



## **Winchester Public Library Long Range Plan 2017 - 2021**

**2117 Lake Street  
Winchester, WI 54557**

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## Table of Contents

	Page
I. Mission .....	3
II. Introduction and Executive Summary .....	3
III. Library History and Community Description .....	4
III a – Library History	
III b – Community Description	
IV. Goals and Objectives .....	5
V a Access to information	
V b Upgrades and Restoration (Historic Preservation)	
V c Access to New Technologies	
V d Entertainment Medium for Patrons	
V e Educational Programs	
V Northern Waters Library Service.....	6
VI Marketing and Communications .....	7
VII. Financials and Funding .....	8

## **I. Mission:**

The Board of Trustees adopted the following mission statement for the library: “The Winchester Public Library strives to provide the community with information in a variety of formats, as well as educational, cultural, and recreational opportunities for our patrons.”

## **II. Introduction and Executive Summary:**

The Winchester Public Library has been providing services to the people of Winchester since 1985 and is dedicated to providing a broad range of information in a wide variety of formats to people of all ages in Winchester and the surrounding area. The Winchester Public Library is housed in the former Winchester Elementary School located in the heart of the picturesque town of Winchester.

The library provides an up to date collection of current popular fiction, informational books, audio books on cassette tapes, movies on DVD, magazines, and local newspapers.

Through interlibrary loan, patrons have access to library materials from all over Wisconsin and beyond. Books can be requested by going online to the Merlin catalog. The WISCAT catalog can be checked for items not available in Merlin. Patrons can access the Internet by using the library’s computers or with their own computers on the wireless network.

In order to insure the library is positioned to support the changing needs of the library’s patrons, the Library Director with the support of the Board of Trustees put together a survey to be filled out by the library patrons. This survey was short and easy to find and submit. It was available on the library website, the library Facebook page, and paper copies at the circulation desk. This survey was done for several reasons.

- To determine the satisfaction level of patrons who use the library. This question was broken down to include many different aspects of the library.
- To identify what aspects of the library and its services are of value to our patrons.
- To determine what the needs and interests of the community are.
- To find out how our patrons felt about programs and what could be changed to improve the attendance.

With the support of the patron, businesses and the community of the Town of Winchester the Winchester Public Library will continue to serve the citizens with current services and insure that new needs are identified and addressed as required.

### **III. Library History and Community Description**

#### **III a – Library History**

The library building has served the Winchester community as a school, library and activity center for over 100 years. The building was constructed in 1910 by the Turtle Lake Lumber Company to serve as a school for children in grades 1 through 8 as well as a center for meetings, elections, and other community functions.

School enrollment declined over the years from a high of 80 students taught by 3 teachers until the final bell in 1966. The remaining students were transported to other area schools until the consolidated North Lakeland Elementary School opened in 1971.

From 1966 to 1985 the building continued to be used for meetings, elections, and as a youth center. During that period, an addition was added to be used as a garage for Winchester's first ambulance. This room now houses the Library Director's office and the circulation desk.

In 1985, the Winchester Women's Civic Club learned that funds were available from Vilas County for a public library. The Club formed a committee to study the feasibility of converting the former school into a public library. After completing their study, the Club decided to sponsor the library.

The Winchester Town Chairman appointed a Board of Trustees for the library, and Mike Cross from the Northern Waters Library Service helped plan and organize the project. Winchester Women's Civic Club members spent many hours cleaning, sorting, and cataloging.

On September 14<sup>th</sup> 1986, the Winchester Public Library was dedicated. A photographic history of Winchester, including the library, was compiled for the Town of Winchester Centennial in 2005 and is on display in the community room.

While primarily used as a library, the building continues to be used for library sponsored programs as well as The Winchester Women's Social Civic Club, Friends of the Library Quilters Group, Turtle Lakes Chain Association, The Winchester Historical group and other community organizations and clubs.

#### **III b – Community Description**

Northern Wisconsin as well as the town of Winchester has undergone a transformation over the past twenty to twenty-five years from primarily a tourist/resort destination to primarily a retirement community.

Seasonal residents can significantly increase the population of the Town of Winchester. The peak summer population estimates show that the population of the town increases by at least 50% during the summer months. Similar trends occur during winter months, to a lesser degree, depending on weather and snow conditions.

Census 2010

Winchester Population 383

\*Source: UW Extension Office Eagle River

## **IV Goals and Objectives**

Major goals and objectives of the Winchester Public Library include:

- Provide access to information, in many forms including, but not limited to:
  - Books
  - DVDs
  - Computers
  - eBooks
- Continue to provide access to new technologies to patrons including:
  - Internet access both wired and wireless (WIFI)
  - Computers, network access and printers
  - Presentation and viewing support equipment
  - Projector and mounted screen
  - Ongoing technology education for patrons
- Provide entertainment medium for community members
- Provide educational programs for community members
- Offer off site programming utilizing areas such as the town park
- Provide meeting and gathering opportunities for community members
- Implement a Make and Take activity day to allow hands on programs
  - Pre-planned knitting project
  - Coloring notecards
  - Painting classes
  - Wii game day

### **V a Access to information:**

The primary objective of a library is to provide access to information. Today information is readily available to nearly everyone – on demand. Access to the internet plays a vital role in the everyday life of many, if not most individuals. Some individuals do not have the means or resources to avail themselves to this access and the library provides this capability to the patrons requiring it. Reliable high speed internet access and WIFI facilities are a vital function of the library. With the government grant to install the fiber optic cable we are able to offer a more

reliable high speed, 24 hour access internet. Northern Waters Library System was also able to help us install the software necessary to now provide wireless printing from most devices. We will continue to upgrade as software become available.

### **V b Upgrades and Restoration (Historic Preservation)**

Currently, the building improvements are completed and improved parking facilities are needed. Therefore an additional handicap parking space is needed along with an increased number of paved parking spaces. The landscaping will need to be adapted to accommodate the new parking area.

### **V c Access to New Technologies**

We will stay current as new relevant technology becomes available to the function of the library as well as the library patrons with the guidance of the technology staff at Northern Waters Library System.

### **V d Entertainment Medium for Patrons**

Entertainment medium including DVDs is an important part of the library's offerings. Current release of movies on DVD, magazines, and newspapers will continue to be available.

### **V e Educational Programs**

Educational programs are made available, on a regular basis, to help patrons grasp new technologies. Topics and subject matter will include how to:

- Setup and use laptop and tablet computers as well as smart phones
- Setup and use Kindle eReaders
- Access the internet and use search engines
- Use word processing, spreadsheet and presentation applications such as PowerPoint

The above services are available upon request of the Library Director.

## **VI Northern Waters Library Service**

In 1986 the Winchester Public Library joined the Consortium of Northern Wisconsin Libraries – Northern Waters Library Service, one of the State of Wisconsin's seventeen regional public library systems with Mike Cross playing an integral role in the collaboration. Services provided by Northern Waters include:

- Ensuring that residents have access to public library service
- Promoting and coordinating resource sharing among libraries

- Providing technical and financial support to improve the quality of public library service
- Providing training and continuing education for library staff
- Coordinating cooperative library technology projects

Since joining Northern Waters, the Winchester Public Library has become more of a “Main Stream” library able to offer a wider variety of materials and services than were available as a small town standalone entity. In order to offer “today’s” services required to attract and keep patrons and to keep current with technologies required in the future, Northern Waters participation has proven to be a huge benefit and the relationship will be continued.

## **VII Marketing and Communications**

In order to change the image of the library a logo will be developed so that patrons and residents can quickly and easily identify the library and its’ offerings. The new logo should be representative of the institution, town and the new direction the library is taking; “*Where the Past Meets the Future*”

The library will develop an email database that can be used to communicate to patrons and area residents in order to let them know of events that are scheduled at the library. A library newsletter will be developed and distributed. The newsletter will inform patrons and area residents on items such as:

- Upcoming library events
- Changes made to the facility and service offerings
- Patron questions and input
- Book reviews
- Other topics of interest

Additionally the library will continue the communications to patrons through the local newspapers; Lakeland Times and FYI. Publications in these outlets need to be more inclusive of programs and schedules of services offered by the library. Patrons will be made aware of library information by:

- Announcements of events via
  - Email
  - Local newspapers
  - Library website
  - Library Facebook page
- Promotional information including
  - Posters
  - Flyers

- Brochures

The library will be adding display shelves to enhance promotional capabilities. These areas will allow us to promote authors, book series, book club ideas, and a place for an anonymous suggestion box.

We will be adding an additional piece to the wood sign on Highway W which would have our library hours on it.

## **IX Financials and Funding**

### **Funding**

The Town of Winchester funds the annual operating budget for the Winchester Public Library. Funding required beyond these will be met using alternative channels including:

- Fundraisers
- Grants
- Donations

### **Fund Raisers**

The Library Board of Trustees and the friends of the Library will hold fundraisers on an annual basis to help cover costs incurred by the library. These activities include:

- Popcorn sales
- Book sales
- Raffles
- Brat stand

### **Grants**

The Library Board of Trustees and the Library Director will continue to seek appropriate grant funds for future items as needed. Northern Waters Library System has been of great benefit in finding grants in the past and we will continue to seek their guidance.

### **Donations**

Donations both restricted and non-restricted are always welcome and appreciated. We will continue to graciously accept and acknowledge all donations made to the library.

## **IX Long Range Plan Annual Updates**



In order to insure that the Winchester Public Library Long Range Plan remains current, it will be the responsibility of the Board of Trustees to develop annual updates to the plan.

- Review of actionable item for the past year to
  - Determine status
  - Define any actions required to complete item
  - Revise as required
- Review current and succeeding year's actionable items
- Add, modify or replace items to the plan as required
- Add new 5<sup>th</sup> year of plan