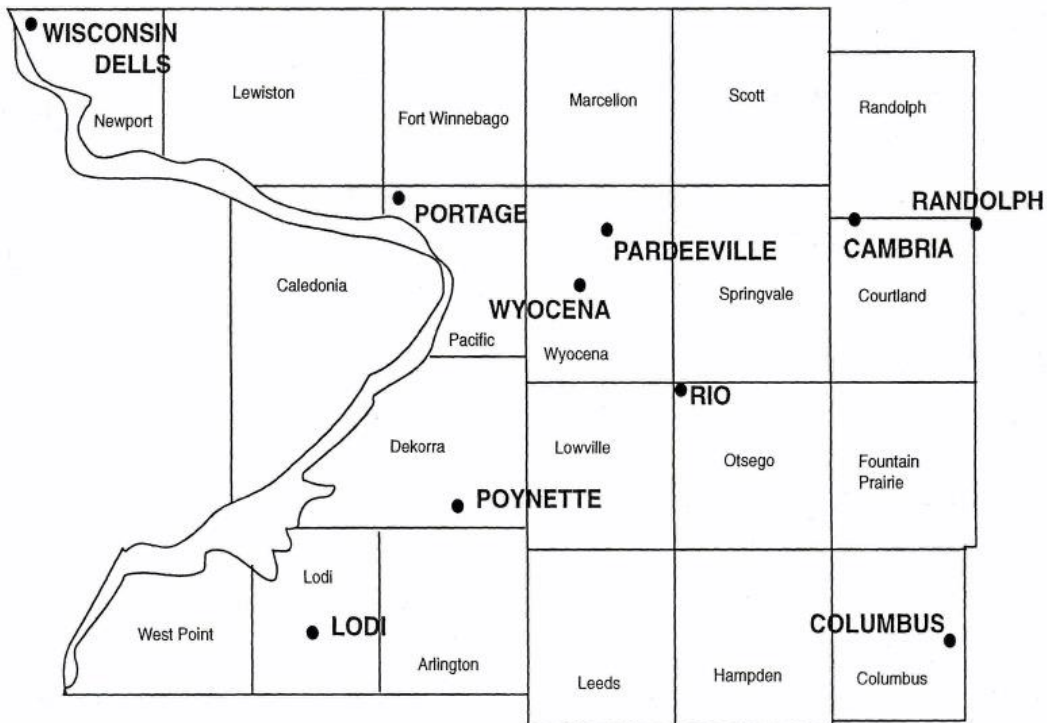


COLUMBIA COUNTY

PLAN FOR LIBRARY SERVICES

2015-2020

The mission of the Columbia County Library Board is to advocate for public libraries and to ensure quality library service for all residents of Columbia County.



“The journey of a lifetime begins with the turning of a page.”
~Rachel Anders

BACKGROUND

Columbia County maintains a library service under the authority of Wisconsin Statutes 43.57(3):

A county board may establish and maintain a county library service to serve the residents of the county who do not live in municipalities that have established libraries under 43.52 or 43.53 or to improve the library service of municipal libraries established under 43.52 or 43.53. The county library service may operate a library or library service program or may contract with library organizations within this state or in adjacent states for services.

43.57(4)(b) In a county operating a library service under sub(3) the county board chairperson shall, with the approval of the county board, appoint a seven member library board.

(c) Boards appointed under paragraphs (a) and (b) shall include at least one school district administrator of a school district located in whole or in part in the county, or that school district administrator's designee, and one or two county board supervisors. Boards appointed under paragraph (b) shall include, in addition, representatives of existing library boards under s. 53.54 and persons residing in municipalities not served by libraries.

(d) Boards appointed under paragraphs (a) and (b) have the power of a library board under 43.58.

The Columbia County Library Board meets bimonthly at each county public library on a rotating basis. The county public library directors also meet bimonthly, and the Board and directors hold a joint meeting at least once annually to discuss library needs and services within the County. Library service to county residents, both rural and municipal, is provided by the libraries in Columbia County with assistance from county funds. These public libraries are in the communities of Cambria, Columbus, Lodi, Pardeeville, Portage, Poynette, Randolph, Rio, Wisconsin Dells (a joint library with the village of Lake Delton, in Sauk County), and Wyocena.

PLANNING PROCESS

The planning process for a new Columbia County Plan for Library Services began in March of 2015 at the annual joint meeting between the county library board and the county public library directors. Both groups discussed the importance of incorporating library user feedback in the planning process, but also the relative stability of current library service priorities as identified by library users under the current plan. Under the current plan, the planning committee utilized Sandra Nelson's *New Planning for Results* to assemble a library user focus group, which provided a keen insight into the county's needs and priorities regarding library service. The meeting included discussion as to whether or not another focus group was necessary.

In mid-April of 2015, shortly after consideration of a new plan began, the Hutchinson Memorial Library in Randolph contacted the South Central Library System, expressing strong interest in leaving its current system and joining SCLS beginning in 2016. Randolph lies within both Dodge and Columbia County, which allows for membership in either system. The addition of Randolph to SCLS and the Columbia County Libraries would offer a number of benefits to the system and the other county libraries, but it would also require a significant amount of preparation by all parties. Part of this preparation would be the requirement of an updated Columbia County long range plan for library services that would include Randolph, and that would be approved early enough to allow the South Central Library System Board of Trustees to approve an updated long range plan that incorporated Columbia County's new plan. The change would have significant budget ramifications at the system, county, and local level for the libraries as well. This incredible time constraint necessitated the decision to forego additional focus group sessions to develop this plan, with the understanding that a more extensive revision might be recommended upon annual review (see Goal VIIA).

Public hearings were held before the Plan was adopted by the County Library Board and filed with the Columbia County Board of Supervisors.

ABOUT COLUMBIA COUNTY

Its Economy. Located in South Central Wisconsin, Columbia County attracts tourists throughout the year. Portage, the county seat, is one of four incorporated cities in Columbia County. The economy of Columbia County is dependent on agribusiness and tourism, as well as retail trade and services, such as insurance, hospitality, and manufacturing.

Its People. The 2014 estimated population of Columbia County is 56,615. Of this population, 33,005 individuals live in municipalities that maintain a public library, and 23,610 live outside those municipalities (known as “rural residents.”) Columbia County is projected to achieve modest but steady population growth through the next 20 years. The largest projected population growth will be among senior citizens, who will place greater and greater demands upon existing services.

Its Libraries. Ten municipal public libraries provide direct service to county residents with the addition of Hutchinson Memorial Library in Randolph, which is joining the South Central Library System in 2016. All ten libraries will receive some county funding as reimbursement for usage by residents outside of the library’s municipality. However, the majority of library funding is municipal.

Its Library System. The South Central Library System (SCLS) provides a number of valuable services to its 54 members, which includes all ten of Columbia County’s libraries. These services include interlibrary loan, reference service, van delivery service, consultant services, continuing education programs and graphic arts services.

LINKcat, the catalog shared by most member libraries, allows libraries to catalog and share materials easily with one another. SCLS staff operates LINKcat and provides technology support for member libraries.

LIBRARY SERVICES

County libraries provide the following services to county residents:

- Books in all formats
- Magazines and newspapers
- Music CDs and cassettes
- DVDs and VHS tapes
- Audiovisual equipment
- Interlibrary loan and reference
- Programs for all ages
- Literacy programs for all ages
- ESL materials
- Internet access and assistance; WiFi
- Online databases
- Readers advisory service
- Genealogy research and assistance
- Community Information
- Local history resources
- Access to tax forms
- Services to the homebound
- Photocopiers, fax service
- Summer reading programs
- Job search information
- Bookmobile services
- Senior outreach

Columbia County Libraries: Circulation Statistics—2014*

LIBRARY	MUNICIPAL POP.	LIBRARY CARD HOLDERS	MUNICIPAL CIRC †‡	COUNTY CIRC (no library)	COUNTY CIRC (with library)	OTHER CIRC (outside Co.)	TOTAL CIRCULATION
Cambria	767	699	16,620	10,350	357	1,347	28,674
Columbus	4,991	2,726	63,933	27,514	436	16,787	108,670
Lodi	3,050	1,813	38,400	30,391	2,221	6,397	77,409
Pardeeville	2,115	1,085	13,989	9,658	1,548	1,667	26,862
Portage	10,324	6,301	109,928	57,165	6,720	19,351	193,164
Poynette	2,528	1,604	29,756	29,260	583	2,169	61,768
Randolph	1,811	750	7,733	3,608	292	24,286	35,919
Rio	1,059	1,116	15,347	9,994	1,065	118	26,524
Wis Dells	5,592	3,462	49,595	4,462	356	47,703	102,116
Wyocena	768	310	7,563	1,594	1,375	340	10,872
Rural Pop	23,610						
Total	56,615	19,866	352,864	183,996	14,953	120,165	671,978

*Source: Wisconsin Public Library Service Data: 2014, Wisconsin Department of Public Instruction

† Circulation refers to items checked out at a library. One "circ" equals one item physically checked out.

‡ Circulation statistics do NOT include e-books or other downloadable materials.

Columbia County Libraries: Quantitative Services Snapshot—2014

	Cambria	Columbus	Lodi	Pardeeville	Portage	Poynette	Randolph	Rio	WI Dells	Wyocena
Total Service Population	2,392	9,347	7,840	3,627	19,225	7,127	2,530	2,629	6,285	1,009
Staffing (in FTE)	1.63	6.00	4.63	2.08	9.60	2.73	2.50	2.42	6.48	0.56
No. of Print Books in Collection	9,945	25,941	25,724	15,831	74,293	13,086	24,474	20,049	41,842	10,562
Magazine Titles (in Print)	55	77	173	23	124	56	65	61	112	26
No. of Audio Recordings Held	416	2,713	1,561	765	3,395	607	1,418	1,247	2,581	300
No. of Video Recordings Held	1,520	3,139	1,946	1,683	3,445	2,785	4,825	2,179	2,998	986
Annual Hours Open	2,288	3,068	2,964	2,392	3,120	2,808	2,704	2,392	2,964	1,248
Materials Expenditures	\$7,065	\$53,136	\$30,602	\$6,813	\$79,013	\$11,510	\$29,905	\$17,374	\$62,631	\$4,725
Total Collection Size	11,881	31,793	29,231	18,279	81,133	16,478	30,717	23,475	47,421	11,848
No. of Public Internet Computers	3	11	11	5	23	7	7	9	27	5

Columbia County Libraries: Qualitative Service Level Achieved*—2014

	Cambria	Columbus	Lodi	Pardeeville	Portage	Poynette	Randolph	Rio	WI Dells	Wyocena
FTE Staff per 1,000 Population	Basic	Moderate	Enhanced	Moderate	Moderate	<Basic	Excellent	Excellent	Excellent	<<Basic
Volumes Held per Capita (Print)	<Basic	<Basic	Basic	Basic	Moderate	<Basic	Excellent	Enhanced	Excellent	Enhanced
Periodical Titles per 1,000 Population	Moderate	Basic	Excellent	<Basic	<Basic	<Basic	Enhanced	Enhanced	Enhanced	Moderate
Audio Recordings Held per Capita	<Basic	Enhanced	Basic	Basic	Basic	<Basic	Excellent	Enhanced	Enhanced	Moderate
Video Recordings Held per Capita	Basic	Basic	<Basic	Basic	<Basic	Basic+	Excellent	Enhanced	Excellent	Moderate
Public Computers per 1,000 Population	<Basic	Moderate	Enhanced	Basic	Enhanced	Basic+	Excellent	Excellent	Excellent	Enhanced
Hours Open (per Week)	Excellent	Excellent	Enhanced	Enhanced	Moderate	Enhanced	Excellent	Enhanced	Enhanced	<Basic
Materials Expend. per Capita	<Basic	Enhanced	Basic	<<Basic	Basic	<Basic	Excellent	Enhanced	Excellent	Basic
Collection Size per Capita	<Basic	<Basic	Basic	Basic	Moderate	<Basic	Excellent	Enhanced	Enhanced+	Enhanced

*Source: Wisconsin Public Library Standards, Fifth Ed., Wisconsin Department of Public Instruction

FUNDING

S.43.12(1), Wisconsin Statutes, 2007-8: By March 1 of each year, a county that does not maintain a consolidated public library for the county under s.43.57 and that contains residents who are not residents of a municipality that maintains a public library under s.43.52 or 43.53 shall pay to each public library in the county and to each public library in an adjacent county, other than a county with a population of at least 500,000, an amount that is equal to at least 70% of the amount computed by multiplying the number of loans reported under sub.(2) by the amount that results from dividing the total operational expenditures of the library during the calendar year for which the number of loans are reported, not including capital expenditures or expenditures of federal funds, by the total number of loans of material made by the public library during the calendar year for which the loans are reported. The library board of the public library entitled to a payment under this subsection may direct the county to credit all or a portion of the payment to a county library service or library system for shared services.

S.43.12(2), Wis. Stat.: By July 1 of each year, each public library lying in whole or in part in a county shall provide a statement to the county clerk of that county and to the county clerk of each adjacent county, other than a county with a population of at least 500,000, that reports the number of loans of material made by that library during the prior calendar year to the residents of the county, or adjacent county, who are not residents of a municipality that maintains a public library under s.43.52 or 43.53 and the total number of loans of material made by that library during the previous calendar year.

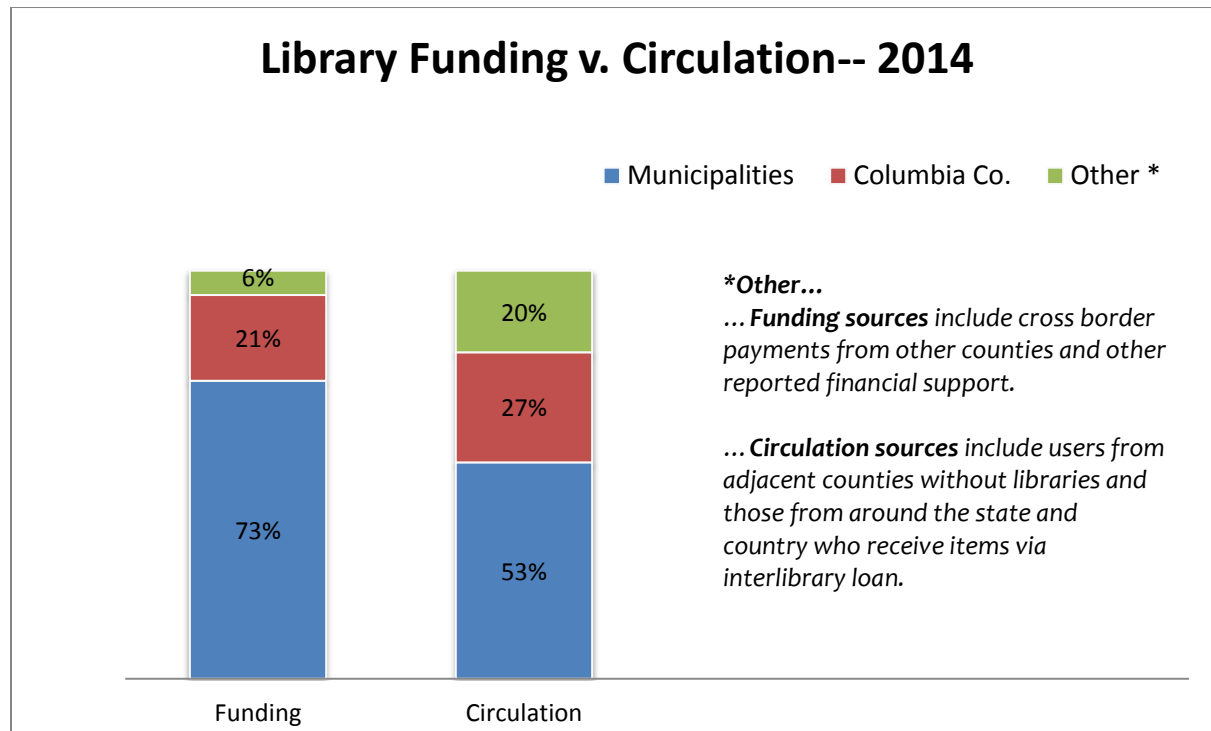
“Whatever the cost of our libraries, the price is cheap compared to that of an ignorant nation.”

~Walter Cronkite

Other Funding Considerations

In addition to reimbursement to Columbia County libraries for rural use and reimbursement to adjacent counties for Columbia County resident use, the budget includes central cost expenses such as administration, rotating collections, delivery service, and resource library payments.

In 2014, the ten public libraries in Columbia County maintained a combined operating budget of \$2,505,437. Of this, Columbia County expended \$530,369 to the ten libraries, and reimbursed a total of \$154,096 to the libraries across its borders in adjacent counties. Municipalities expended a combined \$1,832,998 on the public libraries in the County.



This chart represents the amount of funding provided to the ten public libraries in the County versus the number of items checked out at those libraries.

This data indicates that in 2014, the County’s municipalities paid 73% of the libraries’ funding, but municipal residents only attributed to 53% of the total number of items checked out.

Columbia County paid 21% of the libraries’ total funding, but its residents attributed to 27% of the total items checked out at the libraries.

Payments to Libraries Across Our Borders—A 5 Year History

Library	2012	2013	2014	2015	2016
Adams Co.	\$0	\$120	\$363	\$0	\$0
Baraboo	\$4,579	\$4,266	\$5,034	\$6,289	\$5,930
Beaver Dam	\$12,075	\$14,353	\$13,662	\$14,344	\$15,691
Belleville	\$0	\$0	\$28	\$0	\$0
Black Earth	\$0	\$0	\$0	\$247	\$166
Cambridge	\$0	\$0	\$32	\$5	\$0
Cross Plains	\$652	\$749	\$778	\$827	\$662
Dane Co.	\$28	\$1,935	\$4,580	\$4,983	\$3,730
Deerfield	\$0	\$0	\$106	\$0	\$0
DeForest	\$41,856	\$33,835	\$40,873	\$32,449	\$35,291
Endeavor	\$0	\$0	\$0	\$0	\$33
Fitchburg	\$0	\$211	\$638	\$376	\$2,452
Fox Lake	\$1,989	\$2,117	\$1,301	\$1,551	\$993
Horicon	\$114	\$116	\$60	\$28	\$264
Juneau	\$0	\$0	\$600	\$0	\$667
Kingston	\$1,193	\$1,699	\$1,286	\$1,528	\$1,007
Madison Public	\$15,638	\$15,426	\$11,934	\$15,817	\$17,171
Markesan	\$3,215	\$2,998	\$2,745	\$2,513	\$2,052
Marshall	\$787	\$1,471	\$1,221	\$987	\$506
Mazomanie	\$27	\$9	\$30	\$9	\$63
McFarland	\$116	\$192	\$145	\$148	\$123
Middleton	\$2,241	\$5,529	\$4,482	\$5,356	\$4,183
Monona	\$703	\$0	\$850	\$792	\$581
Montello	\$0	\$0	\$52	\$0	\$143
Mount Horeb	\$0	\$0	\$61	\$590	\$101
North Freedom	\$0	\$0	\$0	\$0	\$11
Oregon	\$166	\$0	\$137	\$111	\$67
Packwaukee	\$27	\$25	\$0	\$0	\$0
Plain	\$0	\$0	\$0	\$3	\$12
Prairie du Sac	\$24,448	\$26,820	\$27,906	\$30,626	\$31,946
Princeton	\$0	\$36	\$29	\$0	\$0
Reedsburg	\$130	\$129	\$128	\$43	\$187
Sauk City	\$12,900	\$11,489	\$11,815	\$9,017	\$10,765
Spring Green	\$43	\$32	\$210	\$202	\$111
Stoughton	\$38	\$98	\$180	\$286	\$25
Sun Prairie	\$15,701	\$14,846	\$13,983	\$14,173	\$13,091
Verona	\$409	\$239	\$294	\$425	\$411
Waunakee	\$6,394	\$6,648	\$6,818	\$7,564	\$7,049
Waupun	\$2,066	\$1,054	\$1,735	\$1,626	\$924
Westfield	\$0	\$28	\$0	\$0	\$0
Total Payment:	\$147,535	\$146,470	\$154,096	\$152,915	\$156,408

GOALS AND OBJECTIVES

I. Ensure quality library programs and services for all county residents.

- A. The County Library Board will encourage all county libraries to strive for at least a basic level of service based on *service population*, as established by the Department of Public Instruction's set of Wisconsin Public Library Standards.
- B. The Board will conduct an annual joint meeting with the Columbia County library directors, at which it will require a report from each library on the use of county funds, service levels and improvements, and needs.

II. Obtain equitable funding for public libraries and provide incentives for continuity in library service throughout Columbia County.

- A. The County Library Board will provide at least full statutory reimbursement funding to all Columbia County public libraries for access by county residents in townships/villages which do not maintain a public library, as described in s43.12(1).
- B. The Board will provide funding to county public libraries for central cost expenses, such as rotating collections, SCLS delivery service, and resource library payments.
- C. The Board will provide reimbursement funding to adjacent counties for service to Columbia County residents as described in s43.12(1).

III. Offer assistance in using new technologies implemented to ensure quality of library services.

- A. The County Library Board will facilitate the adoption of new technologies and services (such as eBooks, playaways, computers, online databases, tutor.com, and self-checkout stations) by annually determining the feasibility of financial assistance for these products and services based on the information provided by the Columbia County library directors.
- B. The Board will encourage cooperative projects among public, school, and other types of libraries to improve technology-based services.

IV. Continue funding for the county resource library to serve as a reference and consulting resource and coordinate county library board reporting mandates.

- A. The Columbia County Library Board will designate county funds to the Portage Public Library to allow it to act as a resource library in a capacity required by member libraries.

- B. The Columbia County Library Board and the Columbia County libraries will review on a yearly basis the roles and responsibilities of the county resource library for possible changes to its role.

V. Inform and advocate to the public and governing bodies the wide range of library services available to its rural residents, using a variety of public relations and marketing strategies.

- A. Columbia County libraries will prepare informational materials about library services available and technology training as appropriate for the residents of Columbia County.
- B. Board members will continue to familiarize themselves with all county libraries via a rotating meeting site schedule and individual library visits, which will be scheduled at the March/April meeting and reported on at the next regular Board meeting.
- C. The Board, working with the Columbia County public library directors, will inform their municipal boards and the Columbia County Board of Supervisors of the needs and services of public libraries that serve Columbia County residents.
- D. Libraries will use press releases, newsletters, bookmarks, flyers and other means to promote services.

VI. Encourage libraries to address the needs of the county's user population, as expressed by the Columbia County Library User Focus Group.

- A. The County Library Board, working with the county library directors, will emphasize provision of materials and services identified by the county library user focus group as most critical for Columbia County residents:
 - i. **Entertainment.** Libraries will address the need to read, view, and listen for pleasure, and will provide materials and programs that stimulate imagination.
 - ii. **Information Literacy.** Libraries will help address the need for skills related to finding, evaluating, and using information effectively.
 - iii. **Lifelong Learning.** Libraries will help address the desire for self-directed personal growth and development opportunities.
 - iv. **General Information.** Libraries will help meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.
 - v. **Business and Career Information.** Libraries will address the need for information related to business, careers, work, entrepreneurship, personal finances, and obtaining employment.

- vi. **Basic Literacy.** Libraries will address the need to read and to perform other essential daily tasks.
- vii. **Commons.** Libraries will help address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

VII. Continue an ongoing planning process which responds to the changing library service needs of county residents.

- A. The County Library Board will refer to its Plan for Library Services in its decision-making process, and will review and update it as necessary.
- B. The Board will maintain and adhere to its Action Plan.
- C. The Board will encourage the appointment and participation of two County Board Supervisors on the County Library Board, as described in s43.57(4)(c).
- D. The Board will sustain the appointment of a County Library Board member on the South Central Library System Board.

Approved by the Columbia County Systems Board and Recommended for Adoption by the Columbia County Board of Supervisors on August 21, 2015

Approved by the Columbia County Board of Supervisors on September 16, 2015

"Write to be understood, speak to be heard, read to grow."

~Lawrence Clark Powell