



Mississippi Valley Library District

Planning Document

2010 – 2020

Mission Statement:

The Mississippi Valley Library District will provide to our community of users through our buildings and our virtual environment information and entertainment through available cutting-edge forms of materials both physical and virtual supported by a knowledgeable friendly staff.

I. Facilities and Support Organizations

1.1 Collinsville Memorial Library Center

408 West Main St., Collinsville, IL 62234

1.1.1 The Collinsville Memorial Library Center strives to be an innovative example of a futuristic library with a balance of traditional library service which embraces the evolution of a “bookstore mentality” of whimsy, comfort and exploration.

1.1.2 The Friends of the Collinsville Memorial Public Library is a support organization specifically designed to

- **maintain a non-profit association of persons interest in the Collinsville Memorial Public Library.**
- **encourage and intensify community awareness of the library’s resources;**
- **receive and encourage gifts, endowments and bequests to the library;**
- **use all funds received through gifts, endowments, bequests and fund-raising activities for the benefit of the library;**
- **and operate under the guidance, supervision, and authority of the Board of Trustees and staff of the Collinsville Memorial Public Library.**

1.2 Fairmont City Library Center

2870 North 44th St., Fairmont City, IL 62201

1.2.1 The Fairmont City Library Center strives to be a recognized as a community center of activity that will sustain every individual’s need for education, information and entertainment through bilingual

materials and activities.

1.3 Blum House

414 West Main St., Collinsville, IL 62234

1.3.1 The Blum House, donated to the Collinsville Memorial Public Library in 1997 by the Collinsville Building and Loan, is an extension of the Library and shall be used to further the mission of the Library and its Board of Trustees.

1.3.2 The Blum House will continue to be rented as prescribed by the Board of Trustees to make its monthly expenses unless an alternative use with sufficient money making ability is found.

1.3.3 The Blum House garage shall be cleaned out and possible uses will be investigated.

1.3.4 The rooms on the second floor of the Blum House shall be investigated for meeting room usage.

1.4 Collinsville Memorial Public Library Foundation

1.4.1 The Collinsville Memorial Public Library Foundation was established to give support to the services and physical facility of the Collinsville Memorial Library Center.

II. Services

2.1 Collection Development

2.1.1 Collinsville Memorial Library Center

Goal: To provide the most extensive selection of multi-media items possible in the area providing for each specific section of the collection.

2.1.1.1 Phase 1

- **Continual weeding is necessary for the integrity of the collection**
- **Continual conversion of audio books to MP3 and CD format.**
- **Create a high interest collection of various media formats specifically for young adults. This will include DVDs, CDs, and magazines.**
- **Review processing workflow to ensure new materials arrive on the shelves as soon as possible.**
- **Generate pre-overdue notices.**
- **Offer online reading lists and personalized reading, viewing, and listening recommendations.**

- **Add more reader's advisory web sites to the library's web site.**
- **Utilize successful marketing strategies to display, merchandise, and promote the collection.**
- **Improve visual appeal and access to new materials.**
- **Establish priorities of the importance of giving budgetary significance to the various materials - physical and virtual - for the present and through the next decade.**

2.1.1.2 Phase 2

- **Explore the option of adding more downloadable ebooks and audios to the collection.**
- **Explore the option of adding downloadable videos and music to the collection.**
- **Continue current and develop new innovative reader's advisory services related to promoting reading and popular materials, such as bestseller preview lists, online book clubs, chapter-a-day book clubs, book and media displays, and a media hot list web page.**
- **Examination and evaluation of each of the efforts looked at in Phase 1.**

2.1.1.3 Phase 3

- **Develop video game collections for all age levels.**
- **Circulate Sony Readers, iPods, GPS units, digital projectors, boxes, Wii's, electronic language translators, laptops, and web cams.**
- **Audio Visual Center with viewing privileges. In this center would be the Computer Training Lab and all of the Audio and Video collections.**

2.1.2 Fairmont City Library Center

Goal:

2.1.2.1 Phase 1

- **Triple the size of the collection**
- **Substantial Spanish Language collection**
- **Books published from Mexico, not translated.**
- **Keep children's collection current.**
- **Phase out VHS tapes**
- **Expand Homebound materials**
- **Purchase materials that encourage reading**

2.1.2.2 Phase 2

- **Develop audio/visual collections**
- **Expand music collection**

- **Continue building ESL & Immigration collection**
- **Introduce new technology w/equipment**

2.1.2.3 Phase 3

- **Extensive Immigration support collection**
- **Extensive ESL support**
- **Vocational guidance**
- **College guidance**

2.2 Service Development

2.2.1 Collinsville Memorial Library Center

Goal: To provide the type of service for our community of users that they deserve through a dedicated and innovative examination of necessities in our area.

2.2.1.1 Phase 1

- **Establish a Training Center in the Florence Burkholder Community Room for use of computers, handheld technologies, specialized equipment and software and audiovisual viewing.**
- **Train individuals on the use of our virtual environment including our ebooks and downloadable audiobooks.**
- **Dedicate a computer that hold our physical MP3 audiobooks that can be easily downloaded to personal players.**
- **Provide more information and hands on help to job hunters.**

2.2.1.2 Phase 2

- **Provide delivery service to schools in our Library District.**
- **Provide outreach areas to parts of our Library District such as Hollywood Heights or State Park through use of cooperative organization agreements - possibly Caseyville Library or churches.**

2.2.1.3 Phase 3

- **Red boxes for distribution and collection of CDs and other materials.**
- **Strip mall store front at designated areas for ease of access for our community.**

2.2.2 Fairmont City Library Center

Goal:

2.2.2.1 Phase 1

- **Develop Homebound Service with Volunteers**
- **Homework helpers**

- **Start Adult book club/Adult programs**
- **Adult Computer classes**
- **Host ESL/GED classes.**
- **Start Community garden**
- **Explore partnerships with Boy Scouts/ Girl Scouts/4H Clubs/ or YMCA/Big Brother/Big Sis**
- **Partner with College Diversity Group.**
- **Incorporate Y.A.'s (in school) for mentoring**
- **Continue story times (bilingual if needed)**
- **Increase volunteer community involvement**
- **Use outdoor pavilion for programming**
- **Actively pursue and encourage donations**

2.2.2.2 Phase 2

- **Y.A. Game room separated from library space**
- **Enclosed classroom/meeting room**
- **Provide a quiet place for reading/study**
- **Improve Internet Café with high tables/stools**
- **Homework supply closet**
- **Organized group for walk-in homework help**
- **Back to school “supply” drives**
- **Partner with Collinsville Unit 10/communication**
- **Host Job Fairs**
- **Teach how to get a job skills**
- **Area youth to work Café for experience**

2.2.2.3 Phase 3

- **Outdoor expansion to include program activity areas such as:**
Soccer field
Walking track
Outside Basketball court
Skate Park or Bike Park
Horseshoe pits
Playground
Volleyball Net

2.3 Juvenile Library

2.3.1 Collinsville Memorial Library Center

Goal:

2.3.1.1 Phase 1

- **Bring first grade classrooms from at least three schools in annually**
- **Bring preschool/head start/day care classes (at least three annually)**
- **Write a bimonthly newspaper column or blog**
- **To use RA more effectively, e.g. more "If you like... you might like..." materials openly accessible for users**
- **Weed annually (at least)**
- **Welcome packet for first library card / Welcome new babies with a packet/gift from the library**
- **Two new computers to give a total of six children's stations**
- **Increase collaboration with school district, including having a presence at registration**
- **Provide brochures with suggested reading lists at various ages**
- **Establish an on-site homework help at least one evening a week for children**
- **Provide evening story hours once a month**

2.3.1.2 Phase 2

- **Higher non-fiction shelving and higher fiction shelving**
- **Replace wall paper in Juvenile Room with carpeting or tack boards for display**
- **Phase out VHS**
- **Open windows**
- **New circulation desk**
- **Establish more communications with the high school teachers to be better informed about reading lists and assignments**

2.3.1.3 Phase 3

- **Possibility of using the Board Room as part of the Children's Library and moving the Board meetings to the Blum House**
- **Display school work from various classes in Collinsville on a monthly basis by offering incentives**

2.3.2 Fairmont City Library Center

Goal:

2.3.2.1 Phase 1

- **Bilingual collection development**
- **Educational books**
- **Learning activities**

- Promoting reading/literacy
- Removing of 1 door (currently 3 doors) in Children’s Library
- Increase adult presence for proper guidance
- Provide brochures with suggested reading lists at various ages
- Establish an on-site homework help at least one evening a week for children
- Provide evening story hours once a month

2.3.2.2 Phase 2

- Educational software for in-house use
- Hands on activities for Math & Science
- Display school work from various classes in Collinsville on a monthly basis by offering incentives
- Involve Kreitner teachers in the children at the Fairmont City Center

2.3.2.3 Phase 3

- Visual learning experiences

2.4 Programming and Community Education

2.4.1 Collinsville Memorial Library Center

Goal: To aid the area’s programmers in their quest to provide the best educational opportunities for the audience with which they work.

2.4.1.1 Phase 1

- Develop a Teen Advisory Board to provide insight and feedback on services and identify new activities utilizing school and agency partnerships.
- Develop a Senior Advisory Board to provide input on programming and other issues related to senior services.
- Increase “entertainment” programming for adults and young adults.
- Promote and educate users on placing holds, renewing materials online, and downloading audio and print books.
- Continued instruction on using our online databases.
- A persistent teaching, development, and promotion of information literacy.
- Cultivate current community partnerships and develop more partnerships.
- Develop thematic displays, research guides, and booklists to support educational programming.

- **Solicit the support of programming through corporate and business underwriting.**

2.4.1.2 Phase 2

- **Develop instruction on social networking sites like Twitter and Facebook and familiarize our users with the library's Facebook, Twitter and blog.**
- **Develop a teen book club, a writing group, anime/manga group, video game tournaments, and expand promotional avenues for such teen programming.**

2.4.1.3 Phase 3

- **Develop methods to provide check-out services at locations other than the circulation desk as part of programming events**

2.4.2 Fairmont City Library Center

Goal:

2.4.2.1 Phase 1

- **Survey to identify the needs of community**
- **Staff talking to patrons about services**
- **Community volunteers to host programs**
- **Introduction of technology.**
- **Identifying how to communicate/advertise**

2.4.2.2 Phase 2

- **Increasing patron knowledge of service**
- **Partner with village for history book**

2.4.2.3 Phase 3

- **Actively involved community in library service**
- **Have established local history collection**

2.5 Collinsville Memorial Library Center building aspects only

2.5.1 Genealogy and Local History Center

Goal:

2.5.1.1 Phase 1

- **Continue to expand the Indian History and Genealogy section .**
- **To subscribe to genealogical societies of the southern Illinois counties.**
- **Design a brochure or series of brochures for the public to take. Include information on where to find local records, what the library has to offer genealogy-wise, and other topics.....**

2.5.1.2 Phase 2

- Put the Obituary Database on the Collinsville Library website.

2.5.1.3 Phase 3

- To have the indexes for the Collinsville Cemeteries online on the Collinsville Library
- To create a database with the public's help of Collinsville families genealogy
- To include the microfilm machines(s) and 1 or 2 computer stations dedicated just for genealogy, plus a photocopy machine just for the genealogy area.

2.5.2 Eckart Programming Resource / Media Center

Goal:

2.5.2.1 Phase 1

- Evaluate the Programming Resource items and eliminate the portion that is no longer significant.
- Bring in newer and fresher items that will reenergize the interest from the teachers and programmers.

2.5.2.2 Phase 2

- Continue to add necessary elements for community use.

2.5.3 Florence Burkholder Community Room

Goal:

2.5.3.1 Phase 1

- Look to expand the use of the room for local businesses and technology users needing training sessions.
- Investigate the more effective use of the Community Room through remodeling and partitions.
- Develop a Computer training lab and AudioVisual viewing center

2.5.3.2 Phase 2

- Possible use for a portion of the community room for an extension of the library's collection.

2.5.4 Carma Wilbert Adult Reading Room

Goal: This small area will always be vital to the quiet and secluded atmosphere needed in at least some part of the building.

2.5.4.1 Phase 1

- Continual examination of its function and use is necessary.
- Add historical / local artifacts to the room for decoration
- Continued quiet area

2.5.5 Computer Lab

Goal: A lab that will provide to our public the best in computers and technicians to help them have a great computing experience.

2.5.3.1 Phase 1

- **Replace at least 5 computers yearly**
- **Add an up-to-date scanner and new software with OCR capabilities**
- **Add blinds to the windows**

2.5.3.2 Phase 2

- **Upgrade the wireless environment**
- **Watch for new technologies and add them as advisable**

2.6 Fairmont City Library Center building aspects only

2.6.1 Computer Center

Goal:

2.6.1.1 Phase 1

- **Repair/Replace existing table/chairs in cafe**
- **Use high tables & stools for internet café**
- **Provide more outlets for laptop use**
- **Advertise free WiFi**
- **Repair floor in computer lab**

2.6.1.2 Phase 2

- **Provide better lighting**
- **Expand desktop computer lab**

2.6.1.3 Phase 3

- **Provide up to date computer services in lab**
- **Have inviting internet café/food bar service/Wifi**

2.6.2 Young Adult Area

Goal:

2.6.2.1 Phase 1

- **Repair/Replace existing table/chairs**
- **Add additional comfy seating (sofa/loveseats)**
- **Continue to develop game room**

2.6.2.2 Phase 2

- **Provide up to date Y.A. décor that is appealing, current, and inspiring**

2.6.2.3 Phase 3

- **Move game room to a separate room**

2.6.3 Kitchen

Goal:

2.6.3.1 Phase 1

- **Repair/Replace existing kitchen appliances**
- **Add second microwave for food bar**

2.6.3.2 Phase 2

- **Update kitchen cabinets**
- **Updated ceiling & lighting**

- **New Flooring**

2.6.3.3 Phase 3

- **Repair/replace Food Bar**
- **New popcorn machine**
- **Snow cone machine**
- **Add side-by-side freezer**
- **Add glass front cooler (drinks) for food bar**

2.6.4 Training Center

Goal:

2.6.4.1 Phase 1

- **Repair/replace tables & chairs**
- **Add partitions**
- **Add large dry erase board**

2.6.4.2 Phase 2

- **Add wall to left side of meeting room**
- **Add glass front wall.**

2.6.4.3 Phase 3

- **Have room that can be use for computer classes/business meetings/adult education/or private parties (rental).**

III. Governance and Administration

3.1 Board of Trustees

Goal: To provide responsible guidance and requests to the Mayor and City Council members for the proper sustenance of Collinsville Library and its various responsibilities which are in their care taking for the citizens of Collinsville; and to make the best educated decisions to aid the Director and the staff of the Library in their commitment to the Collinsville Community.

3.1.1 Phase 1

- **The board members will more efficiently use the Staff Only website for information on their duties and the staff happenings.**

3.1.2 Phase 2

- **Take part in Focus groups and actively establish the future path of the Library District.**

3.2 Director of the Library

Goal: To provide guidance to the Board of Trustees and the staff of the Services Center through use of expertise, training, and practical experience by employing creativity, fostering team building, and implement a shared vision for services in the area.

3.2.1 Phase 1

- **To guide the staff to be innovative and experimental toward interesting and productive service to the public**

- To seek out creative funding sources and provide the District with versatile possibilities for projects
- To market the District and its Library Centers in an optimum way

3.2.2 Phase 2

- To guide the Librarians and the Technicians for an eventual change of leadership
- To develop and monitor Focus groups of various aspects of our community to move toward improved service.

3.2.3 Phase 3

- To bow out gracefully....

IV. Staff Development

Goal: To maintain a well-versed and customer service oriented staff that can serve our members with excellence.

4.1 Phase 1

- Identify Continuing Education opportunities for all staff members and create individualised training plans. (Qualifier - 60% of all staff will attend external CE events)
- Staff will each attend at least one community event per year with the purpose of manning a library booth or stand.
- To continue the monthly staff meetings with integral information needed to maintain a highly effective service organization.
- Continued staff training in delivering reader's advisory, reference, and technological expertise.

4.2 Phase 2

- Visit at least five other libraries annually with an assistant for research purposes

4.3 Phase 3

- Attend a national or state conference yearly
- Host students interested in library work

V. Community Relations

5.1.1 Collinsville Memorial Library Center

Goal: To make the community aware of the versatility of service that our organization provides

5.1.1.1 Phase 1

- Closer work with the school and church communities through outreach and in-house tours.
- To contact organizations and businesses with informational packets.
- More staff participation in the community through joining of organizations and participating in activities as "the library staff."
- Becoming more visible through the use of outdoor signage such as

banners.

- **A monthly initiative to communicate with the news media for continued articles.**
- **A revival of a newsletter, print and email.**
- **To continue to update the Website on a regular basis of at the very least once a month.**
- **Continual update of pamphlets and bookmarks.**

5.1.1.2 Phase 2

- **Infomercial to be developed to use on the cable network and on the web.**
- **Survey to random households to determine the needs to the community compared to the services being provided.**

5.1.1.3 Phase 3

-

5.1.2 Fairmont City Library Center

Goal:

5.1.2.1 Phase 1

- **Continue to advocate service in community**
- **Partnership with Collinsville Unit 10 teachers**
- **Talk to all patrons about wants & needs not being met**
- **Newspaper articles**
- **Work with City Hall on events**
- **Staff participate in community events**
- **Newsletter**
- **To create a Friends of the Fairmont City Library**

5.1.2.2 Phase 2

- **Be active library and a community gathering place**

5.1.2.3 Phase 3

- **Become the cornerstone of the community working to bring other activities into the area.**

VI. Buildings and Landscaping

6.1 Interior

6.1.1 Collinsville Memorial Library Center

Goal: To provide an enriching and welcoming environment that fosters an interesting mix of comfort and practicality.

6.1.1.1 Phase 1

- **Evaluate and disassemble the print reference area and create a high-interest, topical browsing areas.**
- **Improve interior signage throughout the library.**

6.1.1.2 Phase 2

- **Purchase display furniture/shelves for the former reference**

area

- **Create a theater in the community room with an overhead digital projector to allow for film presentations and other forms of entertainment and programming.**
- **Develop a small business/technology center in the community room.**

6.1.1.3 Phase 3

- **Move the “Hold” shelves to allow patrons public access to their reserved items.**
- **Use “point of purchase” DVD and CD display shelves near the main checkout counter.**
- **Installation of a PA system throughout the library.**

6.1.2 Fairmont City Library Center

Goal: To provide a safe and pleasing environment for the visiting community.

6.1.2.1 Phase 1

- **Updated bathrooms**
- **Functioning doors**
- **Closet for coats/backpacks with hooks**
- **People (Door) counter**

6.1.2.2 Phase 2 / 3

- **New floor design for staff areas**
- **New Windows**
- **Have food bar/kitchen work better together**
- **Water coolers by bathrooms.**
- **Updated Heating & Cooling system**

6.2 Exterior

6.2.1 Collinsville Memorial Library Center

Goal: To provide an inviting and historic exterior that the Collinsville community can identify with and recognize as a lasting symbol of their heritage and their pride

6.2.1.1 Phase 1

- **Resurfacing of the parking lot between the Collinsville Library and and Blum House**

6.2.1.2 Phase 2

- **Develop the Stan Schaeffer Memorial Reading Park with an expansion of a Children’s Park on the Bouril acre of ground.**
- **Construct an amphitheater on the sloped ground on the Blum property behind the Blum House garage that will connect the SS Reading Park to the Children’s Park.**

6.2.1.3 Phase 3

- **Create a drive-through pickup area in the library in which patrons could pick up their holds by car, possibly combining it with the lower circulation desk.**

6.2.2 Fairmont City Library Center

Goal: To transform the former American Legion Hall into the Fairmont City Library Center that will be identifiable and distinct.

6.2.2.1 Phase 1

- **Concrete pad for bike rack**
- **Sidewalk to pavilion from street**
- **Working gutters**
- **Architect will be hired to develop a master plan for the building**

6.2.2.2 Phase 2 / 3

- **Construction following architect's plans will be commenced with the assumption that grants and money will be available**
- **Brick building examined for repairs**
- **Security cameras (outside)**
- **Security lighting w/motion detectors (outside)**
- **Enhance front entrance to be more inviting**
- **Replace or repair large (American Legion) sign**
- **New roof**
- **Updated parking lot**

6.3 Landscaping and Grounds

6.3.1 Collinsville Memorial Library Center

Goal: To present a pleasing and welcoming outside atmosphere that will invite our community and visitors to stop and want to investigate more of our complex or enjoy the lawns for the beauty and relaxation.

6.3.1.1 Phase 1

- **Redesign of the landscaping for more practical maintenance.**
- **To have the bushes and the lawn always well manicured.**
- **To solve the problems associated with the use of the fountain and have it operational.**
- **Benches and picnic benches in various areas for the enjoyment of the outdoor areas.**

6.3.1.2 Phase 2

- **Stairway and Ramp for accessibility to back lot behind the South Wing.**

6.3.2 Fairmont City Library Center

Goal:

6.3.2.1 Phase 1

- **Master Plan for grounds**

- **Community Garden Area**
- 6.3.2.2 Phase 2 / 3**
- **Dedication of trees to create park atmosphere**
 - **Privacy fencing where needed**

VII. Finances

Goal: To ensure the stability of the Library and its community of users, various funding resources will be actively pursued to support the existing budget.

7.1 Phase 1

- **Grants will be actively sought for every project possible**
- **Local businesses and organizations will be solicited for funds for special programs**
- **Grant for the renovation of the Fairmont City Library Center will be a necessity**

7.2 Phase 2

- **For the Blum House and the Stan Schaeffer Memorial Reading Park areas of ground, benches, and other amenities will be sold for memorials and dedications.**

VIII. Equipment and Technology

8.1 Collinsville Memorial Library Center

Goal: Technological advancement is becoming an integral part of the informational service that is important for the staff and the members. It is vital to provide the best possible technologies for the community.

8.1.1 Phase 1

- **Add widgets and video to the Web site that enliven the overall presentation while promoting new additions to the collection.**
- **Add online registration for programming events through the events calendar on our web site.**
- **On our web site produce a web page for Internet sites organized by subject.**
- **Upgrade or replacement of at least 5 computers per year.**
- **Upgrade the security cameras throughout the interior and exterior of the building.**

8.1.2 Phase 2

- **Install an overhead digital projector in the community room.**
- **Develop web pages for targeted audiences such as young adults and seniors.**
- **Upload videos to YouTube promoting library events, activities, and resources.**

8.1.3 Phase 3

- **Add a self-checkout station**
- **Add 1 or 2 express Internet stations with a 15 minute time limit for patrons.**
- **Add text or chat reference to our web site.**
- **On the library web site create a page for computer-related tutorials.**

8.2 Fairmont City Library Center

Goal:

8.2.1 Phase 1

- **New phone system w/messaging**
- **Second phone line**

8.2.2 Phase 2

- **Updated computers & software**

8.2.3 Phase 3

- **Investigate possibilities for more bandwidth throughout the building and grounds**