

Centralia Timberland Library

2013 Action Plan

Services, Programs & Outreach:

- Continue to provide quality Adult programming that focuses on the needs of the community and current trends, both in the library and out in the community.
- Continue to provide Children and Teen programming, including Teen Writing Group and Storytimes both in the library and out in the community.
- Continue to offer individual computer classes, e-reader assistance and to reach out to patrons via social media in an interactive manner. Promote TRL initiatives, services, and news with the greater community.
- Celebrate the 100th anniversary of the Centralia Timberland Library.
- Empower staff to continue to market our programs for maximum presence in our community, in person, and with marketing materials.
- Improve outreach to underserved populations in Centralia, including reaching out to Spanish speakers through work with Pope's Kids Place and other organizations serving Spanish speaking clientele.

Partnerships:

- Continue to foster partnerships with local organizations and develop new relationships with emerging groups. These partnerships include senior centers, preschools, local schools, Chamber of Commerce, Centralia Downtown Association, Young Professionals of Lewis County, tourism groups, literacy organizations and many more.
- Develop and share tools and resources with local schools, community groups and organizations to promote library services.

Accomplishments: January - June 2013:

- The Centralia librarians have been very active and successful in providing relevant programming for our community. At least twice in 2013 we have had to reschedule popular programs because we exceeded our meeting room capacity. Summer children's programs have been moved out to George Washington Park (in front of the library) due to high attendance. Programs have ranged from beekeeping to healthy relationships to Bigfoot.



- Children's story times continue to be a popular programming staple. This year librarians led children through the alphabet with stories, learning activities and take-aways. The Teen Writing Group has been very popular and is regularly attended by budding authors ages 13-19. Preschool groups are regular visitors to our library for targeted story times and library introductions.
- Our e-reader programs are very popular! Not only have we organized formal programs, we offer one-on-one assistance almost daily, with helpful handouts for patrons. Our Facebook page has seen an increase in "Likes" and in community interaction. A great plus on Facebook is that followers who are businesses not directly related to literacy are sharing our statuses with on their page. The Centralia staff has excelled at promoting TRL services, initiatives and programs with our community.
- Our 100th anniversary was a great success! We had about 500 visitors on a lovely Saturday afternoon. Speeches by special guests, a birthday cake, special prizes for a scavenger hunt, actors in period dress, and Frank Frieze made the day a very special one. Centralia staff is doing a wonderful job of promoting our programs verbally, electronically and with marketing materials. Our City and Chamber are great partners and regularly post our programs on their website calendars. The Friends of the Library are working hard, despite small numbers, at promoting their sponsored programs to the community.

Accomplishments: July - December 2013:

Services, Programs & Outreach

- Offered adult programs such as sewing and author visits.
- Helped 210 more people than in 2012 become first time library card holders during Get the Card Campaign.

Partnerships

- Developed programming for children during ½ school days.
- Continued to partner with community leaders in presenting the Pet Parade.
- Partnered with the City of Centralia, particularly through the replacement of a new HVAC unit.

