hours Open	753
Weeks of Service	36
	<b>Grand total hours open Library and Bookmobile</b>
	<b>5,173</b>

**Personnel**

Full-Time Staff w/graduate degrees	7
Full-Time Paraprofessional Staff (requires at least 4-yr degree)	8
Part-Time Staff	38
Total Full-Time Equivalent	30
Hours worked Full-Time	31,200
Hours worked Part-Time	26,465
	<b>Total Hours Worked</b>
	<b>57,665</b>



**Budget (Adopted)- Operating Expenditures - Library**

Salaries/wages	\$1,117,780
Benefits	\$149,717
City Benefits Outside of Library Budget (social security, pension, disability ins.)	\$175,434
Print materials	\$190,000
Digital materials	\$75,000
Other materials	\$31,400
Other expenditures (includes memorial funds expended (\$36,631)	\$529,621
Capital expenditures	\$29,573
Total Library Expenditures	\$2,298,525

**Budget (Adopted)- Operating Expenditures - Bookmobile**

Salaries/wages	\$87,409
Benefits	\$17,211
Print materials	\$72,000
Other materials	\$10,600
Other expenditures	\$20,710
Total Bookmobile Expenditures	\$207,930

**Grand Total Expenditures - Library and Bookmobile \$2,506,455**

**Budget (Adopted)- Revenue - Library**

Local government (includes benefits pd by City-\$175,434)	\$1,886,875
State government	\$200,000
Other sources (memorial, fines, meeting room revenue, library fund balance etc.)	\$182,077
Capital revenue - local	\$29,573
Total Library Revenue	\$2,298,525

**Budget (Adopted)- Revenue - Bookmobile**

Local government (remainder revenue for overhead/shared costs with library)	\$241,300
Other sources (fines, etc.)	\$650
Total Bookmobile Revenue	\$241,950
<b>Grand Total Revenue - Library and Bookmobile</b>	<b>\$2,540,475</b>

# Acknowledgements

The following groups and individuals contributed to the development of Bismarck Veterans Memorial Public Library's 2015-2020 Strategic Plan:

## **Library Board of Directors**

Mike Schaff, President  
Mike Fladeland, Vice President  
Pat Grantier  
Joyce Hinman  
Dave Ripley

## **Government Representation**

Nancy Guy, City of Bismarck Commissioner

## **Library Foundation, Inc.**

Cameo Skager, Executive Director

## **Friends of Bismarck Public Library**

Jason Matthews, President  
Meme May, Vice President

## **Volunteer Services - Survey Data Compilation**

Deb Igoe

## **Library Management Team**

Christine Kujawa, Library Director  
Elizabeth Jacobs, Assistant Library Director  
Marilyn Barbie, Administrative Assistant  
Lynn Bryntesen, Head of Facility Maintenance  
Troy Hamre, Interlibrary Loan Manager  
Matt Hovland, Head of Circulation Services  
Traci Juhala, Head of Youth Services  
Jana Maher, Children's Program Director  
Vern Mastel, Technology Coordinator  
Sarah Matthews, Adult Programming Coordinator  
Keli McDonald, Bookmobile Librarian  
Lora Rose, Head of Technical Processing  
Kate Waldera, Head of Reference Services

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