



LIBRARY BOARD OF TRUSTEES
MEETING AGENDA
Meetings: 4th Monday of the month

Philip Lynch, Chair
Priscilla Green, Vice Chair
Janice Hallett, Trustee
Elizabeth Keller, Trustee
Patricia Baribeau, Council Liaison
Carolyn Stacey, Library Director

City Hall 400 Ludington, Rm. 101 - Escanaba, MI 49829

Library Board of Trustees
January 27, 2014 5:00 p.m.

CALL TO ORDER
ROLL CALL
PUBLIC COMMENT
APPROVAL/CORRECTION(S) TO MINUTES
APPROVAL/ADJUSTMENTS TO THE AGENDA

DIRECTOR'S REPORT

The director updates the Board on monthly use measures, financials, administration projects, library services and activities.

CORRESPONDENCE

UNFINISHED BUSINESS

NEW BUSINESS

1. Study Room Policy
Draft guidelines for use of the library's small study room will be presented for approval.
2. Library Trends
Recent trends in public libraries are discussed within the context of long-range planning as a standing agenda item. This month's feature article is based on a recent study by the Pew Research Center on American's use of public libraries.
3. Internet Use Policy & Statistics
Review of existing policy and Internet use measures in response to patron request.
4. Presentation of Strategic Plan
Plans for presenting plan to council and public will be discussed.

ANNOUNCEMENTS

ADJOURNMENT

The City of Escanaba will provide all necessary, reasonable aids and services, such as signers for the hearing impaired and audiotapes of printed materials being considered at the meeting to individuals with disabilities at the meeting/hearing upon five days notice to the City of Escanaba. Individuals with disabilities requiring auxiliary aids or services should contact the City of Escanaba by writing or calling at (906) 786-9402.

Respectfully Submitted,

Carolyn Stacey, Library Director

**CITY OF ESCANABA
LIBRARY BOARD OF TRUSTEES
DRAFT
MINUTES**

November 25, 2013

A meeting of the Escanaba Public Library Board of Trustees was held November 25, 2013 at 5:00 p.m. in Room C102 of the Escanaba City Hall/Library Complex, Escanaba, MI 49829.

PRESENT: Philip Lynch, Priscilla Green, Janice Hallett, Elizabeth Keller, Patricia Baribeau, Carolyn Stacey, Library Director.

ALSO PRESENT: Member of the public

PUBLIC COMMENT: Mike Olson introduced himself and addressed the Board on two matters. Mr. Olson is concerned that the library is not open on Thanksgiving weekend. He also objects to the 90-minute Internet session per person, per day policy and offered a proposal for improving computer services at the library. The Board will follow-up by looking at Internet use measures and reviewing the existing policy at the next meeting.

ANNOUNCEMENTS: None

APPROVAL/CORRECTIONS(S) TO MINUTES: Minutes of the October 28, 2013 meeting were accepted on consensus.

APPROVAL/ADJUSTMENTS TO THE AGENDA:

The agenda was approved as submitted by consensus.

DIRECTOR'S REPORT

1) Monthly Statistics

2) Financials

3) Library Programs & Services

The library will host a series of "Smart Choice" webinars and appointments on the Affordable Care Act in cooperation with MSU Extensions in January. The library will co-sponsor the Delta County Historical Society's winter outreach series for the months of February, March and April. Staff represented the library at the Fall Fiesta fundraiser for the Junior High on November 12th. The Children's Department is planning the library's participation in the City Christmas parade, scheduled for December 6th. An enhancement to the library catalog enables Accelerated Reader title identification for the benefit of students, parents and teachers.

4) Collections

Collections currently under review include the consumer health materials, travel books and VHS. 99 new films were added to the DVD collection in November. Foreign language films will be available via the Mango Language link on the library's website by December 1st. Additions to the Michigan eLibrary (MeL) include Novelist K8Plus and ebook K-8 collection, available through the library's website or www.mel.org

UNFINISHED BUSINESS:

1. Strategic Plan Review

Library administration reviewed the final draft of the Strategic Plan for 2014 – 2019. Discussion centered in writing an annual review process into the plan itself. Library administration will add language to this effect. On Motion of P. Green/J. Hallett Second/Unanimous, the draft Strategic Plan for 2014-2019 was approved. P. Lynch moved that the Board of Trustees review the Strategic Plan annually at its November meeting. P.Green Second/Unanimous.

NEW BUSINESS: None

ANNOUNCEMENTS: The December meeting was cancelled by consensus of the Board. The next meeting of the Library Board of Trustees will be January 26, 2014.

ADJOURNMENT: 5:45 p.m. on consensus

Respectfully Submitted,

Approved

Carolyn Stacey, Library Director

Philip Lynch, Chair

Director's Report
Library Board of Trustees – Regular Meeting
January 27, 2014

Use Measure	Dec 2012	Dec 2013
<i>Checkouts – Physical</i>	7,642	7,442
<i>Checkouts – Digital</i>	272	441
<i>Holds Placed</i>	793	822
<i>Items Added</i>	323	444
<i>New Patrons Registered</i>	59	45
<i>Public PC Use</i>	959	1,131
<i>Fines & Fees Paid</i>	\$929	\$791
<i>Average Daily Visits</i>	275	246
<i>Children's Program Attendance</i>	196	137

Financials:

A comparison report has been provided for the library budget and the Bezold fund. All lines are current through December.

Administration:

- The budget process for Fiscal Year 2014-2015 is currently underway. A schedule of hearings is attached.
- The library's State Aid Report for Fiscal Year 2013-2014 has been submitted.
- The library director is taking a six-week free course on public speaking through EDx online
- The library will collaborate with Superior Land Library Cooperative in purchasing Interactive Videoconferencing equipment to be used for remote programming opportunities as outlined in the strategic plan.

Library Programs / Services:

- The library is currently scheduling AARP Tax Assistance appointments. The service will begin in February.
- The library will co-sponsor the Delta County Historical Society's winter outreach series for the months of February, March and April.
- A Great Michigan Read book discussion event is planned for April 24th, 2014. The featured title is *Annie's Ghosts: A Journey into a Family Secret*, by Steve Luxenberg.
- An "unveiling" of the Nahant painting currently on loan to the library is scheduled for Wednesday, January 29th at 7:00 p.m.

CITY OF ESCANABA
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING DECEMBER 31, 2013

FUND 268 - LIBRARY FUND

	----- PREVIOUS YEAR -----			----- CURRENT YEAR -----		
	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL
<u>REVENUE</u>						
268-000-437-002 RENAISSANCE ZONE REIMBURSEME	.00	.00	.00	.00	251.88	.00
268-000-566-100 ST OF MICHIGAN LIBRARY FUNDING	12,000.00	.00	.00	12,874.00	.00	.00
268-000-569-211 GRANTS	.00	772.74	.00	.00	75.00	.00
268-000-569-212 SUPERIORLAND	.00	.00	.00	.00	382.49	382.49
268-000-656-000 ORDINANCE/PENAL FINES-CO ALLO	135,000.00	133,157.88	.00	124,758.00	99,090.37	99,090.37
268-000-658-000 FINES AND FEES	21,250.00	12,539.09	1,044.05	23,000.00	9,511.89	(98,294.42)
268-000-665-000 INTEREST EARNINGS	1,800.00	541.10	23.93	2,200.00	572.70	.00
268-000-675-000 CONTRIB FROM PRIVATE SOURCES	9,000.00	3,281.61	125.00	.00	7,650.72	77.29
268-000-699-101 CONTRIBUTION FR GENERAL FUND	365,000.00	.00	.00	365,000.00	365,000.00	365,000.00
268-000-699-701 CONTRIBUTION FROM HEALTH/DENT	.00	.00	.00	13,893.00	13,893.00	.00
TOTAL REVENUE	544,050.00	150,292.42	1,192.98	541,725.00	496,428.05	366,255.73
TOTAL FUND REVENUE	544,050.00	150,292.42	1,192.98	541,725.00	496,428.05	366,255.73
<u>EXPENDITURES</u>						
<u>DEPARTMENT 000</u>						
268-000-702-000 SALARIES AND WAGES	257,789.00	112,955.57	18,070.73	263,652.00	115,121.57	17,542.65
268-000-703-000 SICK, HOLIDAY, VACATION	.00	18,095.58	3,152.91	.00	17,706.40	4,161.56
268-000-712-000 OVERHEAD ON SALARIES & WAGES	72,066.00	36,452.11	5,921.45	60,356.00	29,870.12	4,883.27
268-000-713-000 LIFE & HOSPITAL INSURANCE	65,380.00	32,255.21	6,436.67	70,139.00	34,647.99	5,318.34
268-000-726-000 SUPPLIES-MISCELLANEOUS	600.00	252.23	135.48	600.00	28.97	28.97
268-000-727-000 OFFICE SUPPLIES	9,250.00	1,753.52	535.71	7,500.00	3,090.68	500.68
268-000-801-000 PROFESSIONAL SERVICES	27,182.00	10,677.34	73.86	27,796.00	12,181.39	276.12
268-000-850-000 TELEPHONES	3,087.00	2,266.59	7.77	4,720.00	1,893.58	1,470.79
268-000-860-000 TRAVEL EXPENSES, AUTO ALLOW.	500.00	129.88	.00	500.00	.00	.00
268-000-910-000 INSURANCE AND BONDS	450.00	419.75	.00	450.00	219.77	.00
268-000-932-000 REPAIRS/MAINT TO EQUIPMENT	1,974.00	1,344.00	.00	1,344.00	1,493.99	.00
268-000-942-000 RENTAL OF BUILDING OR OFFICES	40,866.00	20,433.00	3,405.50	34,819.00	17,409.48	2,901.58
268-000-943-000 RENTAL OF EQUIPMENT	2,150.00	858.70	13.00	1,732.00	316.01	36.00
268-000-958-000 MEMBERSHIP AND DUES	678.00	185.00	.00	390.00	190.00	.00
268-000-960-000 EDUCATION AND TRAINING	260.00	20.00	.00	260.00	25.00	.00
268-000-977-000 CAPITAL OUTLAY-EQUIPMENT	1,000.00	.00	.00	1,000.00	927.62	.00
268-000-979-000 BOOKS, MAGAZINES, PERIODICALS	49,000.00	13,413.57	1,152.44	40,000.00	20,483.30	4,858.85
TOTAL DEPARTMENT 000	532,232.00	251,512.05	38,905.52	515,258.00	255,605.87	41,978.81
TOTAL FUND EXPENDITURES	532,232.00	251,512.05	38,905.52	515,258.00	255,605.87	41,978.81
NET REVENUES OVER EXPENDITURE	11,818.00	(101,219.63)	(37,712.54)	26,467.00	240,822.18	324,276.92

CITY OF ESCANABA
 DETAIL REVENUES WITH COMPARISON TO BUDGET
 FOR THE 6 MONTHS ENDING DECEMBER 31, 2013

FUND 703 - BEZOLD TRUST FUND

		----- PREVIOUS YEAR -----			----- CURRENT YEAR -----		
		AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL	AMENDED BUDGET	YTD ACTUAL	MONTH ACTUAL
<u>REVENUE</u>							
703-000-665-000	INTEREST EARNINGS	4,000.00	2,271.51	398.09	4,200.00	1,986.97	.00
	TOTAL REVENUE	4,000.00	2,271.51	398.09	4,200.00	1,986.97	.00
	TOTAL FUND REVENUE	<u>4,000.00</u>	<u>2,271.51</u>	<u>398.09</u>	<u>4,200.00</u>	<u>1,986.97</u>	<u>.00</u>
<u>EXPENDITURES</u>							
703-000-979-000	BOOKS, MAGAZINES, PERIODICALS	10,000.00	4,459.35	35.36	10,000.00	1,606.37	208.68
		10,000.00	4,459.35	35.36	10,000.00	1,606.37	208.68
	TOTAL FUND EXPENDITURES	<u>10,000.00</u>	<u>4,459.35</u>	<u>35.36</u>	<u>10,000.00</u>	<u>1,606.37</u>	<u>208.68</u>
	NET REVENUES OVER EXPENDITURE	<u>(6,000.00)</u>	<u>(2,187.84)</u>	<u>362.73</u>	<u>(5,800.00)</u>	<u>380.60</u>	<u>(208.68)</u>

CITY OF ESCANABA
2014-15 Budget Calendar

- December 27th (Fri)-** Budget papers to department heads; operating budgets due 1/24/14.
- January 10th (Fri)-** Publish notice of first Public Hearing for the 2014-15 City budgets at the 1/16/14 regular Council meeting.
- January 16th (Thur)-** (Regular Council Meeting) First Public Hearing for citizen input into the 2014-15 City budgets.
- January 24th (Fri)-** Departmental operating budgets due.
- February 14th (Fri)-** Publish notice of second Public Hearing for the 2014-15 City budgets at the 2/20/14 regular Council meeting.
- February 17th (Mon)-** First draft of budget requests to City Manager.
- February 20st (Thur)-** (Regular Council Meeting) Second Public Hearing for citizen input into the 2014-15 City budgets.
- March 14th (Fri)-** Publish notice of third Public Hearing for the 2014-15 City budgets at the 3/20/14 regular Council meeting.
- March 20th (Thur)-** (Regular Council Meeting) Third Public Hearing for citizen input into the 2014-15 City budgets.
- March 28th (Fri)-** Council receives tentative copy of the City budgets.
- April 7th (Mon)-** Budget work session open to the public.
- April 8th (Tue)-** Budget work session open to the public.
- April 9th (Wed)-** Budget work session, if required, open to the public.
- April 11th (Fri)-** Budgets are revised, based on the work sessions, and are made available to the public. (City Charter requires no more than two weeks passage between presentation of budgets to Council and availability for public inspection).
- April 17th (Thur)-** (Regular Council Meeting) Council passes resolution to set May 1st as the fourth Public Hearing on the 2014-15 City budgets.
- April 21st (Mon)-** Publish notice of Public Hearings on budgets.
- May 1st (Thur)-** (Regular Council Meeting) Public Hearing on 2014-15 City budgets.

May 5th (Mon)-

Publish notice of final hearing and adoption of 2014-15 City budgets. This notice must be at least 6 days prior to the budget adoption and must contain language to the effect that the tax rate will be a subject at this meeting, assuming that the City does **not** intend to roll back the millage by the base tax reduction fraction.

May 15th (Thur)-

Public Hearing and adoption of City budgets. First reading of the Appropriations Ordinance, including the millage rate, and first reading of the Tax Levy Ordinance, with second reading and adoption set for the May 22nd special meeting. First reading of Utility Ordinances, with second reading and adoption set for the Monday, June 2nd special meeting.

May 22nd (Thur)-

(Special Council Meeting) Second reading and adoption of the Tax Levy Ordinance and the Appropriations Ordinance.

June 2nd (Mon)-

(Special Council Meeting) Second reading and adoption of the Utility Ordinances.

2013-14 Digital Collection Use

	JUL 13	AUG 13	SEP 13	OCT 13	NOV 13	DEC 13	JAN 14	FEB 14	MAR 14	APR 14	MAY 14	JUN 14	TOTAL
E-book Circulation	251	239	289	278	319	277							
Audio Downloads	126	130	133	152	71	81							
Zinio Magazine Circ	166	72	65	166	84	83							
TOTAL DIGITAL CIRC	543	441	487	596	474	441	0						
Ancestry.com (# of searches)	964	1061	432	592	1043	1152							
Bookflix (# of sessions)	21	30	49	106	148	77							
Digital Newspapers (# of visitors)			3,814	4,728	1,123								
Mango Languages (# of sessions)	17	26	56	52	29	53							
TOTAL	1545	1558	4838	6074	2817	1723	0						
OTHER DIGITAL STATS													
E-book -new patrons	8	7	16	16	12	13							
- unique patrons	90	92	97	100	98	87							
Zinio -unique patrons -new patrons	15	3	4	7	4	5							
Facebook - # of likes - # of people viewing posts	2681	599	997	1137	433	936							
Twitter - # of followers		72	76	83	84	87							
Web Page - unique visitors - # of visits			648	1444	1216	1269							
Mango - registered users			1253	2907	2419	2429							
Newspapers - # of searches			211	212	214	223							
Laptop Checkout				2	1	1							
Wireless Network Use (# of connections)			129	319	277	279							
NOTES:													
Web Page Visits recording started 9/16/13													
Wireless Network Use includes Charter connections in addition to Merit connections beginning Nov 2013.													

Escanaba Public Library

Study Room Policy

Purpose of Policy

In keeping with its role of supporting educational opportunities and encouraging digital literacy, the library will make a small study room equipped with technology available without charge for individual and collaborative learning.

Description of Room and Equipment

- Room seats up to 4 people
- The room is equipped with a 23" wall-mounted monitor and wireless capability
- Up to 4 laptops are available for use in the room

Intended use of room

Individuals and small groups whose purposes are limited to civic, cultural, or educational objectives may use the study room. Individuals will not have exclusive use of the room and are subject to additional users in the room. The room is primarily intended for quiet study which requires the use of a computer.

1st Priority Use - Examples

Distance education

Test Proctoring

Webinars

Skype Conferences

Online Meetings

Tutoring

2nd Priority Use

Tutoring and quiet study that does not require a computer

This room is not intended for general Internet surfing, email or gaming. Internet workstations and laptops with unrestricted use are available elsewhere in the library.

Reservations and Use

- ◇ Reservations may be made up to a month in advance on a first-come, first-served basis
- ◇ Walk-ins are welcome when the room is not in use or reserved.
- ◇ The room may be reserved for up to two hours per day with the possibility of an additional two hour extension if no other patrons are waiting.
- ◇ Patrons will be asked to give their name, phone number, the number of persons in their group, purpose or intended use.
- ◇ A person must be at least 14 years of age to occupy the study room. Patrons younger than 14 must have an adult 18 years of age or older present in the study room.
- ◇ Use by a group or individual is limited to 2 days per week.
- ◇ Use of the room as a place to conduct regular business or as a place to hold office hours are prohibited.

- ◇ Reserved rooms will be held 15 minutes beyond the reservation time. Repeated no-shows may lose their study room privileges.
- ◇ An unattended study room is considered abandoned after 15 minutes and may be assigned to another individual or group.
- ◇ Study room must be vacated 15 minutes prior to library closing time

General Room Use Policies

- ◇ **Sign-In and Out:** Users must sign in and out at the circulation desk. When occupied, door must remain unlocked.
- ◇ **Food and Drink:** Only beverages with lids are allowed in the study room. Food is not permitted.
- ◇ **Damages:** Users will be liable for custodial maintenance or repairs if any damage is done to the premises, furniture or equipment and may be denied future use of the study room if damages occur.
- ◇ **Personal Property:** The library is not responsible for loss or damage to the personal property of individuals or groups using library facilities.
- ◇ **Policies:** All general library policies apply to use of the room. Staff has discretionary authority to remove users from a study room should behavior be inconsistent with the purpose of the room's use and/or is disruptive to others in the library.

FOR RELEASE DECEMBER 11, 2013

How Americans Value Public Libraries in Their Communities

54% of Americans have used a public library in the past year, and 72% live in a “library household.” Most say libraries are very important to their communities.

**FOR FURTHER INFORMATION
ON THIS REPORT:**

Kathryn Zickuhr, Research Associate, Internet

Lee Rainie, Director, Internet

Kristen Purcell, Associate Director, Internet

Maeve Duggan, Research Assistant, Internet

202.419.4500

URL: <http://libraries.pewinternet.org/2013/12/11/libraries-in-communities/>

Summary of Findings

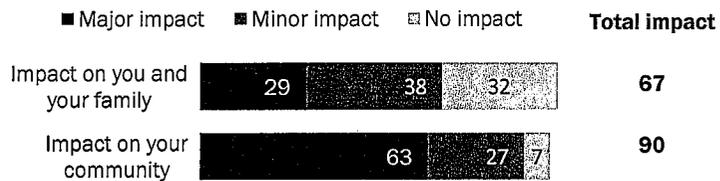
Americans strongly value the role of public libraries in their communities, both for providing access to materials and resources and for promoting literacy and improving the overall quality of life. Most Americans say they have only had positive experiences at public libraries, and value a range of library resources and services.

The importance of public libraries to their communities

Some 90% of Americans ages 16 and older said that the closing of their local public library would have an impact on their community, with 63% saying it would have a “major” impact. Asked about the personal impact of a public library closing, two-thirds (67%) of Americans said it would affect them and their families, including 29% who said it would have a major impact.

If your local public library closed, what impact would that have on you and your family? On your community as a whole?

Among all Americans ages 16+



Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

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Moreover, the vast majority of Americans ages 16 and older say that public libraries play an important role in their communities:

- 95% of Americans ages 16 and older agree that the materials and resources available at public libraries play an important role in giving everyone a chance to succeed;
- 95% say that public libraries are important because they promote literacy and a love of reading;
- 94% say that having a public library improves the quality of life in a community;
- 81% say that public libraries provide many services people would have a hard time finding elsewhere.

Meanwhile, while most Americans feel that libraries have done a good job embracing new technology, they are split on whether public libraries are as essential as they were in the past for finding information:

- Just 34% of Americans ages 16 and older say that public libraries have not done a good job keeping up with new technologies, while 55% disagree.
- 52% of Americans say that people do not need public libraries as much as they used to because they can find most information on their own, while 46% disagreed.

Though many library services are seen as important, there are varying levels of enthusiasm for different services

Some 91% of Americans say they have had some exposure to libraries in the past, and we asked these respondents a series of questions about the importance of various library services to them and their families.¹

Americans strongly value library services such as access to books and media; having a quiet, safe place to spend time, read, or study; and having librarians to help people find information. Other services, such as assistance finding and applying for jobs, are more important to particular groups, including those with lower levels of education or household income.

Women, African-Americans and Hispanics, adults who live in lower-income households, and adults with lower levels of educational attainment are more likely than other groups to declare all the library services we asked about “very important.” Adults ages 30-64 are also more likely than younger or older respondents to say many of the services are “very important,” as are parents with minor children.

How important are these library services to you and your family?

Among Americans ages 16+ who have ever used a public library or had a household member use a public library, the percentage who say these services are...

	Very Important	Somewhat Important	Net
Books and media	54	27	80
Librarian assistance	44	32	76
Having a quiet, safe place	51	24	75
Research resources	47	25	72
Programs for youth	45	24	69
Internet, computers, printers	33	25	58
Programs for adults	28	30	58
Help applying for gov't services	29	24	53
Help finding, applying for job	30	21	51

Source: Pew Research Center's Library Services Survey of 6,224 Americans ages 16 and older conducted July 18-September 30, 2013. The margin of error for the overall sample is plus or minus 1.4 percentage points. The survey was conducted in English and Spanish and on landline and cell phones.

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¹ This includes the 86% of Americans ages 16 and older who have ever visited a library or used a library website, and the 54% of Americans who say other members of their household are library users.

Libraries are also particularly valued by those who are unemployed, retired, or searching for a job, as well as those living with a disability and internet users who lack home internet access:

- 56% of internet users without home access say public libraries' basic technological resources (such as computers, internet, and printers) are "very important" to them and their family, compared with 33% of all respondents.
- 49% of unemployed and retired respondents say they librarian assistance in finding information to be "very important," compared with 41% of employed respondents.
- 47% of job seekers say help finding or applying for a job is "very important" to them and their families.
- 40% of those living with a disability say help applying for government services is "very important," compared with 27% of those without a disability.

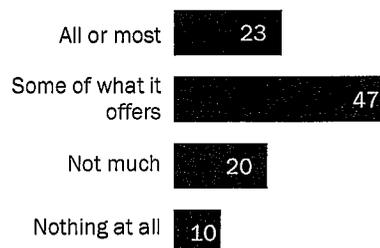
Most Americans know where their local library is, but many are unfamiliar with all the services they offer.

Libraries are well known in their communities and they are usually easy to get to and relatively easy to navigate. Asked about their ability to access public libraries and public library websites:

- 91% of Americans say they know where the closest public library is to where they currently live; among these respondents, most said the closest public library is five miles or less away from their home.
- 93% of Americans say that it would be easy to visit a public library in person if they wanted to, with 62% saying it would be "very easy."
- Similarly, 82% of Americans overall say it would be easy to use their local public library's website, with 47% saying it would be "very easy."
- 91% of Americans who have ever used a public library say it is not difficult to find what they're looking for, including 35% who say it is "very easy."

How well-informed do you feel about the different services your public library offers?

Do you feel like you know...



Based on Americans ages 16+ who have ever used a public library (n=5,393)

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Despite the fact that libraries are easily available to most, there are large numbers of Americans who say they are not sure about all the services libraries offer. Echoing the findings of our 2012 survey, 23% of those who have ever used a public library said they feel like they know all or most of the service and programs their library offers, while a plurality (47%) said that they know some of what it offers. About one in five (20%) say they don't know very much about what is offered, and 10% say they know "nothing at all."

54% of Americans have used a public library in the past 12 months, and 72% live in a “library household”

Over half (54%) of Americans ages 16 and older have used a public library in some way in the past 12 months, whether by visiting in person or using a public library website:

- 81% of Americans ages 16 and older have visited a public library or bookmobile at one point or another in their lives; 48% of Americans have done so in the past 12 months, down from 53% in 2012.
- 44% of those ages 16 and older have visited a public library website; 30% of Americans have done so in the past 12 months, up from 25% in 2012.

Additionally, among parents with minor children living at home, 70% say that a child in the house has visited a public library or bookmobile in the past 12 months.

Taken together, this means that 72% of all Americans ages 16 and older have either used a public library in the past 12 months or live in a household where another family member or a child is an active recent user of the library.

Most Americans who have ever used a public library have had positive experiences

Among all Americans who have ever used a public library:

- 94% said that based on their own experiences, they would say that “public libraries are welcoming, friendly place.”
- 91% said that they personally have never had a negative experience using a public library, either in person or online.
- 67% said that the public library nearest to where they live could be described as a “nice, pleasant space to be”; another 22% say it’s an “okay space, but could use some improvements.”

Escanaba Public Library Internet Access & Acceptable Use Policy

Internet access is provided by the Escanaba Public Library in keeping with the library's mission to "... provide our community with materials and services for learning, enrichment and enjoyment."

General Usage:

- o Library card (regular or guest) is required for access.
- o All users must read the Acceptable Use Policy and sign the agreement located on the registration form.
- o Use is limited to 90 minutes per day per cardholder.
- o Cardholder must be the primary user online.
- o Internet access is prohibited to cardholders owing fines or fees.
- o Minors (under the age of 18) must have the signed permission of parent or guardian to use the Internet. Parent or guardian must be present at the time of registration.
- o Minors without parental permission may not sit at the Internet workstations.
- o Workstation use is limited to two persons per station. Exceptions may be made for families or special circumstances, to be determined by staff.
- o One fifteen-minute express station is available free-of-charge for adults not registered with the library.
- o Adults and minors accompanied by an adult who are not registered with the library may purchase a guest card with 90 minutes per day for \$1.00.
- o Printing (black & white only) is available at \$.10 per sheet. Custom printing is not available.
- o The MichNet Acceptable Use Policy also applies to users of library computers. A copy of this policy is available at the circulation desk or online at http://www.merit.edu/policies/acceptable_use.php

Disclaimer: The Escanaba Public Library assumes no responsibility for damages or financial obligations a patron may incur, either directly or indirectly as a result of Internet access. It makes no guarantee as to quality or content of information accessed via the Internet. Such information may not be accurate, current or complete. The fact that the Library provides access to online information does not imply sponsorship or endorsement by the Library. Privacy cannot be guaranteed when using a Library computer. Users are cautioned that the Internet is not a secure medium and that privacy of electronic communication cannot be guaranteed.

Misuse and abuse of computer equipment and/or Internet access

Internet users may not:

- o Make any use of the Internet which violates Federal, State or local laws. Examples of illegal activities include, but are not limited to, fraud and displaying or disseminating child pornography.
- o Make any attempt to alter or damage computer software or hardware.
- o Invade the privacy of others or send harassing or threatening messages.
- o Make unauthorized copies or use of copyrighted or licensed software or data.
- o Use library workstations in a way that unnecessarily interferes with others.
- o Violations of the Acceptable Use Policy may result in suspension of Internet privileges by the Library Director. Appeals may be made, in writing, to the Escanaba Public Library Board of Trustees.

Filters & Viewing of Inappropriate Materials

In compliance with state and federal regulations, filtering software is used on all library workstations to protect against access to depictions of graphic violence and explicit sexual content. Adults (18 and older) may request unfiltered access for research purposes at any time. The library reserves the right to ask individuals to discontinue display of information and/or images that would be considered offensive by others in the community.

Neither the Library nor the filtering software provider can guarantee the software will prevent access to websites users may consider personally offensive, controversial or inappropriate. Complaints about materials accessed online can be made following the Library's policy for Reconsideration of Library Materials. A copy will be furnished upon request.

Assistance:

Staff may be available to assist users with basic login procedures and to introduce library users to general Internet searching, however, patrons are expected to use Internet workstations without library staff assistance.

- Adopted, Library Board of Trustees, October 3, 2008

Wireless Internet Policy

The Escanaba Public Library supports Internet access by library users who bring in their own laptops and connect through the Library's network. This wireless access is provided as a service free of charge on an "as is" basis with no guarantee and no warranty. There is a potential security risk and virus risk for anyone who connects to a public network. The Escanaba Public Library and Charter Communications are not liable for any security breaches or viruses that may occur as the result of using the public network.

The Library is not set up for e-commerce and does not guarantee security for data transferred through the Library and Charter Communication's Internet connection. The Library cannot guarantee immediate connectivity to the Internet, nor can it guarantee a high speed or stable connection to the Internet. The Library and Charter Communications are not responsible for any failure to provide an Internet connection or for dropped or slow Internet connections. The Library and Charter Communications are not responsible for any monetary or other losses whatsoever that may occur during the public's use of the Library's Internet connection.

Terms and Conditions of Use:

- The Acceptable Internet Use Policy of the Escanaba Library applies to any use of the wireless network.
- The Privacy Policy of the Escanaba Public Library applies to any use of the wireless network.
- The wireless network is unfiltered. In accordance with Michigan law, Michigan P.A. 212, minors must be accompanied by a parent or guardian to use the library's wireless network.
- Information passing through the Library's wireless network is not secured and could be monitored, captured, or altered by others.
- It is the patron's sole responsibility to protect his/her information from all risks associated with using the Internet, including any damage, loss, or theft that may occur as a result of use of the Library wireless access.
- Library staff is not able to provide technical assistance and assumes no responsibility for laptop configurations, security or changes to data files resulting from connection to the Library's network.
- The Library assumes no responsibility for the safety of equipment; users must keep their equipment with them at all times and may only use electrical outlets at public tables.
- In using this free Internet access, the customer agrees and hereby releases, indemnifies, and holds harmless, the City of Escanaba, the Escanaba Public Library, Charter Communications and all its employees from any damage that may result from use of this wireless network.
- While using this wireless network, the patron acknowledges that he/she is subject to, and agrees to abide by all laws, and all rules and regulations of the City of Escanaba, the State of Michigan, and the federal government that is applicable to Internet use.
- Printing is not available via the wireless connection at this time.

- Adopted, Library Board of Trustees, October 3, 2008

**ESCANABA PUBLIC LIBRARY
STRATEGIC PLAN 2014 – 2019**

Introduction

The Escanaba Public Library and the Library Board of Trustees are pleased to present the Library Strategic Plan, 2014-2019. The plan features a refreshed mission, new vision and carefully considered strategic directions, informed by public feedback, which will guide the library's priorities and projects in the years ahead.

Public libraries in the digital age are challenged to find the right blend of traditional resources and emerging technologies that are most suited to their community's needs. The expansion of digital services in a rapidly evolving environment requires that libraries assess and adjust priorities continuously. Planning has never been more essential.

The process for creating the library's strategic plan was implemented in stages. First, the library conducted a public survey to gather input on library services. The survey was made available online through a link on the library's home page and was open for four months. Invitations to participate in the survey were posted on Facebook and emailed to each library cardholder with an email address on file. Print copies were made available in the library.

Next, the library held a series of facilitated public forums to gather input on library services. Meetings were open to everyone in Delta County and were held at three locations throughout the County. During these meetings, attendees were asked to discuss the library's strengths, weaknesses, opportunities and threats, as well as to comment on what services they would like the library to provide over the next five years.

Finally, a planning team was formed consisting of three library staff members, a member of the Library Board of Trustees, a representative from the Friends of the Library, a City Council Liaison and two citizen volunteers. Data from the survey was compiled with information gathered at the public forums and provided to the library planning team in advance. The planning team worked with a consultant from the Six Rivers Employment Alliance in two full-day sessions to create a strategic plan. The plan was revised in additional sessions with library staff and the library board.

The plan is subject to annual review by the Library Board of Trustees. Goals and directions will be adjusted as warranted to ensure that the plan remains relevant through changing circumstances.

Special thanks to the members of the planning team, as well as the Library Board of Trustees, Consultants Susan Roll and Denise Hansen and the Escanaba City Council. Thanks to members of the public who took time to complete a survey or talk with staff at the public forums.

Library Strategic Planning Team

Patricia Baribeau, Escanaba City Council Liason
Elizabeth Keller, Escanaba Public Library Board of Trustees
Darryl Shann, Citizen Representative & Friends of the Library
Freda St. John, Citizen Representative
Carolyn Stacey, Library Director
Monique Ciofu, Adult Services Librarian
Patricia Fittante, Children's Librarian

Library Board of Trustees

Philip Lynch, Chair
Priscilla Green
Janice Hallett
Elizabeth Keller

**ESCANABA PUBLIC LIBRARY
STRATEGIC PLAN 2014 – 2019
SUMMARY**

MISSION

The Escanaba Public Library connects people through information, opportunities and ideas to inspire lifelong enrichment and enjoyment.

STRATEGIC ISSUE: COMMUNITY AWARENESS & CONNECTION
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Goal: Increase public awareness of library programs and services and promote the library as a civic focal point

1. Develop comprehensive marketing plan
2. Increase use and effectiveness of social media marketing tools
3. Contract the design of an updated library logo
4. Revise and re-design library informational brochures
5. Plan and implement an annual open house in conjunction with Friends of the Library
6. Strengthen alliances with school, governmental agencies and community organizations
7. Increase the library's presence at community events and outreach locations

Goal: Increase opportunities for citizen involvement and strengthen connections with local government jurisdictions

1. Formalize volunteer recruitment, training and retention program
2. Support the City of Escanaba's strategic initiatives
3. Make annual presentations to governing boards within library service area
4. Investigate establishment of a township advisory board

STRATEGIC ISSUE: QUALITY

Goal: Develop quality collections that meet evolving community needs

1. Increase funding for new books and materials to peer library standard
2. Adopt annual calendar for collection evaluation and maintenance
3. Identify and phase out underutilized or outdated print and media formats
4. Increase the quantity of library materials in new and emerging formats
5. Prioritize and process local history document scanning and digitization

Goal: Maximize Staff Potential

1. Create and support an environment where staff is encouraged to continually learn and grow
2. Develop and implement an annual performance appraisal process and regular coaching sessions
3. Design staff technology competencies and corresponding training plan
4. Increase the number of staff members who are cross-trained
5. Pursue technological solutions that limit the need for staff to carry out routine tasks
6. Develop plan for continual assessment and improvement in customer service practices and strategies
7. Create new opportunities for strengthening work relationships and staff morale

STRATEGIC ISSUE: ACCESS

Goal: Adapt spaces to be more inviting, accessible and responsive to use

1. Assess and improve space utilization in staff work areas
2. Facilitate library inclusion in the City of Escanaba's Capital Improvement Plan and the Escanaba Building Authority budget.
3. Develop and implement a routine maintenance calendar in conjunction with City staff
4. Reconfigure mobile reference shelves to accommodate other public uses, including more comfortable seating
5. Refinish original Carnegie tables in reading area
6. Identify alternative space to designate for teen services
7. Fund the creation of a Facility Master Plan for long-term building needs and improvements

Goal: Explore avenues for taking library services to people

1. Coordinate volunteer effort to deliver books to nursing homes and assisted living facilities
2. Investigate mechanisms for delivery and pick up of materials to outlying locations in service area
3. Evaluate feasibility of "Books by Mail" prototype through Upper Peninsula Region of Library Cooperation

Goal: Improve public access to library services by increasing open hours to meet community demand.

1. Evaluate survey and forum responses to develop schedule of additional hours
2. Develop a staffing plan to support proposed additional hours

STRATEGIC ISSUE: OPPORTUNITY

Goal: Support current and emerging technologies to increase access to information, improve efficiency and enhance patron use of the library.

1. Evaluate current technology services and identify areas for improvement using national benchmarks
2. Adopt the strategies and activities outlined in the library's Technology Plan for 2014-2019 in conjunction with regional libraries
3. Create opportunities for intergenerational connections through technology
4. Increase availability and reach of computer instructional classes
5. Adopt "Book a Librarian" model for scheduling individual assistance with technology and technological devices
6. Evaluate model programs for circulating e-reader devices
7. Investigate services that can be provided to/with mobile devices

Goal: Offer a unique and engaging calendar of cultural and educational opportunities for adults

1. Create and maintain programming plan that includes an annual events calendar
2. Collaborate with a variety of community partners to enhance programs and displays
3. Seek grant opportunities that support cultural programs for adults
4. Provide web-based program opportunities, such as author talks, lectures, concerts and other cultural events through interactive videoconferencing
5. Initiate rotating art displays

STRATEGIC ISSUE: SUSTAINABILITY

Goal: Explore and develop sustainable funding strategies

1. Evaluate alternative structure and governance models for public libraries
2. Explore supplemental means of securing revenue (grants, fundraising, etc...)
3. Work with the Friends of the Library to establish a Library Foundation
4. Re-negotiate contracts for library services in cooperation with township boards.

Goal: Strengthen Organizational Capacity of Library and Support Organizations

1. Implement board development training for the Library Board of Trustees
2. Ensure the library is included in the City of Escanaba's Master Plan revision for 2014
3. Provide orientation to advocacy skills for Board of Trustees and Friends
4. Improve connections between library and other City departments
5. Collect and distribute data that demonstrates measurable impact of online library services and remote use of electronic resources
6. Review and adjust goals and strategies contained in Strategic Plan annually with the Library Board of Trustees