

# Ely Public Library

## Strategic Plan for 2016-2020

### ORGANIZATIONAL VALUES:

The Ely Public Library promotes the following values:

- Library representatives welcome and treat all patrons with respect and equality.
- Patrons will have free and open access to our resources in a non-judgmental manner that maintains their privacy.
- The library will be a safe, comfortable place for people to visit. The library will be a strong presence in the greater Ely community and looks for opportunities to provide relevant services to the area.
- The library promotes the love of reading, learning and pursuit of personal goals. Helping children develop skills for their future is a special priority.

### MISSION STATEMENT:

*The Ely Public Library enriches the lives of its patrons by providing the resources and environment to explore imagination and achieve life-long learning goals.*

### LIBRARY GOALS:

- 1. Patrons will have access to materials to enhance their leisure times and continue to learn throughout their lives.**
- 2. Patrons will have safe and welcoming physical places to meet and interact with others or sit quietly and read. Patrons will also have open and accessible virtual spaces that support networking.**
- 3. Young patrons will have an opportunity to gain a lifelong enjoyment of reading and the literacy skills they need to succeed.**

## Action Steps to Meet Goals

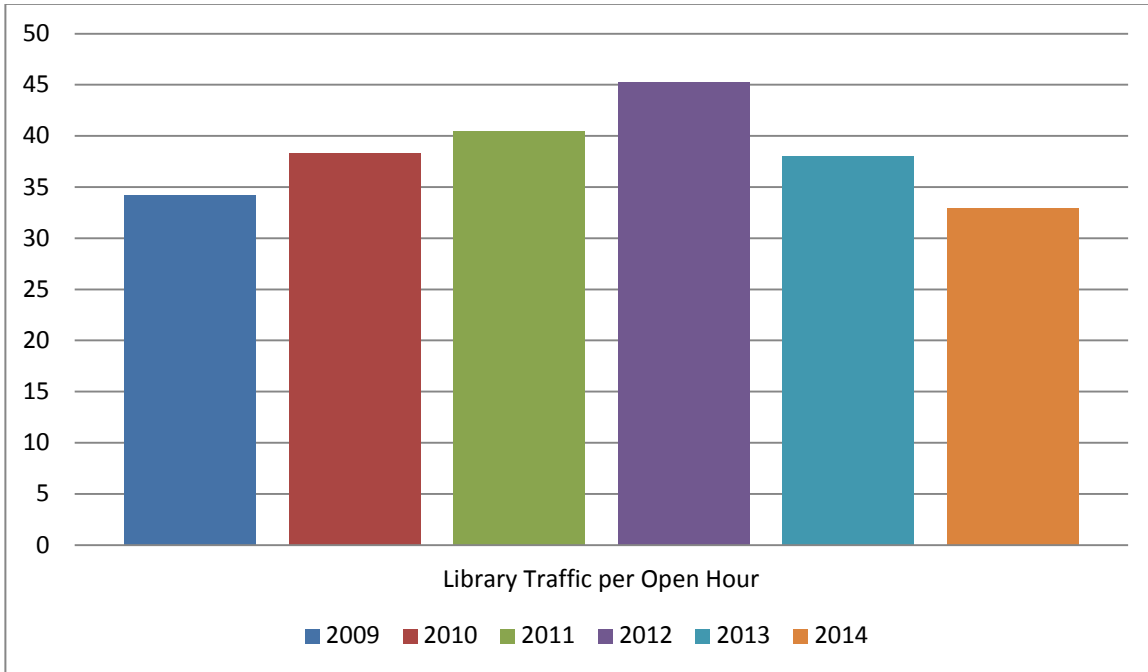
Action Step	Applies to Goal #	Responsible Party	Date Taken	Notes
<b>Programming</b>				
Promote and conduct summer reading program for children	1,3	Library director, library clerks		
Promote and conduct summer reading program for teens	1,3	Library director, library clerks		
Promote and conduct summer reading program for adults	1	Library director, library clerks		
Coordinate on-going book club	1	Friends of the library		
Sponsor on-going education and entertainment programming for children and families	1,3	Library director		
Sponsor on-going education and entertainment programming for adults and teens	1	Library director		
Promote and conduct weekly storytimes with early literacy activities	3	Library staff		
Maintain 1,000 Books before Kindergarten program	3	Library staff		
Provide tours for 1 <sup>st</sup> grade classes, Headstart, and other groups upon request	2,3	Library director		
<b>Collection Development</b>				
Create rotating displays in designated areas designed to encourage patrons to use highlighted collection areas	1	Library director, library clerks		
Maintain a bulletin board space to feature new items in the library and bestseller lists	1,3	Library director		
Weed collection sections on a periodic basis	1	Library Director		
Promote circulation of items in existing collection through the use of "if you liked, then try" bookmarks and other marketing ideas	1,3	Library staff		
<b>Physical Building</b>				
Develop funding strategy and timeline for expansion of building (phase 2 & 3)	2	Library board		
Begin process of establishing a foundation for the library	1,2	Library board		
Continue outdoor "furnishing" of space	2	Library board, library director		

Complete paperwork for state grant on new building - including the 10 year on-going requirements	2	Library Director		
Continue to manage & curate the library's local art collection	2	Library art committee		
<b>Computers and Online Connections</b>				
Maintain public access computers	2	Library director, library clerks		
Maintain wireless contract	1,2	Library director		
Maintain library web presence (including webpage, Facebook, etc.)	1	Library director		
Develop, promote and conduct a "using the library catalog 101" workshop for the public	1,2	Library director		
<b>Funding</b>				
Develop new revenue sources to keep the library strong	1,2,3	Library board, library director, Friends of the Library		
Maintain current revenue sources for library	1,2,3	Library board, library director, Friends of the Library		
<b>Other Areas</b>				
Continue to add to patron base	1,2,3	Library board, library staff, Friends of the Library		
Revisit strategic plan in early 2016	1,2,3	Library board		
Review and update library policies	2	Library board		
Participate in continuing education opportunities through the regional library system and Minnesota Library Association to learn about new ideas and resources	1,2,3	Library director, library staff		

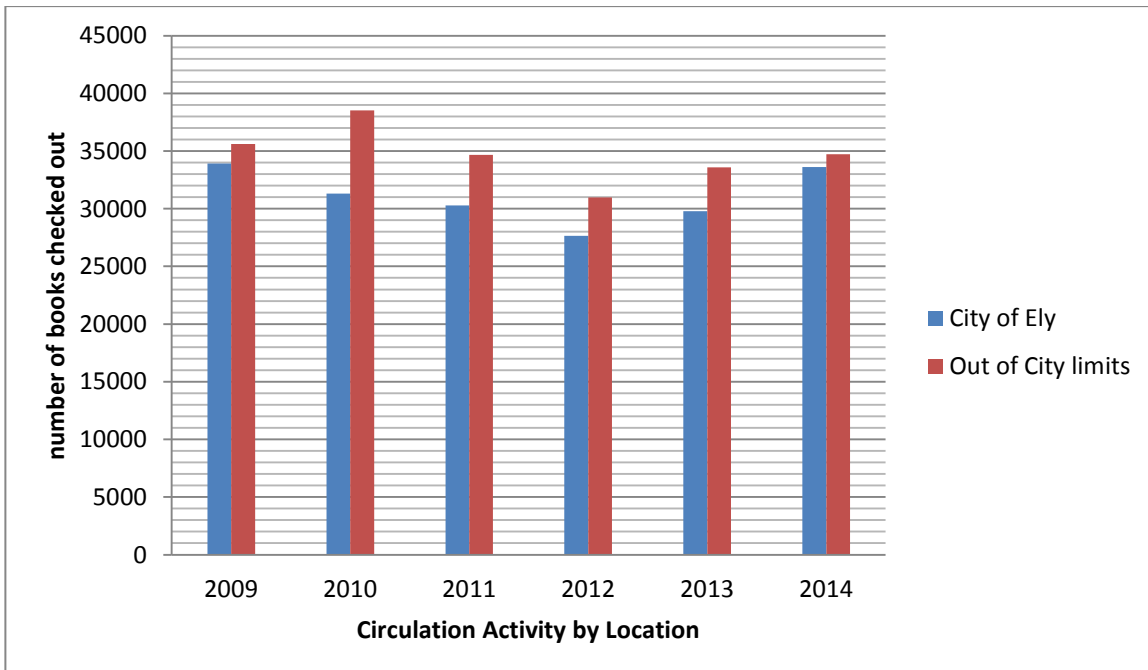
# Library & Community Profile:

## I. LIBRARY STATISTICS

### Library Traffic



### Use of library by city of Ely and non-city residents

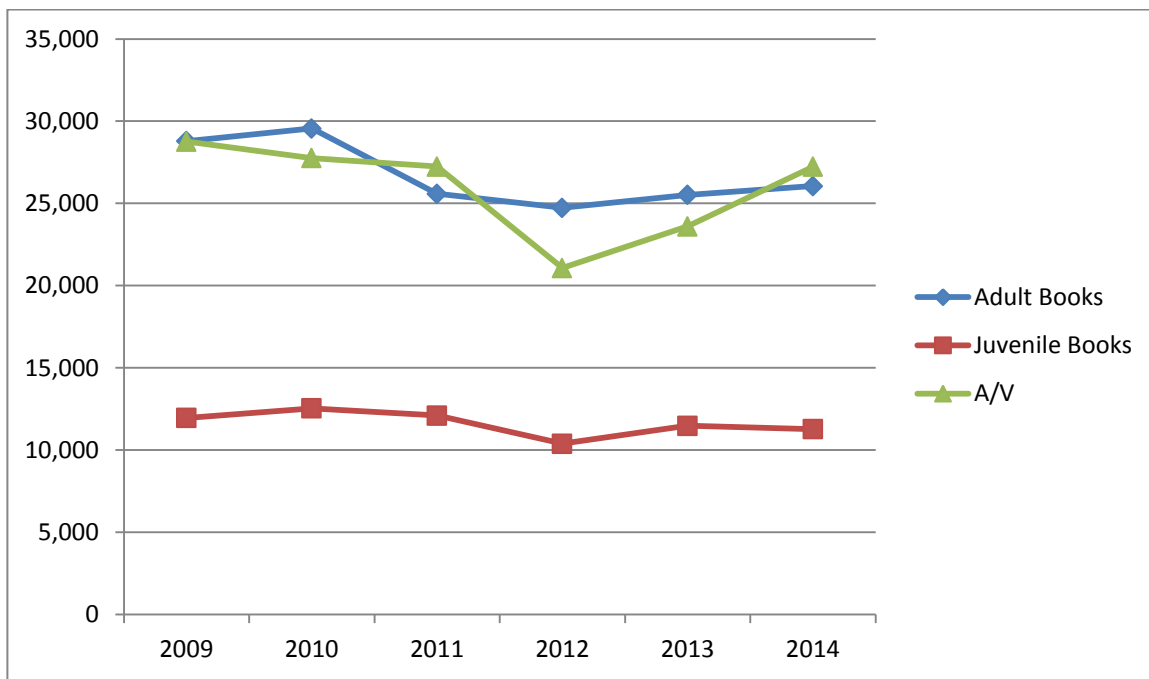


Collection Size

Type of Material	2009	2010	2011	2012	2013	2014
Print	34,006	31,541	37,215	38,655	30,470	30,130
Audio/visual	4,137	4,377	4,647	4,927	4,500	4,166
Other	105	105	105	105	99	1
<b>Total Collection:</b>	<b>38,248</b>	<b>36,023</b>	<b>41,967</b>	<b>42,687</b>	<b>35,069</b>	<b>34,397</b>

A May 2015 review of last check-out date identified 5,692 items, approximately 15 % of the library’s total collection, that have not circulated during the past four years.

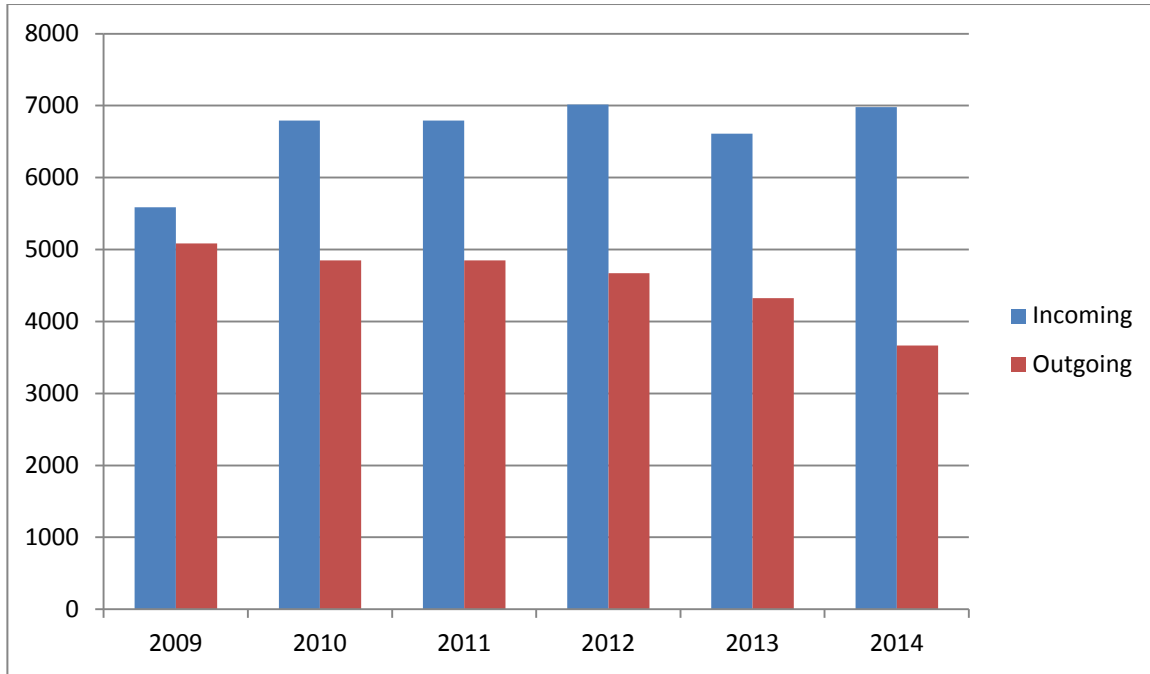
Circulation



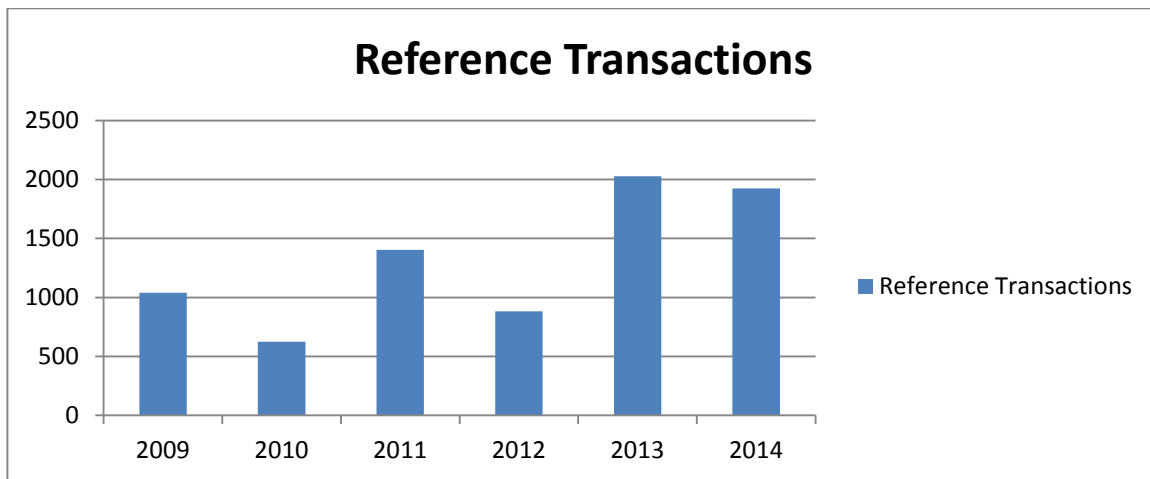
Programs

Target Audience	Number of Programs in 2009	2009 Attendance	Number of Programs in 2010	2010 Attendance	Number of Programs in 2011	2011 Attendance	Number of Programs in 2012	2012 Attendance	Number of Programs in 2013	2013 Attendance	Number of Programs in 2014	2014 Attendance
Adults	3	81	9	162	9	163	12	250	13	343	16	650
Teens	5	38	2	38	2	61	3	34	2	18	2	28
Children	62	1,329	62	1,864	66	2,395	79	1,929	76	1,761	72	1,405
<b>Totals:</b>	<b>70</b>	<b>1,448</b>	<b>73</b>	<b>2,064</b>	<b>77</b>	<b>2,619</b>	<b>94</b>	<b>2,213</b>	<b>91</b>	<b>2,122</b>	<b>90</b>	<b>2,083</b>

Inter-Library Loans



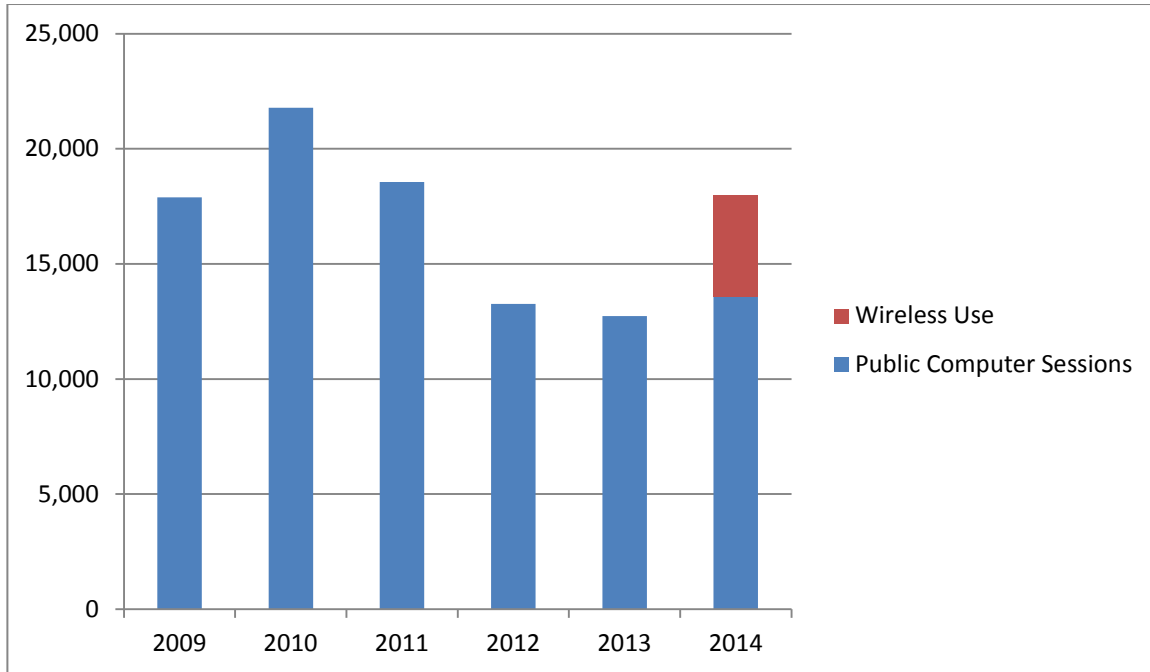
Reference Requests



Operating Expenditures

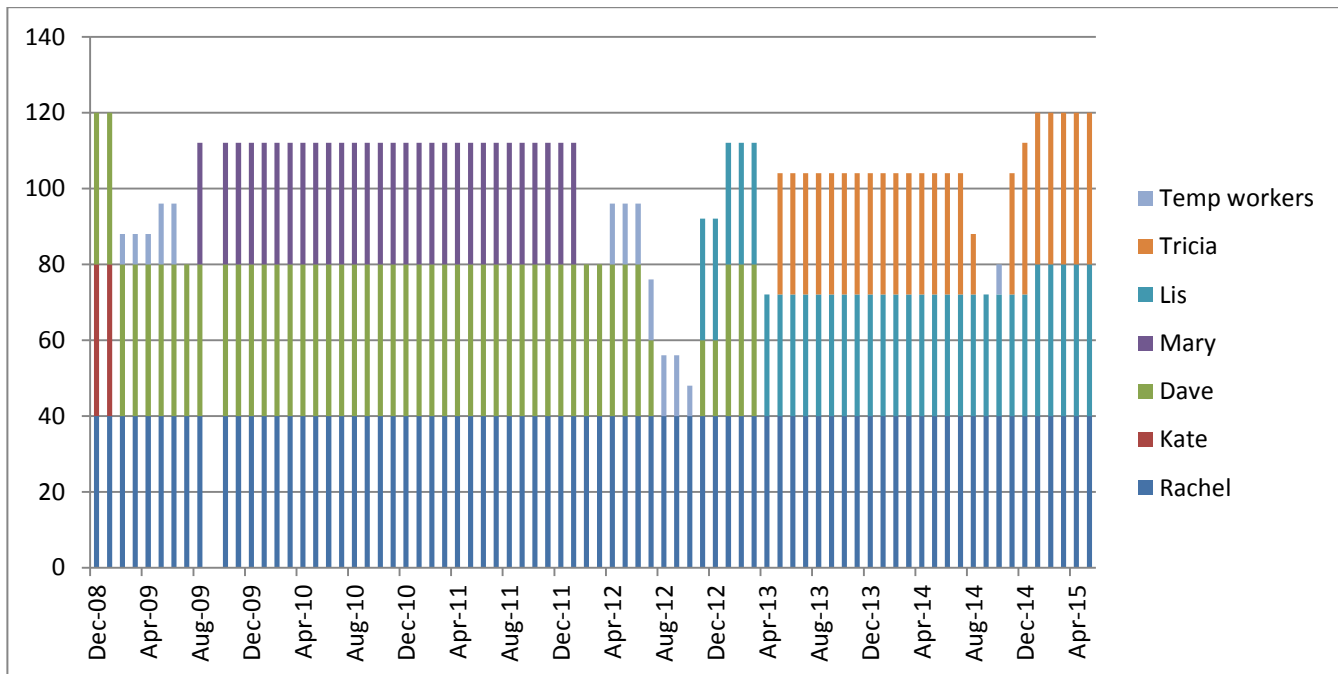
Year	Staffing	Collection	Other	Total
2008	\$ 200,930	\$ 29,020	\$ 16,097	\$ 246,047
2009	\$ 200,499	\$ 15,385	\$ 16,494	\$ 232,378
2010	\$ 212,298	\$ 14,321	\$ 6,540	\$ 233,159
2011	\$ 213,938	\$ 22,261	\$ 16,471	\$ 252,670
2012	\$ 183,969	\$ 20,665	\$ 14,181	\$ 218,815
2013	\$ 209,351	\$ 36,474	\$ 13,420	\$ 259,245
2014	\$ 205,940	\$ 26,128	\$ 19,608	\$ 251,676

Public Computer/Internet Usage



Wireless use first tallied in 2014 - based on sampling during open hours

Staffing over the period of 2009 to mid 2015



## COMMUNITY DEMOGRAPHICS:

The information below is taken from the 2010 U.S. Census data for the City of Ely unless noted otherwise.

### Population

The population of Ely (as measured by both city limits and zip code area) has declined over the last 20 years.

Time of Count	Number of Residents	Change from Previous Period
1990 Census – Ely	3,968	
2000 Census – Ely	3,724	- 244
2010 Census – Ely	3,460	- 251
2013 Estimate - Ely	3,455	
2000 Census – Full zip code area	6,264	n.a.
2010 Census - Full zip code area	5,820	

### Race & Age

The vast majority (96 %) of Ely residents are Caucasian, but the 2010 Census recorded 87 persons of color residing here. In addition, 39 individuals identified themselves as Hispanic.

Age Group	Number of Residents	Percentage of Total Population
Children 0-19	743	21 %
Adults 20-64	1925	56 %
Adults 65 & over	792	23 %

### Education

The Ely School District operates two schools. The District's 2015 on-time graduation rate was 94 % [Source: MN Department of Education]. In addition, there are around 40 children being home-schooled in the area. The City is also home to Vermilion Community College which has an enrollment of approximately 1,500 students. Of the population age 25 and over, 25 % have a bachelor's degree or higher.

School	Open Enrollment	Resident Students	Number of Students [September 2015]
Washington Elementary (K – 5)	45	229	274
Ely High School (6 – 12)	48	243	291
<b>Total Students:</b>	<b>93</b>	<b>472</b>	<b>565</b>

### Income

In 2013, the median household income of \$ 46,517 in St. Louis County was \$ 13,300 below the state median; the County's current unemployment rate of 5.2 % is higher than the state's overall figure of 4.0% [Source: US Bureau of Labor Statistics]. The 2010 Census indicated that 18.4 % of Ely's residents were living below the poverty line.



## Housing

<b>Housing Type</b>	<b>Percentage of Total</b>
Homeowner ( % of all occupied housing units)	65 %
Rental (% of all occupied housing units)	35 %
Vacant housing units	12 %

In the year 2013, the City's median assessed home value was \$ 90,400, and average monthly rent was \$ 527.