



IDA RUPP PUBLIC LIBRARY

STRATEGIC PLAN

2019 - 2021

Approved by the Library Board of Trustees July 11, 2019

Mission

The Ida Rupp Public Library facilitates free access to materials and services to support the diverse educational, informational, and entertainment needs of our community.

Library Vision

The Ida Rupp Public Library is the premier resource hub providing for the educational, informational, technological, social, and cultural needs of our community.



Library Overview

The Ida Rupp Public Library serves the easternmost communities in Ottawa County. Originally founded in 1908 by the Ladies' Literary and Social Club in Port Clinton, the library has expanded to include three locations. The library became the Ida Rupp Public Library following a bequest from Judge Lawrence Rupp as a memorial to his late wife, Ida, member of the Ladies' Literary and Social Club, and a Library Board member from 1917 until her death in 1926. In 1983, the Library Board entered into an agreement with the Put-In-Bay Local School District Board of Education to provide a library in the Put-In-Bay school. The Erie Islands Library was thus created to serve both as a school library for the students of the Put-In-Bay School, and as a public library for the residents of Put-In-Bay and the Erie Islands. The School District is responsible for the utilities and the maintenance of the facility, and the Library Board is responsible for personnel and library materials expenses. In June, 2015 the library purchased a building in Marblehead to establish a branch library. On June 16, 2017, the Marblehead Peninsula Branch Library opened. The branch was made possible by the 2014 passage of a 0.8 mil replacement levy by the voters of the Ida Rupp Public Library District.

The library has an annual operating budget of \$1,661,766. Funding for the library comes from three main sources. A local 0.8 mil operating levy provides approximately 57% of library revenue. State taxes account for 39% of revenue through the public library fund. Donations and fines and fees account for approximately 4% of revenue.

In 2018 our locations were visited 139,695 times. Over 191,000 physical items were borrowed and over 26,000 digital items were downloaded. At the end of 2018 the library held over 79,000 physical items and provided access to over 600,000 downloadable titles. 12,565 individuals attended programs held at the library in 2018.

Strategic Planning Process

The Ida Rupp Public Library after completing its previous strategic planning process, began a new planning process in 2018. That process included a community survey, focus groups with the community and staff and consultation from the State Library of Ohio. Over five hundred participants submitted survey responses. The State Library of Ohio compiled the results of the surveys and focus groups to provide Ida Rupp Public Library with report of recommended strategic initiatives.

After reviewing the recommendations from the State Library of Ohio the Ida Rupp Public Library has completed the following report to guide the library into the future while remaining true to the library's mission and vision.



Key Findings

Library patrons are interested in creating content, learning about new technology and practicing creativity in the library. Adults in the library would like to learn more about technology as well as hands-on DIY programming

Being a seasonal retreat and destination for many library users, Ida Rupp public library has a unique opportunity to connect with patrons who may not live in the area full time. Capitalizing programming around the times when visitors or seasonal citizens are in the area is of utmost importance. Providing compelling and relevant materials and programming for these individuals will bring them back when they revisit the area in future years. Focusing efforts on marketing, outreach and visibility within the community is equally important, as well.

While the Ida Rupp Public Library has a nice open floor plan, public and staff alike agree that some updates and rearrangements could be made to allow the space to work better for patrons and staff. An observation study could be implemented and recorded to analyze the space usage and lend insight to how the space is currently used. An analysis of processes and procedures in the circulation department could help determine improvements for the space behind the desk and in the back work room as well.

Community survey respondents suggested that the following areas could use some updating or refreshing: Computer Area, DVD/Books on CD Area, Teen area, and Artwork.

Survey respondents indicated strong interest in accessible holds to retrieve outside the building during the hours that the library is not open.

Strategic Initiatives

Express Creativity: Create and Share Content

Ida Rupp Public Library will provide service and support for the community to express themselves by creating original print, video, audio or visual content in a real-world or online environment.

- Provide computers and equipment to create digital content.
- Expand one-on-one tech help to branch locations.

Satisfy Curiosity

Ida Rupp Public Library will provide resources needed to explore topics of personal interest and continue lifelong learning.

- Increase offerings of innovative, non-traditional items.
- Explore partnerships with local organizations to provide further historical programming.
- Evaluate current database offerings to ensure offerings provide the best return on investment possible.

Increase community awareness and engagement

Ida Rupp Public Library will create a cohesive brand and message to raise awareness of library services within the community.

- Create a comprehensive marketing plan.
- Redesign the library's website to provide a navigable and visually appealing experience.
- Create a welcome packet for new residents.

Improve Organizational Health

Ida Rupp Public Library will strive to improve organizational health to ensure a stable future for the library.

- Dispose of and destroy obsolete records and files according to retention schedule.
- Develop a plan to annually dispose of and destroy records according to retention schedule.
- Review job titles, job descriptions, roles, responsibilities and organizational structure.
- Assess staffing needs for all locations.
- Implement a staff onboarding process to ensure that all staff receive the same information and necessary training.
- Evaluate service hours and adjust as needed.

Visit a Comfortable Place

Ida Rupp Public Library will offer welcoming physical spaces for the community to meet and interact with others or to sit quietly.

- Explore ways of rearranging areas of the Ida Rupp Public Library to better meet the competing needs for their use.
- Update carpet, paint and upholstery throughout Ida Rupp Public Library.
- Emphasize customer service across all locations.
- Update interior signage for accuracy and aesthetics.
- Prepare a maintenance schedule for buildings, grounds and equipment.
- Evaluate and restructure our service desk model to provide greater ease of use for library patrons and staff.

Innovate to support 21st century access.

Ida Rupp Public Library will embrace new technologies to enhance library services.

- Explore the addition of 24 hour hold pickup lockers to allow patrons to retrieve materials when the library is not open.
- Utilize mobile circulation applications to enhance outreach and circulation beyond the walls of the library.
- Implement Electronic Resource cards to provide access to digital materials to area students and residents.

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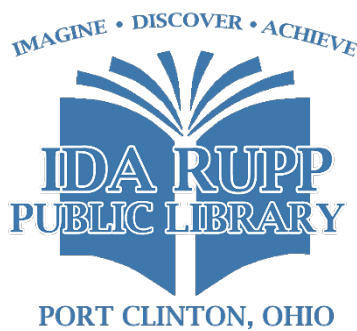
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Branch Library**
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www.idarupp.org