

Appleton Public Library



Technology Plan 2008-10

Library Vision Statement

Through the Appleton Public Library, the people of the greater Appleton area will have access to:

- the information necessary to succeed at school, at work, and in their personal lives;
- the materials and programs that stimulate thinking, enhance knowledge, and improve leisure;
- the resources to discover the joy of reading and develop a love of learning;
- the electronic resources to develop needed technological, information-seeking, & evaluation skills;
- a library that is an integral part of public education and an easily accessible, convenient focal point of community life, connecting the people of the region.

Library Mission Statement

The Appleton Public Library is a center of community life, offering opportunities to learn, know, gather and grow.

Plan Process

During the first half of 2007, the Library undertook a strategic planning process with the goal of producing a new overall Long Range Plan for the Library. The new plan, with the Vision and Mission above, was approved by the Library Board on June 12, 2007.

The most recent technology plan for the library was adopted in 2002. Many changes have occurred since the adoption of that plan and technology has taken on an even more important role in library operations. The new Long Range Plan 2008-2010 called for increasing and changing use of technology in many ways. Recognizing the need for an updated plan, Library Director Terry Dawson appointed a staff technology planning committee, chaired by Assistant Director Barbara Kelly and charged with developing a new Technology Plan for 2008-2010.

Technology Planning Committee Members

Barbara Kelly, Chair, Administration
Ellen Jepson, Children's Services
Brian Kopetsky, Circulation
Kurt Riechers, Network Services
Sara Kopesky, Reference

Colleen Rortvedt, Reference
Paula Wright, Reference
Michael Nitz, Technical Services
Evan Bend, OWLS

The Technology Planning Committee met three times, August 8, August 29, September 26. A Wiki was established to allow the group to collaborate on brainstorming and drafting the new goals. It can be found at <http://apltech.pbwiki.com/>. The plan is based on elements of the Long Range Plan that either require technology to accomplish or speak directly to technological enhancements.

Technology Vision Statement

Through the Appleton Public Library, the community will have access to the information necessary to succeed at school, at work, and in their personal lives and the resources to develop technological, information-seeking, and evaluation skills. The APL Staff will have the tools and training they need to work effectively and efficiently.

Technology Goals

Goal 1 - Foster lifelong learning by providing resources and assistance for individuals seeking and evaluating information.

Strategies:

- Use library 2.0 techniques and social software to create opportunities for patron input and feedback on resources and processes
- Provide educational resources, in collaboration with Outagamie Waupaca Library System (OWLS) and the OWLSnet when feasible
- Provide instruction in using and evaluating information resources
- Provide instruction in Internet, social software, and basic application software

Goal 2 - Provide dependable and reliable information.

Strategies:

- Provide quality reference service and guidance in selecting materials
- Develop electronic resources and websites to provide useful information, and encourage their use by Library patrons
- Support electronic delivery of services remotely and in-house, in collaboration with OWLS & OWLSnet where feasible

Goal 3 - Provide local information, local history, and cultural diversity resources.

Strategies:

- Continue to operate Fox Cities Online
- Continue support for Fox Valley Memory, while seeking to improve use of digitization standards
- Participate in Wisconsin Heritage Online
- Work with OWLS to explore potential for collaborative digitization

Goal 4 - Provide adequate training opportunities for staff and volunteers.

Strategies:

- Establish a workgroup for staff technology training & development
- Develop basic technology competency checklists for each library position
- Develop a technology training resource page on the Intranet
- Encourage supervisors to set standards and goals for technological competency

Goal 5 - Align library technology services with community needs.

Strategies:

- Work with Marketing and Development staff to incorporate appropriate branding throughout the Library website family
- Establish a website planning/revision team
- Create a basic web homepage in Spanish language and in Hmong language
- Study social software and Library 2.0 technologies and implement if feasible and appropriate
- Study gaming technologies and implement if feasible and appropriate
- Create process for evaluation of new material formats: e.g. Playaway, OverDrive, NetLibrary, high definition, mp3, etc. and incorporate the results into the collection plan for media
- Study possibilities for online payment of fines and bills
- Provide adequate number of workstations for public access computing
- Continually evaluate technologies to make sure they are satisfying the intended needs, including upgrades to software to ensure compatibility and currency

Goal 6 - Use appropriate technology to assist staff and increase efficiency.

Strategies:

- Utilize staff Intranet, email and interactive software for effective communications and documentation of local procedures
- Review materials security systems, including options for automating check-out, check-in and sorting operations
- Study Radio Frequency Identification (RFID) & implement if feasible for cost-saving and improved service
- Study automated telephone answering system/directory
- Use built-in video projector & other equipment in program areas to simplify media programming
- Evaluate new technologies for scheduling meeting rooms and equipment
- Evaluate outside utilities (PBWiki, Blogger, Google Calendar etc.) versus hosting on Library servers
- Acquire software and licensing that gives staff the tools they need to do their work
- Acquire sufficient hardware for all staff to have access as necessary for efficiency
- Replace hardware on rotating schedule appropriate to the specific intended use
- Continually evaluate technologies to make sure they are satisfying the intended needs
- Seek opportunities to collaborate with OWLS for utilities, hosting services, etc.
- Create and maintain a technology inventory
- Study print management systems for public print stations and implement if cost effective and feasible
- Incorporate regular technology topics into staff meetings in order to increase awareness