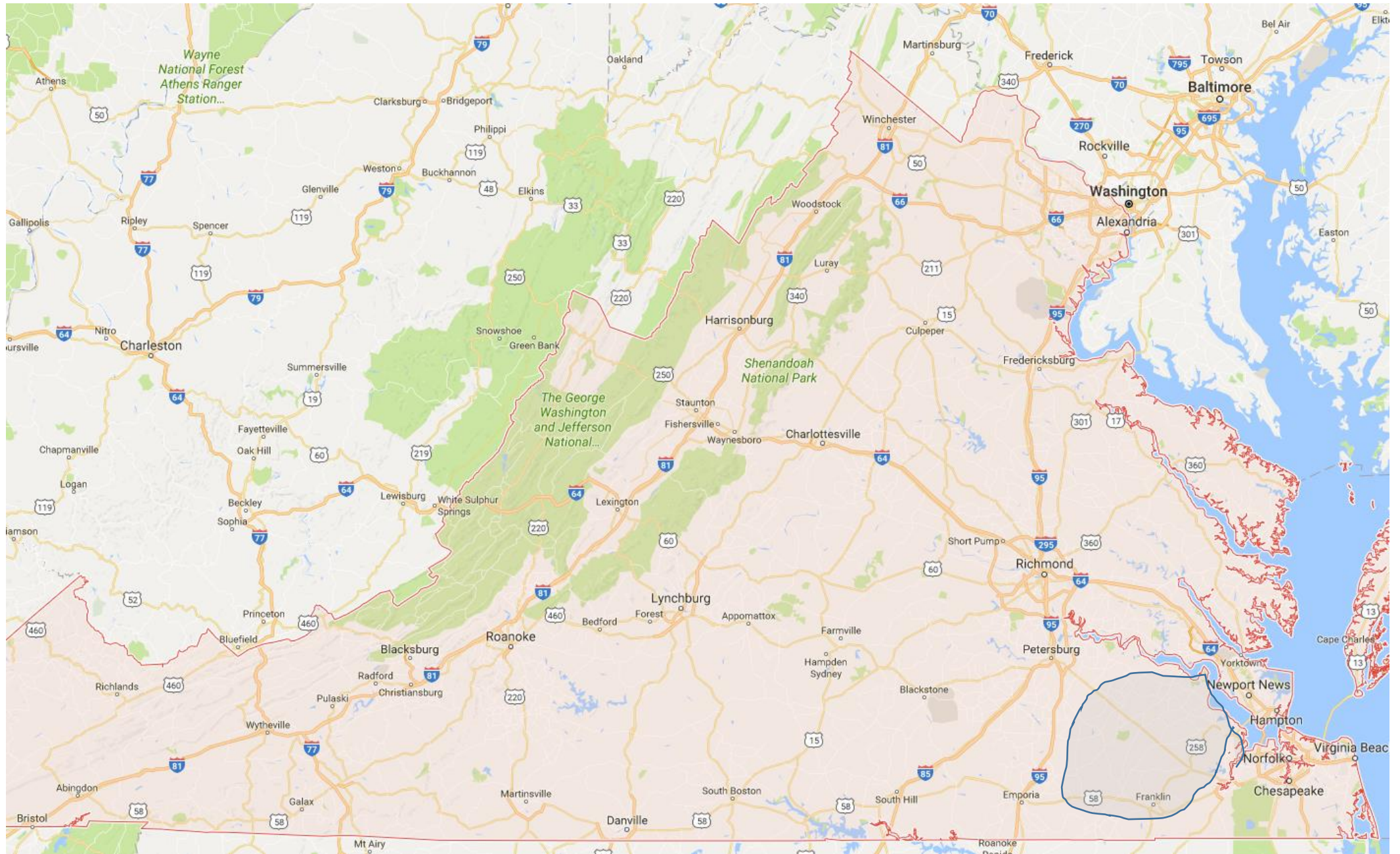


# My Two Cents: Injecting New Life into your Library with a Minuscule Budget



J. Bailey, Director  
Blackwater Regional Library  
Western Tidewater Region



# Step 1: Evaluate your Long Range Plan

Your LRP should reflect:

- Your actual goals, they need to be something you CAN achieve
- Ways to prove those goals and create validity
- That you are a business – take the lazy government mentality out

Example:

Our old Long Range Plan had a goal of 5% circulation increase every year – this goal was unattainable. Instead, **we focused on what we were already doing, and decided to do it even better:** we stated that we wanted to do lots of STEM programming, work with local businesses and build partnerships. We took the variable we couldn't control (circulation) out of the picture!

# Step 1: Evaluate your Long Range Plan

## Your LRP should reflect:

- That you asked your stakeholders their thoughts – make it a team experience
- Remember, it's not your library. It's the Public's Library.
- Focus on being more patron friendly in policy – encourage staff to do what they can to ensure return visitors

## Example:

We had a really old circulation policy that limited the amount of DVD's per card – patrons were getting creative to find ways around the policy. We upped the number and allowed renewals, and the circulation skyrocketed.

# Step 2: No, really, talk to your Stakeholders

- Who are your Stakeholders?
  - Staff/Volunteers
  - Community Members
  - Local Schools
  - Local Government (they are not “the enemy”)

Get them inspired:

Get out of your library and have real life conversations – ask about partnerships (what can we do for you?), and do not underestimate the power of emotional support vs. financial. Information will help you get the results you want!

# Step 3: Execute

- Outreach Services
  - Revamp of current vehicle
  - Brought in extras from sister branches
  - Lucky Day Collection
  - ***Move outside the library!!!!***
  - 2 weekends a month – accessibility
  - Evaluated old routes – took an axe







bristol region library  
Franklin, Isle of Wight, Southampton, Surry and Sussex

LIBRARY  
2 GO!

Granny's  
FRIED CHICKEN





# Step 3: Execute

- Staff Training
  - **Competencies (setting the bar)**
  - **Customer Service with weight**
    - Every customer sees staff as librarians
  - **Accessible Administration**
    - One on one visits; visits by admin aren't bad
    - Stand up for staff
    - Regular Thank you' s





# Step 3: Execute

## • Partnerships

- Annual Partnership Luncheon
  - Room: free
  - Presentation: free
  - Decorations: free
  - Food: Got creative



# Step 3: Execute

- **Partnerships**
  - Ask for help, the worst they can say is no
  - Think outside the box, what are your real community needs?
  - Ask them what they need, you may be surprised how you can help them accomplish their goals
  - Successful partnerships = Community investment
  - Really, get outside the library







# Community Farmer's Market

at

## The Waverly Library

125 Bank Street 804-834-2192

**Wednesday, June 22 4:30-7:30 p.m.**

\*\*Fresh local produce, a variety of fresh pork products, herb infused vinegars, salad dressing mixes, jams & jellies, homemade baked goods, flowers, plants, goat's milk soap and lotion, fudge and more!

\*\*Hamburgers, Hot Dogs and Fish Dinners available for purchase from First Baptist Church Wakefield Youth Choir

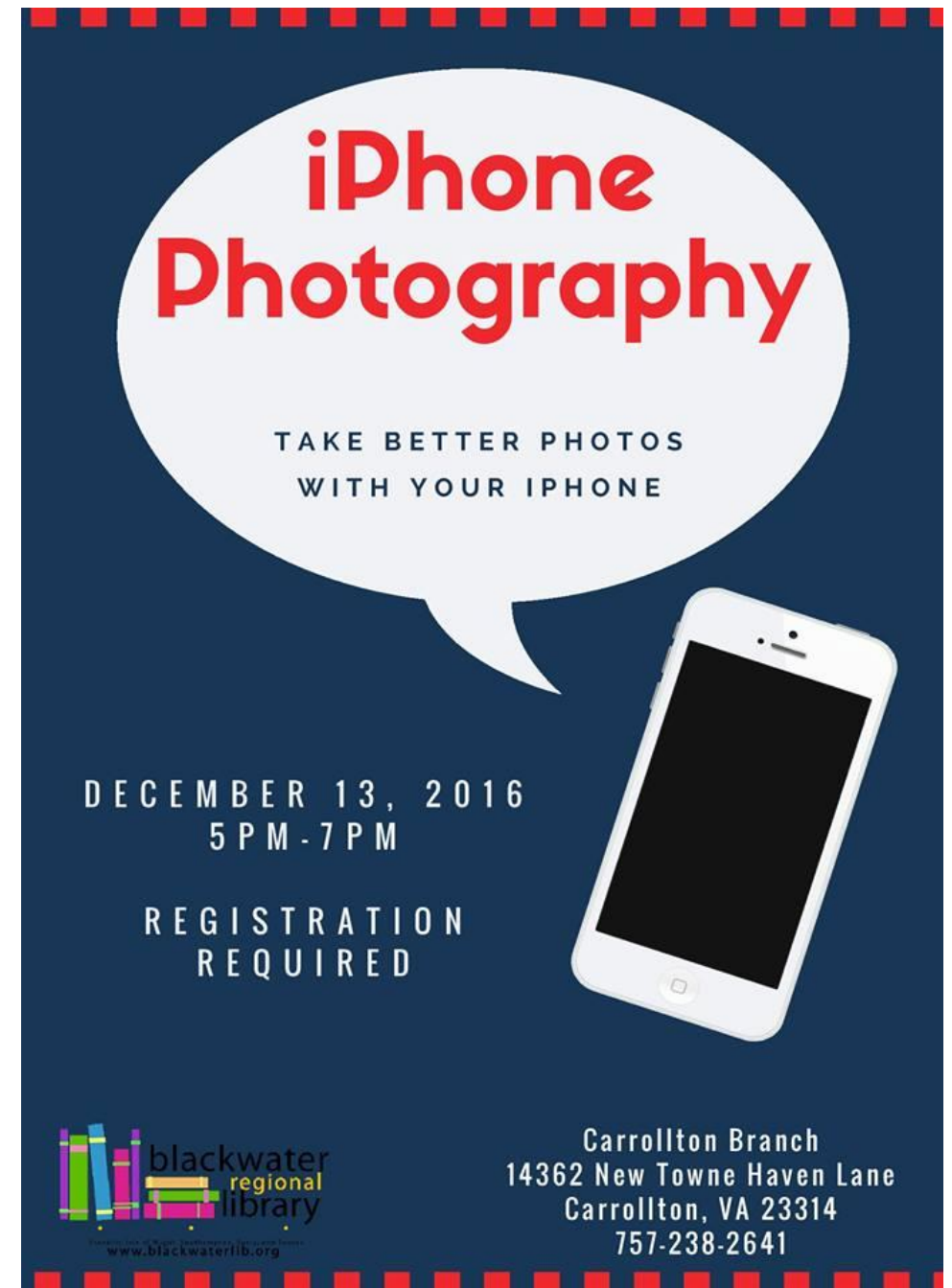
\*\*Support our local producers and organizations, and pick up supper too!



# Step 3: Execute

- **Marketing**

- **Attractive flyers – not just in the library**
  - Canva.com
  - Gimp.com
  - Please, no publisher
- **Facebook Advertising – it really works!**
- **Be careful about your wording...**




The flyer features a dark blue background with a red and white checkered border at the top and bottom. A large white speech bubble at the top contains the title 'iPhone Photography' in red, with 'iPhone' in a smaller font and 'Photography' in a larger, bold font. Below the title, the text 'TAKE BETTER PHOTOS WITH YOUR IPHONE' is written in white. To the right of the speech bubble is a white iPhone. Below the speech bubble, the date and time 'DECEMBER 13, 2016 5 PM - 7 PM' are listed in white. Underneath that, 'REGISTRATION REQUIRED' is written in white. At the bottom left is the Blackwater Regional Library logo, which includes a colorful bookshelf icon and the text 'blackwater regional library' and 'www.blackwaterlib.org'. At the bottom right, the address and phone number for the Carrollton Branch are listed in white: 'Carrollton Branch 14362 New Towne Haven Lane Carrollton, VA 23314 757-238-2641'.

**iPhone Photography**

TAKE BETTER PHOTOS  
WITH YOUR IPHONE

DECEMBER 13, 2016  
5 PM - 7 PM

REGISTRATION  
REQUIRED

 blackwater regional library  
www.blackwaterlib.org

Carrollton Branch  
14362 New Towne Haven Lane  
Carrollton, VA 23314  
757-238-2641



# FREE BOOKS

[ For Two Weeks ]

AT YOUR LOCAL LIBRARY!



Franklin, Isle of Wight, Southampton, Dorset, and Gosport  
[www.blackwaterlib.org](http://www.blackwaterlib.org)

Treasure Island



**Thank you for your time!**

**Jenny L. Bailey, Director  
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