

**Lee County Board Of County Commissioners
Agenda Item Summary**

Blue Sheet No. 20021294

1. REQUESTED MOTION:

ACTION REQUESTED: Authorize submission of the Library Division's Annual Plan of Service to the Florida Department of State, Division of Library and Information Services for FY 2002 - 2003

WHY ACTION IS NECESSARY: To remain eligible for the State Aid to Libraries Grant Program, Florida Administrative Code 1B-2 requires submission of this document to the State no later than December 1, 2002.

WHAT ACTION ACCOMPLISHES: Fully qualifies the Lee County Library System for funding

**2. DEPARTMENTAL CATEGORY:
COMMISSION DISTRICT #:**

C6I

3. MEETING DATE:

11-19-2002

4. AGENDA:

CONSENT

- ADMINISTRATIVE
- APPEALS
- PUBLIC
- WALK ON
- TIME REQUIRED:

**5. REQUIREMENT/PURPOSE:
(Specify)**

- STATUTE Chapter 257
- ORDINANCE FS
- ADMIN. CODE
- OTHER

6. REQUESTOR OF INFORMATION:

- A. COMMISSIONER
- B. DEPARTMENT
- C. DIVISION Library
- BY: Cynthia N. Cobb

7. BACKGROUND:

On September 24, 2002 the Board of County Commissioners authorized application to the Florida Department of State, Division of Library and Information Services, for fiscal year 2002-2003 State Aid to Libraries Grant.

An annual plan of service adopted by the library's governing body must be submitted each year to the State Library of Florida pursuant to Florida Administrative Code 1B-2.015 to complete the application.

Attachment: Lee County Library System Annual Plan of Service

8. MANAGEMENT RECOMMENDATIONS:

9. RECOMMENDED APPROVAL:

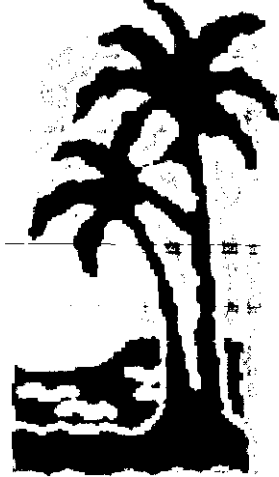
A Department Director	B Purchasing or Contracts	C Human Resources	D Other	E County Attorney	F Budget Services				G County Manager
<i>Cynthia N. Cobb 11/5/02</i>				<i>[Signature]</i> <i>11/5/02</i>	<i>OA</i> <i>120</i> <i>11/6/02</i>	<i>OM</i> <i>11/7/02</i>	<i>Risk</i> <i>11/07/02</i>	<i>GC</i> <i>11/6/02</i>	<i>[Signature]</i>

10. COMMISSION ACTION:

- APPROVED
- DENIED
- DEFERRED
- OTHER

Rec. by CoAtty
Date: *11/5/02*
Time: *2:47 pm*
Forwarded to: *Budget 11/5/02 2:47 pm*

RECEIVED BY
COUNTY ADMIN.
11-5-02 3:45
COUNTY ADMIN.
FORWARDED TO: *BT*
11/7 11:30



**Lee
County
Library
System**

Annual Plan Of Service

October 2002—September 2003

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The Lee County Library System

The Lee County Library System (LCLS) provides public library services to the people of this southwest Florida county through four regional and seven branch libraries, a Talking Books sub-regional library, a special agricultural collection, reference room collection, bookmobile, community outreach services, processing and headquarters centers. Total square footage of library space is currently 188,050. Two new regional libraries are in the planning stages and will be added within the next five years.

The library system is a division of Lee County government and is funded through a dedicated millage to library service. The library director reports to a Deputy County Manager. A group of citizens representing Friends of the Library groups or other library support organizations functions as an advisory committee and meets regularly with the library director. Nine system libraries have community library support organizations or Friends of the Library groups – Bonita Springs, Cape Coral, Captiva, Dunbar, East County, North Fort Myers, Pine Island, Riverdale and Rutenberg libraries

The library system maintains a web site and publishes a monthly *Lee County Library System Calendar of Events* and a variety of other printed materials to inform the public about available services. Other publications are available to aid the public in using library collections, equipment, and services. A staff newsletter, *Communique*, is regularly published in hard copy and on-line. Staff also shares information electronically through a library system Intranet.

Service Profile

The Lee County Library System provides a wide range of public library services to county residents and visitors including collection, organization and loan of books, magazines, video and audio tapes, music CDs, books on CD, DVDs, and new formats as they become available. An automated database of titles, user registration, and current use records enables the public to find titles and subjects of interest across the system and to keep abreast of their own borrower status.

Reference and information services are available to people of all ages. Staff makes use of print and digital resources to answer questions and help users find information, in person at individual libraries, through a centralized telephone reference service, and by e-mail through the LCLS web site. The libraries offer a number of digital informational databases, electronic journal/magazine indices, and access to the Internet and World Wide Web as well as a collection of print reference resources. Interlibrary loan of print material held by other libraries in the state and nation is available.

The library's web site links users to information about Lee County library events and services and to a variety of other informational web sites. Computers are available at all libraries for public use.

Children and young adult library users have access to collections and services tailored to their needs, including assistance with homework. Electronic resources of interest and use to children are available as are computers for Internet searching and other applications. Program events for preschool children are held throughout the year and the annual summer reading programs serve children and teens through age seventeen.

LCLS is the largest by far of the public library agencies in southwest Florida and is actively involved in the Southwest Florida Library Network, a multi-type library cooperative. Library employees have memberships in the Florida and American Library Associations, attend conferences for continuing education sponsored by these groups, and participate in state and nationwide planning and development of library services.

Service Statistics

The Lee County Library System experienced increases in both circulation and library usage during FY 2001 – 2002. Total circulation was 3,164,773 – up 13% from the previous fiscal year. The total number of visitors to the library was 1,701,503 – up 10.9% from the previous fiscal year. These increases are due in part to growth in Lee County, which has a current population of 454,918. The population growth in the County from 1990 – 2000 showed an increase of 32%.

Lee County Library System Long-Range Plan 2002 - 2007

The library system used *The New Planning for Results* by Sandra Nelson, the Public Library Association's long-range planning model, to develop the current long-range plan. Lee County residents and library staff were involved in the planning process in the following ways: Survey of resident opinion; Focus group of Library Advisory Committee; Community Planning Committee; Activities Planning Subcommittees.

The service responses identified to be the focus of library activities and resources for the long- range plan were:

Commons – addressing the need of people to meet and interact with others in their community and to participate in public discourse about community issues

Cultural Awareness – satisfying people's desire to gain an understanding of their own cultural heritage and the cultural heritage of others

Current Topics and Titles – fulfilling people's appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Genealogy – helping people know and better understand their personal history
(primary service location: Fort Myers regional library)

General Information – providing information and answers to questions on a broad array of topics related to work, school, and personal life

Information Literacy – assisting people to develop skills related to finding, evaluating, and using information effectively

Lifelong Learning – assisting people's efforts regarding self-directed personal growth and development

These service responses were the basis for the library's five year vision, mission, goals, objectives and activities.

Lee County Library System's Vision Statement

Our priority @ the Lee County Library System is to meet growing community needs through accessible library services.

Lee County Library System's Mission Statement

The Lee County Library System provides county residents and visitors with

- Current materials in a variety of formats for recreational reading, viewing and listening
- Information on popular cultural and social trends
- *General information and answers to their questions*
- Assistance and training to improve users' skills of finding, evaluating, and using information
- Spaces and opportunities for people to meet and gather for discussion
- Information and activities to assist people in understanding their own and other cultural heritages
- Materials and information to assist people with their self-directed, personal growth and development
- *Genealogy research materials and assistance at specified libraries*

Lee County Library System's Goals, Objectives and Activities for Fiscal Year 2002 - 2003

GOAL 1. The community has access to popular materials in a variety of formats and to programs of current interest.

OBJECTIVES

1.1 The number of items in the popular and current materials collections will increase by 15% over the number of items available at the end of fiscal year 2002.

1.2 Annually, 90% of the people surveyed, who attend programs on topics of current interest, will report their needs and expectations were met.

Activities

1A	Ensure that 75% of the Lakes Regional Library collection will focus on popular materials.
1B	Develop and implement a plan for speeding up the purchasing and processing of popular print fiction and all non-print formats in order to satisfy patron requests in a more timely manner.
1C	Offer automatic holds for patrons to put them on lists for new, popular materials; survey to determine interested patrons and their interests.
1D	Set aside 1% of the system materials budget for "immediate" purchases.
1E	Purchase multiple copies of best selling authors' materials prior to publication date.
1F	Use bestseller lists such as USA Today/local paper, to order and anticipate patron demands.
1G	Investigate linking <i>Book Tips</i> directly to the system's automated catalog for ease in placing holds.
1H	Update <i>Do You Enjoy Reading?</i> brochure and <i>BookMarks</i> .
1I	Provide <i>Novelist</i> for patrons' use at home
1J	Continue sending <i>Novel Ideas</i> to patrons on a timely basis and also make it available in print.
1K	Sponsor the annual Reading Festival.
1L	Provide literature-based programs for all ages – at least one program at each regional library.
1M	Conduct an Adult Reading Program.

1N	Investigate a service for providing "Book Discussion Bags" for loan of 6 – 8 weeks to local book discussion groups.
1O	Weed collections of popular materials.
1P	Use TapeChek equipment to check and repair CDs and videos.

GOAL 2. The community has virtual and physical access to spaces designed for conversation and discussion

OBJECTIVES

2.1 Annually, use of available Commons spaces will maintain at least at 2001-2002 levels.

2.2 After the library establishes virtual Commons spaces, the number of uses by the public will increase by 25% annually.

Activities

2A	Use Groupwise to disseminate information about selected events and programs to all Lee County employees.
2B	Develop presentations for local Chambers of Commerce to disseminate information about events, programs and services.
2C	Establish video teleconferencing capabilities at regional libraries.
2D	Develop partnerships with learning institutions to utilize the video teleconferencing technology.
2E	Evaluate meeting room and study room use.
2F	Investigate improving meeting room and other Commons space at existing libraries where needed.
2G	Review policies for use of Commons spaces.

GOAL 3. Community members come together at the library for events and activities on issues of community interest.

OBJECTIVE

3.1 Annually, the number of people indicating they used a Commons space during a library visit will increase by 10%.

Activities

3A	Plan for a humanities program at each regional library – to be held beginning FY 2003-2004.
3B	Plan opportunities for new speakers of English to gather and practice conversational skills – to be held beginning FY 2003-2004.

GOAL 4. Community members have information and activities to expand their understanding of the cultural heritage represented by the communities the library serves.

OBJECTIVES

4.1 Annually, circulation of foreign language materials will increase by 5%.

4.2 Annually, attendance at multi-cultural activities and programs will increase by 15%.

4.3 Annually, attendance at multi-cultural activities and programs will increase the cultural awareness of 25% of attendees.

Activities

4A	Plan for and develop a popular Spanish collection in multiple formats.
4B	Plan for, initiate and/or further develop the library system's multilingual collection in multiple formats (languages such as American Sign Language, Haitian Creole, Italian, German, Portuguese, etc.)
4C	Provide library programming in the native languages of the residents of the communities served.
4D	Maintain library resources that are accessible to non-English speaking patrons.
4E	Develop and provide programs which expose residents to the variety of cultures represented throughout the community.

GOAL 5. The community has resources to gain an understanding of the world and its people.

OBJECTIVES

5.1 Annually, circulation of materials about histories, traditions and cultures of other countries will increase by 5%.

5.2 Annually, partnerships with other cultural organizations and/or countries will increase by 10%.

Activities

5A	Develop the library system's collection of materials in all formats, that present the histories, traditions, cultures and languages of other countries.
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5B	Provide instructional materials to help individuals learn other languages.
5C	Conduct events related to the variety of cultures in America (International Womens' Month, African American Heritage Month, Dr. Martin Luther King, Jr. Day, Latino Heritage Month, etc.)
5D	Investigate and plan for participation in the "Sister Library" program.
5E	Maintain partnerships with local multicultural organizations.
5F	Promote the library system's collection of materials in all formats that present the histories, cultures, traditions and languages of other countries.

GOAL 6. The community gets timely, accurate answers to their questions.

OBJECTIVES

6.1 Annually, 80% of respondents to the reference service survey will report timely and accurate service.

6.2 Annually, the number of reference questions answered will increase by 5%.

Activities

6A	Participate in the State of Florida's Virtual Library.
6B	Provide local information from "Fugitive Facts" and make it available on the web page and public access computers.
6C	Implement Remote Patron Authentication (RPA).
6D	Expand e-mail reference service to include staff at all regional libraries.
6E	Provide staff training in customer service techniques to all public service staff.
6F	Plan for the establishment of partnerships with other institutions to provide specialized reference assistance.

GOAL 7. The community has assistance in developing skills for effectively finding, evaluating and using information.

OBJECTIVES

7.1 Annually, the number of library users assisted in locating, evaluating and using information will increase by 10%.

7.2 Annually, 90% of participants in information literacy classes will improve their ability to locate, evaluate and use information.

7.3 Annually, all staff will have training to assure the currency of their skills and abilities in information literacy.

Activities

7A	Provide instructional programs for teaching information literacy to all users.
7B	Develop instructional brochures about using the library system's information resources.
7C	Investigate options for providing Internet safety information/instruction for children.
7D	Provide training for staff on print and electronic resources.

GOAL 8. Children and families experience the joy of reading and how the library can enhance their lives.

OBJECTIVES

8.1 Annually, participation in the summer reading program will increase by 5%.

8.2 Annually, 90% of the parents/caregivers surveyed will report that participation in library program activities encouraged their children to read at home.

Activities

8A	Conduct 8-week childrens' summer reading program.
8B	Provide and publicize library programs for teens in the summer – at least 4 at each regional library and 1 at each branch library.
8C	Conduct 8-week "Teens Read & Win" summer reading program.
8D	Develop a plan for continuing "Rhyme Time" programs.
8E	Conduct 4-6 week story time sessions for children and families at all locations.
8F	Investigate developing a service of library activities for childcare centers and childcare homes.
8G	Maintain partnerships with agencies serving children.
8H	Maintain collections for children and teens to reflect community needs, interests and diversity.

GOAL 9. The community has access to materials, programs and services for personal growth and development.

OBJECTIVES

9.1 Annually, participation in library-sponsored programs will increase by 10%.

9.2 Annually, circulation of non-fiction materials will increase by 5%.

Activities

9A	Schedule and advertise at least 6 programs on non-fiction topics for adults and teens at each regional library.
9B	Maintain support of students using the library for homework and school assignments.
9C	Maintain collections and services to provide support for ESL learners and new readers.

GOAL 10. Community members interested in genealogy have resources, information and assistance for their research.

OBJECTIVE

10.1 Annually, 90% of genealogy researchers using the Fort Myers regional library will find genealogy resources to help them with their personal research and/or locating additional resources.

Activities

10A	Establish dedicated funds of genealogy collection development.
10B	Investigate expansion of the genealogical collection shelving area and equipment.
10C	Investigate genealogy collections at other locations.
10D	Provide programs and displays covering a wide range of genealogical topics.
10E	Provide research assistance to genealogy patrons.

OTHER ACTIVITIES

A	Conduct library patron survey(s).
B	Prepare Annual Report.
C	Investigate drive through check out at new facilities.

FY 2002 – 2003 Goals & Objectives for Library Director

Goal 1: Identify and implement library services to enhance commons spaces which support growth and quality of life in Lee County

Objective 1

- To participate in the 'Smart Growth' initiative by offering and sharing information in a variety of formats and forums.

Objective 2

- To promote long-term improvement of library facilities for adequate growth.
- To participate in the site selection for the Northwest Regional Library.

Objective 3

- To develop ways to improve library service in the underserved communities.

Objective 4

- To ensure that physical maintenance, beautification efforts and safety issues are addressed appropriately.

Goal 2: Create a technological and customer service model to execute information effectively

Objective 1

- To create a work environment of shared resources between other agencies, neighboring libraries and Lee County cardholders.

Objective 2

- To minimize the digital divide through new technology and cooperation with other initiatives statewide
- To maintain regular communication with our IT and Library Automation vendors.

Goal 3: Evaluate and maintain the core level library service needs of Lee County

Objective 1

- To fully develop and allocate appropriate funding for all library collections
- To pursue Sunday operating hours of four (4) Regional Libraries

- To evaluate increased operating hours of Community Libraries for consistency and needs

Goal 4: Establish increased awareness of library services and community interest through the library professional and interagency cooperation

Objective 1

- To maintain a collaborative relationship with the Library Advisory Board
- To maintain a liaison role with Lee County Library Foundation to execute an annual Reading Festival and other projects, as needed
- To consult with Friends of the Library groups, as needed
- To maintain active membership and participation in the ALA, FLA, Urban Libraries Council, Chamber of SW Florida and SWFLN.

Objective 2

- To offer full participation in national, state and local efforts to *increase awareness resources for improved library services*

Objective 3

- To maintain regular community partnerships with the School District of Lee County, Goodwill Industries and other community access services.

Goal 5: Maintain open communication and information sharing for internal and external customers

Objective 1

- To conduct Director's staff meetings, bi-weekly
- To participate in Library Manager's Monthly meetings
- To participate in County Manager's Weekly Staff meetings
- To facilitate a Regional Staff Briefing, quarterly
- To deliver a Library Vision and Mission address, annually
- To prepare a Director's Report for the Library Advisory Board meeting, monthly
- To coordinate and produce an Annual Report for the Lee County Library System

Goal 6: Promote the organizational design and workplace practices of the LCLS to recruit and retain quality employees

Objective 1

- To participate in local, state and national job placement events
- To review exit interview comments
- To participate in the new library employee orientation session

FY 2002 – 2003 Board of County Commissioners Goals and County Manager Objectives

Goal 1: Enhance and improve the quality of life in Lee County by balancing growth and environment with community support.

Objective 1: Develop recommendations for Smart Growth, through the Smart Growth Advisory Committee and Smart Growth Director, no later than one year after the Smart Growth Director begins work.

a) Provide quarterly progress updates to the Board of County Commissioners.

Objective 2: Continue land-acquisition efforts, through the Conservation 2020 Program, to promote conservation and for long-term regional park/greenspace needs.

a) Plan and schedule renewal referendum in November 2004.

Objective 3: Prepare master Natural Resources Preservation / Mitigation Plan for possible incorporation into the Lee County Comprehensive Plan.

a) Submit draft no later than Spring 2003.

Objective 4: Continue long-range planning for sustainable communities.

a) Continue support and funding for Community Plans.

Objective 5: Provide for the maintenance of capital infrastructure.

a) Increase the capacity of existing transportation facilities while weighing the impact of current improvements on future needs and costs.

b) Continue participation in public-private water enhancement and restoration efforts, including capital improvements that improve regional water quality.

Objective 6: Continue and strengthen beautification efforts.

a) Initiate agreements/partnerships for further beautification efforts, concentrating on intergovernmental as well as government-private sector.

b) Continue support and funding for Roadway Landscape Master Plan (LeeScape).

c) Continue annual updates to Board on progress of landscape/architectural design standards.

Goal 2: Make Lee County Government the benchmark county in Florida for customer service and technological operations.

Objective 1: Conduct a survey of citizens to evaluate and improve county service delivery.

Objective 2: Promote a culture of customer service that incorporates a shared sense of urgency, ownership and dynamic change and innovation, and includes a mechanism for customer feedback.

Objective 3: Provide continuing training to all employees.

Objective 4: Use technology to save money and increase efficiency.

Objective 5: Work toward providing the full complement of government services and information as a "one stop" that residents (customers) can access from their homes.

a) Explore the option of a centralized information and referral system.

Goal 3: Identify, periodically evaluate and maintain core levels of services to ensure consistency of services throughout the county.

Objective 1: Continue fiscal solvency by monitoring and maintaining core services. Assure a full and complete evaluation of any changes in levels of core services, including budgetary impacts.

Objective 2: Through the adoption of the annual budget, continue a reserve policy that is fiscally sound and reflects industry standards.

Objective 3: Recognize and address the impact of state services "devolution" by evaluating and fully costing out impact for the county to begin service delivery, along with the pros and cons of doing so.

Objective 4: Prior to summer Budget Workshops, conduct a workshop between the Board and department directors to discuss and evaluate emerging issues.

Goal 4: Continue to strengthen and expand intergovernmental collaboration and interagency cooperation.

Objective 1: Schedule a joint annual meeting between the Board of County Commissioners and: (a) the Mayors and Councils of each city, (b) Constitutional Officers, (c) the School Board (d) the local State Legislative Delegation and (e) surrounding counties (Collier and Charlotte) and (f) higher education.

Objective 2: Continue the regular meeting forum for local government administrators/managers.

a) Meet at least quarterly.

Objective 3: Maintain and improve working relationships with regional and state governmental entities by actively participating in the decision making process of issues that affect Lee County.

a) Emphasis on working with and through the county's lobbyist.

Objective 4: Strengthen coordination with municipalities in addressing state legislative issues prior to session.

a) Meet and discuss issues at least one month before session convenes.

Objective 5: Consider impact of incorporations on projects and services in unincorporated areas.

a) As proposal to incorporate, cost out and share fiscal impact with the Board of County Commissioners, public and all interested persons/entities.

Goal 5: Enhance communication with employees and the public.

Objective 1: Continue to heighten public awareness of county policies, projects, services, accomplishments and the value residents are receiving for their tax dollars.

Objective 2: Annually, conduct several Board of County Commissioners "Town Hall" meetings geographically dispersed throughout the county.

Objective 3: Use technology to improve public access to information and services, including access by the visually and hearing impaired.

Objective 4: Continue and improve mechanisms for local media to have routine access to County Administration and departments.

Objective 5: Continue to enhance internal communication through open, synergistic communication both up and down.

a) Schedule monthly meeting with employees wishing to have discussions with county management.

b) Schedule ongoing meetings with employee groups, meeting at their job sites throughout the county.

c) Continue quarterly supervisor meetings with all supervisors and distribute meeting notes to all employees.

d) Conduct weekly management meetings with senior managers and distribute meeting notes to Board and all employees.

Goal 6: Continue to diversify Lee County's economy.

Objective 1: Facilitate systems to assure an adequate labor force, including developing a stronger partnership with public education systems

in collecting, tracking and disseminating area information to assist in better decision making.

Objective 2: Promote and support non-stop flights to and from new markets and increase capacity from existing markets, to resume or surpass September 2001 seat capacity.

Objective 3: Continue to diversify and improve the tourism product through customer service programs, product development and industry education. Maintain the area's unique qualities as an environmental destination by working closely with the Smart Growth initiative and developing new eco-tourism products.

Objective 4: Focus economic development efforts on diversification of the economy by encouraging expansion and locations of businesses with average wages that are 115 percent of the Lee County average wage.

Objective 5: Continue to develop innovative, technology-based tourism marketing programs, increasing web-based marketing initiatives by 30 percent, shifting focus from traditional media and marketing resources and objectives. Work to continually improve Lee County's competitive position in the global marketplace.

Goal 7: Continue to strengthen diversity within county workplace.

Objective 1: Promote diversity throughout workforce, while hiring the most qualified applicants.

Objective 2: Create an organization reflective of the available workforce in Lee County.

Objective 3: Foster organizational strategies and practices that support diversity.

Objective 4: Create a presence in our community with programs that focus on valuing different cultures, races, religions or ethnic backgrounds.

Goal 8: Strive to maintain the present millage rates.

Objective 1: Continue mid-year (April) budget updates to fully apprise Board of upcoming issues and significant budget impacts.