



# **Grantsburg Public Library**

## **Mary Ann Erickson Memorial**

415 South Robert Street • Grantsburg, Wisconsin 54840  
(715) 463-2244 • [grantsburglibrary.org](http://grantsburglibrary.org)

The mission of Grantsburg Public Library is to encourage literacy and the love of reading, and enhance the quality of life in our community by connecting people with information, resources and each other.

## **Long Range Plan 2020-2025**

**Prepared by the  
Grantsburg Public Library  
Long Range Planning Committee**

### **Library Board of Trustees**

Mandi Amundson, Village representative  
Pamela Davies, President, Village representative  
Ben Seume, ,Village representative  
Carissa Kammeyer , Secretary, School representative, Town of Wood River representative  
Annette Mosley, Village representative  
Caylin Muehlberg, Village of Grantsburg Trustee representative,  
Duke Tucker, Vice President, Town of West Marshland representative

### **Long Range Planning Committee**

Mandi Amundson, Library Board Trustee  
Steve Briggs, Planning Facilitator  
LuAnn Ebersold, Friends of the Library Representative  
Kris Henning, Grantsburg Area Historical Society Representative  
Kristina Kelley-Johnson, Library Director  
Ken Kutz, Community Representative  
Kelley Selbher, Community Representative  
Duke Tucker, Library Board Trustee

### **Library Staff**

Todd Beckmann, Library Assistant  
Cynthia Bowman, Library Page  
Sara Christopherson, Youth Services Librarian  
Kristina Kelley-Johnson, Library Director  
Gail Potvin, Library Assistant

## Planning process

Long Range Planning is an effort to produce decisions and actions that shape and guide what an organization is, what it does and why it does it. The process allows organizations to increase effectiveness and efficiency, make better decisions, enhance organizational capabilities and improve communication and public relations.

The information contained in this report will be shared with participants that have interest in the welfare of this public library, including the Library Board of Trustees and the Village of Grantsburg for refinement of action plans and implementation schedules.

The Library Board formed a sub-committee to work with the library director and staff in order to create this plan. In order to collect impartial information during the process, a facilitator was used. The long range planning committee collected and reviewed data incorporating library usage statistics and gathered input from a community-wide survey. There were 70 responses to a community wide survey and 50 people were interviewed in-person.

Most respondents were over age 18. The Long Range Planning Committee sought feedback from lesser-represented community groups. An interview was held at Grantsburg Middle School. Approximately ten children, ages 9 to 13, participated in the focus group. Interviews were also conducted at the Grantsburg Food Shelf. At this location, 27 individuals participated in the survey.

## Demographics of Grantsburg community Source: 2010 U.S Census and recent Census Dept updates

Population	Measure
Census 2010 Total Population	4,643
2017 ACS 5-Year Population Estimate	4,326
Median Age	46.7
Number of Companies	N/A
Educational Attainment: Percent high school graduate or higher	93.6%
Count of Governments	N/A
Total housing units	2,878
Median Household Income	\$49,015
Foreign Born Population	80
Individuals below poverty level	14.8%
Race and Hispanic Origin	Measure
White alone	4,064
Black or African American alone	21
American Indian and Alaska Native alone	92
Asian alone	18
Native Hawaiian and Other Pacific Islander alone	0
Some Other Race alone	1
Two or More Races	130
Hispanic or Latino (of any race)	48
White alone, Not Hispanic or Latino	1,092
Veterans	348

## **Background and current situation of Library**

### Governance

The Village of Grantsburg is charged with appointing members to the library board. The library board is charged with the full responsibility for deciding what services the library will provide, and setting policy to regulate service for the benefit of all. The director is responsible for supervising day-to-day operations of the library. Both the Library Board and the library staff are supported by the Friends of the Library. The Friends offer financial support for programs and services and offer volunteer assistance.

The following comparisons are taken from the state of Wisconsin's Department of Public Instruction's (DPI) "Quantitative Standards by Service Population". DPI defines "Service Population" is the library's home community population plus an additional population determined from circulation statistics for county residents without a library. Grantsburg Public Library's service population is currently set at 6,744.

### Staffing

- Grantsburg: Full time staff equivalent: 2.47
- DPI (Wisconsin Department of Public Instruction) suggested full time staff equivalent: 4.06-5.42

### Hours of operation

- Grantsburg: 44 hours per week
- DPI suggested: 50-58 hours per week

### Material collection size

- Grantsburg: 15,980
- DPI suggested: 26,450-49,516

### Material collection budget

- Grantsburg: \$10,000
- DPI suggested: \$25,000-\$46,900

### Circulation statistics

- 2018: 34,654
- 2017: 35,620
- 2016: 41,050

### Library attendance

- 2018: 41,872
- 2017: 36,667
- 2016: 20,388

### Programs offered

- 2018: 273
- 2017: 235
- 2016: 199

### Program attendance

- 2018: 5,604
- 2017: 6,813
- 2016: 5,324

## Current services

- Adult programs
- Ancestry database
- E-books, E-audio books
- Food give-a-ways
- Income tax forms
- Materials: Books, magazines, audio books, films, early literacy kits, newspapers, Large print books
- Notary public services
- Office services: copies, printing, faxing, scanning
- Online courses
- Online materials catalog
- Public internet computers
- Public meeting space
- Readers advisory database
- Technology assistance
- Website
- Wireless internet
- Youth programs

## Community Outreach

The following are locations the library staff publicizes library programs and services

- Posters and flyers within the library
- Flyers for library and school folders
- Press releases for two local newspapers
- Facebook page
- Website postings and website calendar of events
- Outside sandwich board
- Poster distribution locations: Schools, US Bank, Community Bank, Burnett Dairy
- Highway sign on school property
- Evaluation form in the entry of the library

## Community partners

Siren/Webster Rotary, Grantsburg Revitalization Operation, Grantsburg Schools, Burnett Medical Continuing Care Center, Burnett County 4H clubs, Grantsburg Area Historical Society, Workforce Resource Center, Grantsburg Chamber of Commerce, Northwest Community Alliance Foundation

## Funding

### Revenue

2019 Village of Grantsburg: \$83,000

2019 Burnett County: \$76,877

2019 Service fees: \$7,000

2019 Grants and donations: \$2,400

Total \$169,277

### Expenditures

2019 Wages/benefits: \$118,000

2019 Operating expenses: \$41,277

2019 Materials expenses: \$10,000

Total \$169,277

## Facility and space

- 7,500 square feet
- 3 furnaces are 18 years old/2 furnaces are 4 years old
- Built in 1962, renovated in 1999, expanded in 2014
- 10 dedicated parking spaces (DPI suggests 15 spaces)
- Non-meeting room seating accommodates 30 people (DPI recommends seating to accommodate 33 people)
- Two meeting rooms (seating for 38 and 8) with internet access
- Five dedicated internet workstations/four laptops for public use
- 100% coverage of library by wireless network accessible to general public
- Dedicated storage area for Grantsburg Area Historical Society collection
- Facility is handicapped-accessible
- Eight security cameras, two panic alarms

## Service Priorities

### Connect

1. Connect with customers and the community.
  - a. Utilize online communication methods to increase the library's exposure.
  - b. Contribute to the area organizations in order to build a vibrant community.
  - c. Work with local organizations and businesses to offer mutually beneficial marketing opportunities.
  - d. Create a unique, comprehensive marketing and branding effort.

### Facility

2. Inspire with our spaces
  - a. Establish additional spaces within the library for small group discussion and individual reading areas.
  - b. Provide staff and customers with a safe and secure environment.
  - c. Seek opportunities to provide additional safe parking spaces for library patrons.
  - d. Transform spaces to inspire customers to explore and help accomplish their goals.

### Access

3. Provide convenient access to the library's resources.
  - a. Find ways to reach out to the community in rural areas.
  - b. Improve the efficiency of library procedures to better meet the needs of customers.
  - c. Increase our ability to be inclusive of all people.

### Service

4. Strengthen the capacity of the library to serve the community
  - a. Advocate for an improved library that matches the state's recommended services.
  - b. Develop a culture that enables every staff member to achieve and excel.
  - c. Partner with organizations to close the learning and achievement gap among Grantsburg youth.
  - d. Seek opportunities for library staff to communicate and collaborate with library professionals.