Mission Statement

The mission of Perry Carnegie Library is to inspire lifelong learning, advance knowledge, and strengthen communities.

Approved by the Library Board October 16th, 2017
Reaffirmed by the Library Board October 18th, 2021
Reaffirmed by the Library Board January 16th, 2024

Vision Statement

Perry Carnegie Library strives to be the heart of our community where all come to learn, discover, create, and connect through innovative programming, a robust collection, and accessible services.

SWOT Analysis

Strengths

- Funding to purchase many current release and best sellers.
    - We weed materials to cull items that don't checkout to add new items. We utilize displays to increase circulation.
- Internet access is provided inside and outside the building. No password is required. Users must accept the "Acceptable Use Policy."
- We utilize mostly grant and State Aid funds to update technology.
- Public computers
    - We have "rightsized" the number of public computers; usage is down because most people have their own. This frees up study space for those who bring computers.
- Office Services
    - Printing, faxing, copies (including color), and scanning are available for a fee. Self -service scanning is free and instructions are provided.
- Study Spaces are scattered throughout the library.
- Research materials/access to databases are available on public computers and remotely through the Oklahoma Department of Libraries (ODL).
- We have programming for all ages, including adults.
    - We have in person teen programming and check out Teen Book Boxes multiple times a year.
    - Children's Programming, and the Summer Reading Program (SRP), is an especially well-planned and successful event each year. The staff offers the same program in multiple sessions to draw more families into the library.
- We have a beautiful, historic building.
- The children's area is attractive and welcoming.
    - The staff is welcoming and provides good customer service.
- New patrons apply for cards on a regular basis.
- We have a supportive City Administration, Library Board/City Council.
- The Carnegie Library Progress Club funds purchases not provided in the city budget.
- Many updates include:
    - Clay roof was updated recently.
    - New flooring was installed in most of the library in the last eight years.
    - The interior was painted within the last five to seven years.

Weaknesses

- The size of the collection is limited by available shelf space.
- There is a large level of difficulty and expense in maintaining a 125 year old building; the building was remodeled and an addition was added in 1991.
- We currently have 350 MB for internet. 1Gig would be ideal.
- A meeting room with a 40 person capacity limits programming.
- We have a small percentage of patrons who check out materials and don't return. We use a collection agency, but that doesn't motivate some patrons.
- We have heavy staff turnover because of four part time positions.
- A small staff and a heavy reliance on part time employees make it difficult to plan programs months in advance. (I am NOT asking for more full time employees!) Unexpected and unplanned staffing changes really hurt with a staff of 3 full time and 4 part time employees.
    - Part time employees, especially students, ask for frequent time off. Many times at the last minute and/or during SRP.
    - Full time employees need time for scheduled and unscheduled things such as illness, training, vacation time, medical appointments and vacation.
    - During programming, we need staff to work the programs, staff the desk downstairs, handle SRP sign-ups, returns and prizes, and someone to work the desk upstairs. We do present the same program back to back and even on multiple days to work with the space in the meeting room.
    - We can use volunteers, but they need to be vetted ahead of time.
        - Use of volunteers is limited because they can only do certain duties.
        - There is a very limited availability of quality volunteers.

Opportunities

- Increase the size of the teen collection.
- Increase programming outreach to draw new patrons in the library.
- A larger meeting space for library programs.
- Improve thoroughness of training for new staff members.
- Increase the reach of our marketing to inform the public of our services.
- Increase our bandwidth.
- Have a greater percentage of patrons return library materials.

Threats

- A portion of the public continues to self-isolate because of the pandemic.
- Consistent technology needs and upgrades cost money and require staff training. (Only networking equipment is partially covered by e-rate.)
- More people with mental health issues causing disturbances at the library.
- Changing in the distribution models of movies affecting our most popular adult program.
    - Many movies are never released to DVD and only are available via streaming.
    - Many shows are series instead of stand-alone movies.
    - It is getting harder to find movies suitable for our audience at Theatre Thursday, that we have Public Performance Rights to show.
- Some e-books, including audio books, are only sold directly through Amazon. We aren't able to provide those to our patrons. (We can purchase the physical books from Amazon, but not e-books.)

Short Term Goals

Marketing

- Create two inserts a year that go out with utility bills.

Staff Training

- Create and implement a staff training checklist.
- Update the "Staff Notebook" to a more streamlined product.

Increase Bandwidth from 350 to 1 Gig

- 1Gig internet is available for a low price by a local vendor.
- Purchasing internet would be huge time saver for the Library Director. The policies required by the federal government to get "free" internet access via e-rate are a very large burden.

Utilize Programming Surveys for public input

- Get data by ages for the best types of programs and the best dates and times for programs.

Find a way to alter or find a replacement for "Theatre Thursday"

- Use a program survey for adults. Use a paper survey for current attendees.
- Talk to those in Theatre Thursday and discuss different movie options:
  - Show older films
  - Do a craft once a month instead of a movie
  - Get Amazon Prime to save on shipping and increase our movie alternatives. (done)

Find a way to increase the percentage of materials returned after check out.

- Perhaps use existing state statutes to increase compliance.

Long Term Goals

Outdoor Pavilion for programming *(This is contingent the utilities outside the building leaving viable space for building the pavilion and grant funding.)*

- The pavilion will need to be larger than the room downstairs to lessen the burden of doing multiple programs in a row.
- No seating inside to allow for multiple uses including craft or animal programs.
- Benches on the outside for seating.
- Seek grant or donated funding for the project.

All Reaffirmed or Approved by the Library Board January 16th, 2024