

Strategic Directions

Lake Agassiz Regional Library



LARL Mission

The Mission of LARL is to enrich lives and strengthen communities.

LARL Values

- We value Intellectual Freedom and equal access to information.
- We value respect and tolerance.
- We value a fun and welcoming atmosphere.
- We value excellent customer service.
- We value community driven services.

Focus 1: Collection

We serve as the community's first and best resource for information and enrichment.

Goal 1: Build and maintain a community driven collection

Increase collection budget annually

- Align Legacy programming with the interests of the communities (ONGOING)
- Seek grants and donations for building the collection (IN PROGRESS)
- Implement plan for selling weeded items, with revenue returning to the collection (DONE)

Create a collection maintenance plan

- Collection Development Librarian will seek input from key frontline staff (ONGOING)
- Align collection content with local interests of the communities (ONGOING)
- Ensure the layout of materials within locations maximize circulation (ONGOING)
- Align classification with the demand of the customers (DONE)

Goal 2: Promote Collection

Expand Reader's Advisory

- Offer Reader's Advisory Training to all frontline employees (FALL 2016)
- Create Featured Item List (DONE)
- Implement *Next Five Books* for all ages (DONE)
- Utilize Evergreen at offsite locations: registering customers and offering checkout (ONGOING)
- Promote materials and titles on TV Monitors in branches (Moorhead, Detroit Lakes & Crookston – DONE)
- Promote materials and titles using social media (ONGOING)

Educate Customers

- Promote book club materials (ONGOING)
- Craft and utilize social media (ONGOING)
- Utilize larl.org (ONGOING)
- Obtain and utilize LARL branded tools for promotion (ONGOING)
- Implement and promote *Database of the Month* (ONGOING)
- Reach out to program attendees (ONGOING)
- Promote Lake Agassiz Digital Library and eReading Room (ONGOING)
- Reach out to communities without service locations (ONGOING)

Goal 2: Promote Collection (Continued)**Provide easily accessible resources**

- Ensure location layout supports self direction (ONGOING)
- Ensure signage supports self direction (ONGOING)
- Add Digital Library collection to catalog (WINTER 2017)
- Strategically place links to digital collection on larl.org and web catalog (DONE)
- Explore remote options for automation use (DONE)
- Explore options for creating a LARL app (Fall 2016)
- Promote OverDrive (Lake Agassiz Digital Library) to a larger audience (ONGOING)
- Migrate to Evergreen Automation System, allowing greater customization to fit the needs of customers (ONGOING)

Focus 2: Lifelong Learning (Education)

We offer convenient and engaging opportunities to inspire curiosity and support individual growth for all ages.

Goal 1: Offer Relevant Programming and Services**Evaluate Legacy Programming**

- Create process for submitting Legacy proposals (DONE)
- Create Legacy Menu for LARL locations series (ONGOING)
- Create Legacy Advertising to appeal to communities and key stakeholders (ONGOING)
- Align Legacy programming with community wants and needs (ONGOING)

Evaluate Programs and Services

- Use Program and Services Goals document to evaluate all programs offered at each location (2016)
- Use Program and Services Goals document to evaluate services offered at each location (2016)
- Evaluate current public computer software and hardware for greater efficiency and effectiveness (ONGOING)

Goal 2: Demonstrate a Commitment to Staff Training**Promote Staff Training**

- Build and maintain a well informed staff (ONGOING)
- Evaluate staff meeting schedules (DONE)
- Develop consistent training modules (SPRING 2016)
- Create a training agenda for new staff (SPRING 2016)
- Create a training agenda for ongoing training (SPRING 2016)
- Create online platform for storing/presenting training materials (IN PROGRESS!!!)
- Encourage participation in online, local, and statewide training opportunities (ONGOING)

Focus 3: Communication

We offer progressive and responsive service to customers through a consolidated library model.

Goal 1: Improve and update Internal Communication**Develop Regular Meeting Schedules for All Employees**

- Create meeting schedule for Hubs (DONE)
- Create meeting schedule for Supervisors (DONE)
- Create Super Hub Meeting Schedule (DONE)

Goal 1: Improve and update Internal Communication (Continued)**Develop Alternate Staff Communication Tools**

- Distribute Staff Connections (ONGOING)
- Research alternate online communication tools (ONGOING)
- Research alternate online meeting tools (ONGOING)
- Create new staff Intranet for sharing information and increase communication (In Progress)

Goal 2: Improve and Update External Communication**Evaluate/Improve Current Branding Strategy**

- Define the way LARL branches are currently being described in communications (DONE)
- Develop and propose a marketing strategy that will help branches be better identified by their communities (IN PROGRESS)
- Evaluate and define key stakeholders and audiences (ONGOING)
- Develop email marketing lists specific to each branch to ensure messaging is reaching the correct audience (DONE)

Develop Brand Guidelines

- Evaluate current brand standards (IN PROGRESS)
- Determine whether the organization needs updated visuals (ONGOING)
- Gradually freshen the overall look of the organization's promotional materials (ONGOING)
- Create comprehensive brand standards document (SPRING 2016)

Create Social Media Plan

- Building off of the updated branding strategy, create individual social media pages for each branch (ONGOING)
- Cultivate a dedicated social media team, consisting of LARL employees, to contribute information about their branches (IN PROGRESS)
- Launch key branch blogs – Moorhead, Detroit Lakes and Crookston (Summer 2016)
 - Offer other branches the opportunity to also have a blog (Summer 2016)

Create Media Profiles

- Work with media in each community to develop relationships between library representatives from each branch and members of the local media (DONE)
- Approach/build on current relationships to have regular columns from key branches in community publications (ONGOING)

Focus 4: Advocacy

We strive to build and strengthen community relationships.

Goals 1: Increase Visibility**Increase Visibility**

- Create and enhance alliances (ONGOING)
- Continue to share stories with the media, to further recognition of the library and the services it provides (ONGOING)

Equip and Educate Library Advocates

- Create plan to inform staff of local government (Fall 2017)
- Create plan to inform staff of the legislative process involving libraries (Fall 2017)
- Create plan to inform stakeholders of library issues (Fall 2017)

Goal 2: Increase community involvement**Encourage Local Relationships**

- Encourage LARL employees to become active in the community (2016)
- Encourage LARL employees to build relationships (2016)
- Encourage LARL employees to go where the customers are in their community (2016)

Goal 3: Demonstrate Loyalty to Community and Community Members**Prioritize Frontline Service**

- Offer refresher training on making customers the #1 priority (Fall 2016)
- Create and share document outlining expectations regarding reference and reader's advisory (Fall 2016)
- Create and share document regarding programming expectations (Fall 2016)

UPDATED 3/10/2016

MINNESOTA LIBRARY ASSOCIATION INFORMATION AND TECHNOLOGY EDUCATORS OF MINNESOTA

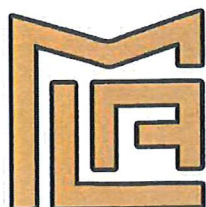
LEGISLATIVE PLATFORM FOR 2016

2016 Legislative Platform

The Minnesota Library Association (MLA) and the Information and Technology Educators of Minnesota (ITEM) support the appropriation of \$10 million dollars for the 2016-2017 biennium for the construction of public library buildings through the State's currently authorized matching program.(Minnesota Statutes 134.45).

MLA and ITEM support legislative initiatives introduced by other partners

- The University of Minnesota and MnSCU capital budget requests for new and improved library facilities.
- The recommendations of the Governor's Broadband Taskforce in order to ensure equity of access to high speed telecommunications for all Minnesotans.
- Programs that integrate the critical role of libraries and librarians in fostering early literacy.
- Programs that incorporate libraries as essential providers for out-of-school learning activities to reduce the achievement gap. Essential partners include Ignite Afterschool.



MINNESOTA LIBRARY
ASSOCIATION



Lake Agassiz Regional Library
Monthly List of Bills
For the Period From Feb 1, 2016 to Feb 29, 2016

Account ID	Account Description	Date	Vendor Name	Debit Amt	Credit Amt
5010-000	Salaries - Substitutes	2/1/16	Kathy Dewey	18.80	
5010-000	Salaries - Substitutes			18.80	
5120-000	Health Insurance	2/1/16	Lakes Country Service Cooperat	15,674.50	
		2/1/16		453.00	
		2/1/16		2,265.00	
5120-000	Health Insurance			18,392.50	
6000-000	Supplies - Office	2/17/16	Office Depot	118.50	
6000-000	Supplies - Office			118.50	
6040-000	Supplies - Computer	2/8/16	Encore Data Products, Inc.	744.25	
6040-000	Supplies - Computer	2/23/16	Newegg Business Inc.	11.98	
6040-000	Supplies - Computer			756.23	
6240-000	Maint Contr - Copiers	2/5/16	Metro Sales, Inc	905.72	
6240-000	Maint Contr - Copiers			905.72	
6300-000	Payroll Processing	2/9/16	Payroll Professionals, Inc.	121.80	
		2/24/16		121.80	
6300-000	Payroll Processing			243.60	
6310-000	Audit	2/8/16	EideBailly LLP	6,400.00	
6310-000	Audit			6,400.00	
6350-000	Delivery Service - Courier	2/5/16	Northern Network Express	1,280.80	
		2/12/16		1,280.80	
		2/24/16		1,280.80	
		2/26/16		1,280.80	
6350-000	Delivery Service - Courier			5,123.20	
6362-000	Lease - Copiers	2/3/16	US Bank Equipment Finance	606.86	
6362-000	Lease - Copiers			606.86	
6370-000	Insurance - General Liability	2/9/16	USI Insurance Services LLC	13.00	
6370-000	Insurance - General Liability			13.00	
6380-000	Recruitment	2/29/16	JobsHQ	276.20	
6380-000	Recruitment			276.20	
6400-000	Telephone	2/1/16	Halstad Telephone Company	29.40	
		2/1/16		76.66	
6400-000	Telephone	2/1/16	Rothsay Telephone Co	76.10	
6400-000	Telephone	2/1/16	CenturyLink	48.00	
6400-000	Telephone	2/1/16	Arvig	235.97	
		2/8/16		101.56	
		2/8/16		39.11	
		2/8/16		88.94	
		2/8/16		89.71	
		2/8/16		98.51	
6400-000	Telephone	2/10/16	Garden Valley Telephone Comp	78.55	

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Account ID	Account Description	Date	Vendor Name	Debit Amt	Credit Amt
		2/10/16		18.93	
		2/10/16		20.43	
		2/10/16		18.93	
		2/25/16		17.73	
6400-000	Telephone	2/26/16	Rochester Telecom Systems Inc.	140.83	
6400-000	Telephone			1,179.36	
6410-000	PIO - Marketing/Printing/Etc	2/17/16	Cole Papers Inc.	76.25	
6410-000	PIO - Marketing/Printing/Etc			76.25	
6445-000	Materials Recovery/Collection	2/1/16	Unique Management Services, I	107.40	
6445-000	Materials Recovery/Collection			107.40	
6450-000	Mileage - Trustee	2/12/16	Robert Perry	50.76	
6450-000	Mileage - Trustee	2/18/16	Evelyn Fox	48.06	
6450-000	Mileage - Trustee	2/18/16	Ben Grimsley	48.60	
6450-000	Mileage - Trustee	2/18/16	Robert Perry	50.76	
6450-000	Mileage - Trustee	2/18/16	Craig Buness	75.60	
6450-000	Mileage - Trustee			273.78	
6455-000	Mileage - Staff	2/1/16	Jill Rose	23.76	
6455-000	Mileage - Staff	2/1/16	Joyce Christine Boike	98.82	
6455-000	Mileage - Staff	2/3/16	Jill Rose	23.76	
		2/8/16		23.76	
6455-000	Mileage - Staff	2/9/16	Sheila Capistran	38.88	
6455-000	Mileage - Staff	2/10/16	Joyce Christine Boike	74.52	
6455-000	Mileage - Staff	2/11/16	Jill Rose	23.76	
6455-000	Mileage - Staff	2/11/16	Joyce Christine Boike	37.26	
6455-000	Mileage - Staff	2/12/16	Candace Osborn	37.80	
6455-000	Mileage - Staff	2/12/16	Lois Schaedler	37.80	
6455-000	Mileage - Staff	2/12/16	Julie Malmanger	39.42	
6455-000	Mileage - Staff	2/12/16	Liz Lynch	105.84	
6455-000	Mileage - Staff	2/12/16	Carol Van Brocklin	87.48	
6455-000	Mileage - Staff	2/12/16	Hillary Stevens	73.44	
6455-000	Mileage - Staff	2/12/16	Laura Gullickson	25.38	
6455-000	Mileage - Staff	2/16/16	Amy Nelson	13.50	
6455-000	Mileage - Staff	2/17/16	Joyce Christine Boike	39.42	
6455-000	Mileage - Staff	2/18/16	Sheila Capistran	38.88	
6455-000	Mileage - Staff	2/18/16	Joyce Christine Boike	18.36	
6455-000	Mileage - Staff	2/18/16	Jodi Harrington	30.78	

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6455-000	Mileage - Staff	2/18/16	Hillary Stevens	182.09	
6455-000	Mileage - Staff	2/18/16	Kirsten Bates	23.22	
6455-000	Mileage - Staff	2/18/16	Marilyn Eaves	28.08	
6455-000	Mileage - Staff	2/19/16	Sheila Capistran	45.36	
6455-000	Mileage - Staff	2/19/16	Joyce Christine Boike	25.38	
6455-000	Mileage - Staff	2/19/16	Jodi Harrington	30.78	
6455-000	Mileage - Staff	2/19/16	Constance Mital-Herold	23.22	
6455-000	Mileage - Staff	2/19/16	Christy Underlee	30.78	
6455-000	Mileage - Staff	2/20/16	Jodi Harrington	30.78	
6455-000	Mileage - Staff	2/23/16	Erin Gunderson	48.06	
6455-000	Mileage - Staff	2/23/16	Tiffany Jager	45.36	
6455-000	Mileage - Staff	2/23/16	Carol Van Brocklin	28.08	
6455-000	Mileage - Staff	2/23/16	Candace Osborn	45.36	
6455-000	Mileage - Staff	2/23/16	Laura Gullickson	25.38	
6455-000	Mileage - Staff	2/23/16	Christy Underlee	30.78	
6455-000	Mileage - Staff	2/23/16	Julie Malmanger	39.42	
6455-000	Mileage - Staff	2/23/16	Rebecca Bentley	34.56	
6455-000	Mileage - Staff	2/25/16	Tammi Jalowiec	70.20	
6455-000	Mileage - Staff	2/26/16	Laurel Wanke	16.20	
6455-000	Mileage - Staff			1,695.71	
6470-000	Board Expenses	2/18/16	PJ Operations	55.64	
6470-000	Board Expenses			55.64	
6482-000	Conf/Meeting - Miscellaneous	2/24/16	Purchase Advantage Card	10.41	
6482-000	Conf/Meeting - Miscellaneous			10.41	
6490-000	Programming - Youth	2/1/16	ULINE	52.39	
6490-000	Programming - Youth			52.39	
6492-000	Programming - Summer Readi	2/5/16	SELCO	216.00	
6492-000	Programming - Summer Readi	2/11/16	Joyce Christine Boike	29.97	
6492-000	Programming - Summer Readi	2/23/16	RBJs of Crookston, Inc.	119.70	
6492-000	Programming - Summer Readi			365.67	
6495-000	Programming - Adult	2/1/16	SELCO		40.00
6495-000	Programming - Adult				40.00
6500-000	Van - Gasoline	2/6/16	Cenex Fleetcard	75.10	
6500-000	Van - Gasoline	2/17/16	Megan Krueger	15.07	

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Account ID	Account Description	Date	Vendor Name	Debit Amt	Credit Amt
6500-000	Van - Gasoline			90.17	
6505-000	Van - Repairs & Maintenance	2/29/16	Duggan's Auto Service Center	72.70	
6505-000	Van - Repairs & Maintenance			72.70	
6600-000	Materials - Print	2/1/16	Baker & Taylor	70.18	
		2/1/16			0.90
		2/1/16		166.95	
		2/1/16		31.76	
		2/1/16		63.08	
		2/1/16		591.51	
		2/1/16		16.02	
		2/1/16		258.62	
		2/2/16		397.23	
		2/2/16		0.15	
		2/2/16		9.38	
		2/2/16		131.24	
		2/2/16		32.13	
		2/2/16		107.76	
		2/2/16		22.38	
		2/2/16		27.98	
		2/2/16		266.89	
		2/3/16		398.30	
		2/3/16		43.75	
		2/3/16		42.12	
		2/3/16		80.15	
		2/3/16		30.22	
		2/3/16		52.70	
		2/3/16		109.53	
		2/3/16		6.64	
		2/3/16		101.84	
		2/4/16		11.67	
		2/5/16		22.66	
		2/8/16		23.68	
		2/8/16		489.00	
		2/9/16		13.29	
		2/9/16		30.91	
		2/9/16		138.09	
		2/10/16		141.14	
		2/10/16		59.06	
		2/11/16		215.00	
		2/11/16		134.61	
		2/11/16		170.78	
		2/11/16		394.46	
		2/11/16		28.78	
		2/11/16		24.18	
		2/11/16		30.45	
		2/12/16		98.10	
		2/15/16		187.43	
		2/16/16		381.46	
		2/16/16		15.69	
		2/17/16		112.13	
		2/17/16		29.40	
6600-000	Materials - Print	2/17/16	Rosen Publishing	39.40	
6600-000	Materials - Print	2/18/16	Baker & Taylor	10.38	
		2/18/16		58.86	
6600-000	Materials - Print	2/19/16	Lerner Publishing Group	2,055.90	
6600-000	Materials - Print	2/19/16	Baker & Taylor	279.93	
		2/19/16		367.44	
		2/19/16		54.81	
		2/22/16		88.98	
		2/22/16		463.66	
		2/23/16		72.34	

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		2/23/16		168.48	
		2/23/16		62.72	
		2/23/16		22.52	
		2/23/16		124.18	
		2/23/16		275.25	
		2/23/16		515.64	
		2/24/16		130.56	
		2/24/16		90.59	
		2/26/16		287.41	
		2/26/16		40.68	
		2/26/16		53.24	
		2/26/16		33.21	
		2/26/16		273.88	
		2/29/16		104.68	
		2/29/16		211.42	
		2/29/16		62.94	
		2/29/16		38.28	
6600-000	Materials - Print			11,797.86	0.90
6601-000	Materials - A/V	2/1/16	Penguin Random House, LLC.	67.50	
6601-000	Materials - A/V	2/2/16	Baker & Taylor	47.80	
		2/4/16		82.08	
		2/4/16		85.65	
		2/10/16		117.77	
6601-000	Materials - A/V	2/11/16	Recorded Books, LLC.	327.36	
6601-000	Materials - A/V	2/11/16	Baker & Taylor	246.87	
6601-000	Materials - A/V	2/12/16	Recorded Books, LLC.	30.15	
		2/12/16		71.98	
		2/12/16		567.72	
		2/12/16		216.22	
		2/12/16		1,144.40	
6601-000	Materials - A/V	2/12/16	Baker & Taylor	302.72	
		2/15/16		305.65	
6601-000	Materials - A/V	2/16/16	Recorded Books, LLC.	54.49	
		2/16/16		32.00	
		2/16/16		82.49	
6601-000	Materials - A/V	2/16/16	Baker & Taylor	36.28	
		2/16/16		57.10	
		2/17/16		31.04	
		2/17/16		107.34	
		2/17/16		291.08	
6601-000	Materials - A/V	2/19/16	Penguin Random House, LLC.	60.00	
6601-000	Materials - A/V	2/22/16	Recorded Books, LLC.	18.49	
6601-000	Materials - A/V	2/25/16	Baker & Taylor	62.08	
6601-000	Materials - A/V			4,446.26	
6670-000	Materials - Digital - e-Books	2/2/16	Overdrive, Inc.	42.00	
		2/4/16		358.92	
		2/4/16		167.90	
		2/16/16		791.75	
		2/16/16		131.92	
		2/16/16		349.99	
		2/18/16		24.99	
		2/23/16		546.92	
		2/23/16		101.98	

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Account ID	Account Description	Date	Vendor Name	Debit Amt	Credit Amt
6670-000	Materials - Digital - e-Books			2,516.37	
6675-000	Materials - Digital - e-Audio	2/4/16 2/16/16	Overdrive, Inc.	191.44 16.94	
6675-000	Materials - Digital - e-Audio			208.38	
6690-000	Materials - Periodicals	2/1/16	Detroit Lakes Newspapers	62.00	
6690-000	Materials - Periodicals	2/1/16	Norman County Index	66.00	
6690-000	Materials - Periodicals	2/1/16	Mahnomen Pioneer	30.00	
6690-000	Materials - Periodicals	2/12/16	Fertile Journal	35.00	
6690-000	Materials - Periodicals	2/26/16	Richards Publishing Company, I	25.00	
6690-000	Materials - Periodicals			218.00	
7300-000	Miscellaneous Grant Expense	2/4/16	Discount School Supply	3,487.68	
7300-000	Miscellaneous Grant Expense			3,487.68	
8000-011	Donation - Misc Exp - LM	2/3/16	Megan Krueger	45.09	
8000-011	Donation - Misc Exp - LM	2/17/16	The Chamber	195.00	
8000-011	Donation - Misc Exp - LM	2/23/16	Megan Krueger	54.57	
8000-011	Donation - Misc Exp - LM			294.66	
8000-041	Donation - Misc Exp - LA	2/1/16	Ada Chamber of Commerce	25.00	
8000-041	Donation - Misc Exp - LA			25.00	
8500-002	Furn & Equip - Detroit Lakes	2/16/16	We Count People LLC	400.86	
8500-002	Furn & Equip - Detroit Lakes			400.86	
9700-200	Miscellaneous Expense - JA	2/1/16	Metro Sales, Inc	601.00	
9700-200	Miscellaneous Expense - JA			601.00	

LARL elects executive committee

The Lake Agassiz Regional Library, a consolidated public library system comprised of 13 branch libraries and nine LINK sites serving the residents of seven counties in northwest Minnesota, has elected a new executive committee.

Those elected were: Bob Perry, Wilkin County commissioner, president; Craig Bunes, Polk County commissioner, vice president; and Wayne Ingersoll, Clay County commissioner, treasurer.

Evie Fox, representing the city of Breckenridge, and Ben Grimsley, Becker County commissioner, were named members-at-large.

Baumann, Dianna. "Honors and Officers (March 5, 2016)." *INFORUM*. The Forum, 5 Mar. 2016. Web. 08 Mar. 2016.