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Hi Trustees,

I hope you have all been enjoying the lovely weather we've had recently! I know at the library we've been taking advantage and getting a head start on summer projects.

I'm looking forward to seeing all of you at our meeting next Thursday, March 18, at 3:30. Since we are now open to the public and the conference room is not currently suitable for a meeting, we will meet in the administration building downstairs where the Board of Supervisors meet.

Many of the agenda items are carried over from February. We were not able to meet in February due to lack of a quorum, so the Strategic Plan, naming the new branch, and my performance evaluation are still items that will need to be discussed and voted on. I did not replicate the January meeting minutes and the Strategic Plan in the print copy of this packet, as they were in the previous packet and use a lot of paper and ink to print. They are included on the digital copy of the packet.

We will also need to discuss the issue of mask-wearing in the libraries. Up until this point, staff has been requiring patrons entering the building to wear masks, following the guidance from various institutions. However, there have been some conflicting signals from trustees as to whether that should be the policy. I would like the board to make a decision so that I can direct my staff accordingly.

Please let me or Regina know ahead of time if you will be unable to attend. I am also happy to provide a link to a virtual meeting if you would prefer to join us in that way. I look forward to having us all together again soon!

Best,

A handwritten signature in black ink, appearing to read "Erica Hall", written in a cursive style.

Erica Hall  
Library Director



**Tazewell County Public Library  
Board of Trustees  
Regular Meeting  
Thursday, March 18, 2021, 3:30 PM  
Tazewell**

- I. Roll Call**
- II. Consideration of approving the agenda format- additions/deletions**
- III. Approval of January meeting minutes**
- IV. Director's Report**
- V. Financial Report**
  - a. As of February 28, 2021, the library had spent \$663,490.29, 61% of the annual budget.
  - b. As of February 28, 2021, the library had received \$5,202.99 in fines and fees.
- VI. Committee Reports**
  - a. Strategic Planning Committee
- VII. Unfinished Business**
  - a. Pocahontas expansion
    - i. Updates
    - ii. Branch name- Pocahontas Branch vs. Emma Yates Branch
  - b. COVID
    - i. Mask-wearing in the libraries
- VIII. Executive/Closed Meeting – Pursuant to Virginia Code, Section 2.2-3711**
  - a. Personnel matter regarding Library Director
- IX. Return, Certification, Report of Action**
- X. New Business**
  - a. 2021-2026 Strategic Plan
- XI. Public Comment**
- XII. Adjourn**

Next meeting is Thursday, April 15, at 3:30 in Tazewell.



Meeting minutes of the Tazewell County Public Library Board of Trustees held at the Tazewell Library, 129 Main St., Tazewell, Va., January 21, 2021 at 3:30 p.m.

**Present:** Karel Ryan, vice chair  
Connie Bailey, trustee  
Michele Crigger, trustee  
Erica Hall, TCPL Director  
Cassie Ogle, TCPL Technical Services Librarian

**Absent:** Regina Roberts, chair  
Mary Sue Dean, trustee

No members of the public were present.

1. **CALL TO ORDER:** Vice Chair Ryan called the meeting to order at 3:47 p.m.

2. **CONSIDERATION OF APPROVING THE AGENDA FORMAT**

**ADDITIONS/DELETIONS:** Agenda accepted as submitted.

3. **APPROVAL OF MINUTES:** A motion was made by Trustee Bailey with a second by Trustee Crigger to approve the October 2020 and November 2020 meeting minutes. With all trustees present voting in favor of this and none opposed, the motion passed.

4. **DIRECTOR'S REPORT:**

Foundation: Pam Lester has resigned from the Foundation Board and there are two open seats on the Foundation Board. After a virtual meeting with representatives from Thomas & Litton, there were some changes to the scope and cost of the original quote for the feasibility study. The next Foundation Board meeting is January 26, 2021.

Friends of the Library: The next FOL meeting will be done via email during the second week of February. Chuck Pressley donated \$500 for the purchase of an iPad for the youth services department. Mary Sue Dean donated furniture for the front porch in Richlands.

Programs: The Flat Santa program was sponsored by Clinch Valley Printing. The youth services department worked with Crab Orchard Museum to create videos for the Frontier

Christmas program. Hoopla, a new digital service for e-books, audiobooks, music, and movies will be added this Spring.

Staff: Renee Wienecke joined the staff as a part-time circulation specialist on December 1, 2020.

Building: Continuing to get quotes for replacing carpet at Tazewell which is estimated to cost around \$35,000. Planning to replace the public computers at Tazewell. A mural has been mocked up and will be painted sometime this spring in the hallway at Tazewell.

## 5. FINANCIAL REPORT:

- a. As of December 31, 2020, the library had spent \$502,893.31, 46.29% of the annual budget.
- b. As of December 31, 2020, the library had received \$3,877.03 in fines and fees.

## 6. COMMITTEE REPORTS

- a. Strategic Planning Committee – The strategic planning committee met on January 13, 2021. The committee has created the mission, vision, and value statements and created goals. They are currently working on drafting objectives. The next meeting is on February 4, 2021 to finalize the strategic plan for submission to the Board of Trustees.

## 7. UNFINISHED BUSINESS

### Pocahontas:

- a. Historic Pocahontas Lease – Lease agreement is for ground floor and allows for storage in the available space on the second floor. Question was raised about Section 9 of the Lease Agreement by Trustee Ryan: if we are only leasing the ground floor, is the language of the lease making us responsible for all repairs to accesses on all levels? Trustee Crigger said there is a second floor entrance from the outside, although it has not been used for years.

Another question was raised by Trustee Ryan about keys and who has access to the building other than TCPL. Director Hall said to reach the second floor from the inside, one must go through a door on ground level. She said this door could be locked so there would be no public access to the second floor. Trustee Ryan said this would be wise. Director Hall said we could use the Library's existing meeting room policies as a guide for controlling access.

Trustee Bailey made a motion to amend the language in Section 9 to read: "Tenant shall be responsible for all repairs to *ground level* accesses and entrances of the building," with the rest of the sentence remaining unchanged. Trustee Crigger seconded the motion. With all in favor and none opposed, the motion carried.

Trustee Crigger motioned to accept the lease as amended in Section 9 and allow Director Hall to execute the agreement, with a second by Trustee Bailey. With all in favor and none opposed, the motion carried.

#### Update for New Logo

- a. The new logo which was approved at the October 2020 meeting has been added to the website. There are plans for making t-shirts for staff with the new logo. Working out details to add a digital image of the logo to documents so that new letterhead may not need to be ordered and the logo can be used on digital documents.

#### Executive Closed Meeting for Director Evaluation

- a. Postponed until next meeting.

#### **8. NEW BUSINESS:**

- a. Meeting Room Policy Changes – The meeting room policy has been updated to include the study room located in Tazewell. Additional changes to the policy include an update to the room capacity for the study room, allowing for room

reservations to be made up to three months in advance, and reservations can be cancelled due to conflicts with library programs.

A motion was made by Trustee Crigger, with a second by Trustee Bailey, to approve the policy. With all in favor and none opposed, the motion passed.

**9. PUBLIC COMMENT:**

No members of the public were present.

**10. ADJOURNMENT:** There being no further business, the meeting was adjourned by Vice Chair Ryan at 4:48 pm.

The next regular meeting is scheduled for Thursday, February 18, 2021 at 3:30 pm at the Tazewell Library.

**Respectfully submitted,**

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**Cassie Ogle, Technical Services Librarian**



**Tazewell County Public Library Board of Trustees**

**Regular Meeting  
January 21, 2021  
Tazewell Library  
Tazewell, Va.  
3:30 p.m.**

**MEETING MATERIALS AND SUPPORTING DOCUMENTS**

- 1. Agenda**
- 2. DRAFT Minutes of October 8, 2020 and November 19, 2020 meetings**
- 3. Board of Trustees Packet for January**
- 4. Director's Report**

**DRAFT**



**TAZEWELL COUNTY PUBLIC LIBRARY  
PROGRESS REPORT**

**Department:** Administrative      **Month** February **Year:** 2021  
**Submitted by:** Cassie Ogle      **Date:** March 2, 2021

**FINANCIAL:**

Financial reports as of 2/28/2021 are attached.

The following monetary donations/refunds were reported during February 2021.

<b>BRANC H</b>	<b>FROM</b>	<b>AMOUNT</b>	<b>DESCRIPTION</b>
Bluefield	Stelio & Betty Tracy Corte Charitable Foundation	1600.00	For purchasing STEM items.
	Theresa Soulis	50.00	

**PERSONNEL:**

Reopened to the public with limited occupancy on February 22, 2021.

**MAINTENANCE/FACILITIES:**

Tazewell closed on February 9, 2021 for COVID cleaning. Bluefield closed on February 22, 2021 for COVID cleaning. Pressure washed the exterior of the building in Tazewell. Leak issues repaired on the HVAC unit at Tazewell. Bathroom sinks repaired at Tazewell. Touchless flush installed in bathrooms at Tazewell. Mural painted in hallway at Tazewell.

**STAFF DEVELOPMENT:**

Erica Hall & Cassie Ogle attended the HAL Directors Meeting virtually on February 3, 2021.







**Tazewell County Public Library**  
**Registered Patrons**  
**February 28, 2021**

Category	Tazewell		Bluefield		Richlands		System	
	2021	2020	2021	2020	2021	2020	2021	2020
Adult	3,983	3,820	2,941	3,286	3,168	3,536	10,092	10,642
Juvenile	2,930	1,328	2,635	1,228	3,259	1,249	8,824	3,805
<b>Total</b>	<b>6,913</b>	<b>5,148</b>	<b>5,576</b>	<b>4,514</b>	<b>6,427</b>	<b>4,785</b>	<b>18,916</b>	<b>14,447</b>

**New Registrations February, 2021**

	Tazewell		Bluefield		Richlands		System	
	2021	2020	2021	2020	2021	2020	2021	2020
Adult	7	23	6	25	8	18	21	66
Juvenile	34	5	22	7	22	9	78	21
<b>Total</b>	<b>41</b>	<b>28</b>	<b>28</b>	<b>32</b>	<b>30</b>	<b>27</b>	<b>99</b>	<b>87</b>





**Tazewell County Public Library  
Circulation  
February, 2021**

Category	Tazewell		Change	Bluefield		Change	Richlands		Change	System		Change
	2021	2020		2021	2020		2021	2020		2021	2020	
<b>Print</b>												
<b>Adult</b>												
Fiction	524	991	-47%	300	535	-44%	537	696	-23%	1,361	2,222	-39%
Paperback	87	111	-22%	31	56	-45%	23	88	-74%	141	255	-45%
Nonfiction	158	396	-60%	61	150	-59%	39	83	-53%	258	629	-59%
Periodicals	11	42	-74%	0	9	-100%	0	4	-100%	11	55	-80%
Virginia Room	11	12	-8%							11	12	
Internal Use	80	130	-38%	9	345		24			113	475	
<b>Young Adult</b>												
Fiction	64	99	-35%	23	45	-49%	46	114	-60%	133	258	-48%
Nonfiction	0	5	-100%	0	7	-100%	0	3	-100%	0	15	-100%
<b>Juvenile</b>												
Fiction	852	1,661	-49%	331	435	-24%	247	482	-49%	1,430	2,578	-45%
Nonfiction	168	445	-62%	46	49	-6%	12	80	-85%	226	574	-61%
Periodicals	0	0	0%	0	0	0%	0	0	0%	0	0	#DIV/0!
<b>Nonprint</b>												
DVD	155	626	-75%	36	345	-90%	104	420	-75%	295	1,391	-79%
Audio	41	107	-62%	31	75	-59%	27	42	-36%	99	224	-56%
SOL Kit	0	5	-100%	0	3	0%	0	0	0%	0	8	-100%
<b>eCollections</b>												
RBDigital ebooks/audio												
Libby										1,384	927	49%
RBDigital Magazines										85	40	113%
<b>Total</b>	<b>2,151</b>	<b>4,630</b>	<b>-54%</b>	<b>868</b>	<b>2,054</b>	<b>-58%</b>	<b>1,059</b>	<b>2,012</b>	<b>-47%</b>	<b>5,547</b>	<b>9,666</b>	<b>-43%</b>



**Collection Development  
Materials Added  
2020-2021**

	Tazewell	Richlands	Bluefield	Total	CumTotal
<b>Books</b>					
Jul	87	48	45	180	180
Aug	21	19	13	53	233
Sep	53	60	14	127	360
Oct	99	101	91	291	651
Nov	242	189	192	623	1274
Dec	33	29	37	99	1373
Jan	54	55	77	186	1559
Feb	172	138	140	450	2009
Mar				0	2009
Apr				0	2009
May				0	2009
Jun				0	2009
<b>Total</b>	<b>761</b>	<b>639</b>	<b>609</b>	<b>2009</b>	

	e-Resources	e-Books	e-Audiobooks	Total	CumTotal
Jul		27	8	35	35
Aug		68	6	74	109
Sep		52	29	81	190
Oct		0	0	0	190
Nov		0	0	0	190
Dec		0	0	0	190
Jan		0	0	0	190
Feb		0	0	0	190
Mar				0	190
Apr				0	190
May				0	190
Jun				0	190
<b>Total</b>		<b>147</b>	<b>43</b>	<b>0</b>	<b>190</b>

				Total	CumTotal
<b>Audio</b>					
Jul	4	4	4	12	12
Aug	0	0	0	0	12
Sep	0	0	0	0	12
Oct	3	3	2	8	20
Nov	7	5	7	19	39
Dec	0	0	0	0	39
Jan	0	0	0	0	39
Feb	4	5	5	14	53
Mar				0	53
Apr				0	53
May				0	53
Jun				0	53
<b>Total</b>	<b>18</b>	<b>17</b>	<b>18</b>	<b>53</b>	

	Kits etc.	Kits	Board Games	Total	CumTotal
Jul		0	0	0	0
Aug		0	0	0	0
Sep		0	0	0	0
Oct		0	0	0	0
Nov		0	0	0	0
Dec		0	0	0	0
Jan		0	0	0	0
Feb		0	0	0	0
Mar				0	0
Apr				0	0
May				0	0
Jun				0	0
<b>Total</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

				Total	CumTotal
<b>DVD</b>					
Jul	0	0	0	0	0
Aug	0	0	0	0	0
Sep	0	0	1	1	1
Oct	10	12	9	31	32
Nov	9	8	8	25	57
Dec	22	18	18	58	115
Jan	0	0	0	0	115
Feb	0	0	0	0	115
Mar				0	115
Apr				0	115
May				0	115
Jun				0	115
<b>Total</b>	<b>41</b>	<b>38</b>	<b>36</b>	<b>115</b>	

		Total	CumTotal
<b>Withdrawals</b>			
Jul	302	302	302
Aug	154	154	456
Sep	25	25	481
Oct	201	201	682
Nov	45	45	727
Dec	444	444	1171
Jan	14875	14875	16046
Feb	488	488	16534
Mar		0	16534
Apr		0	16534
May		0	16534
Jun		0	16534
<b>Total</b>	<b>16534</b>	<b>16534</b>	

Total in Collection:	Items	Bibs
Jul	126,581	98,290
Aug	126,595	98,292
Sep	126,798	98,448
Oct	126,854	98,553
Nov	127,508	99,061
Dec	127,047	98,811
Jan	112,861	84,601
Feb	112,869	84,672
Mar		
Apr		
May		
Jun		

	DVD's	Books	Audio	Cover & Laminate	Total	CumTotal
Repairs	0	9	0	5	14	14
Jul	0	14	0	0	14	28
Aug	0	0	0	0	0	28
Sep	0	20	0	11	31	59
Oct	0	420	0	0	420	479
Nov	0	300	0	0	300	779
Dec	0	60	0	0	60	839
Jan	0	150	0	0	150	989
Feb					0	989
Mar					0	989
Apr					0	989
May					0	989
Jun					0	989
<b>Total</b>	<b>0</b>	<b>973</b>	<b>0</b>	<b>16</b>	<b>989</b>	



# STRATEGIC PLAN 2021-2026



[WWW.TCPLWEB.ORG](http://WWW.TCPLWEB.ORG)

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## Contributors

This plan is the result of hard work and dedication of many people involved in the library and the community. Many thanks to all of those individuals who committed hours of their time to making our library better!

### **Strategic Planning Committee**

Connie Bailey, Library Trustee

Wendy Brady, Community Member and Friend of the Library

Mary Sue Dean, Library Trustee

Erica Hall, Director

Amity Layne, Community Member and Friend of the Library

Cassie Ogle, Technical Services Librarian

Tammy Powers, Outreach Services Coordinator

Beth Pritchett, Community Member and Friend of the Library

Lisa Tyson, Youth Services Librarian

Chris Wilkes, Assistant Director



## Community Profile

Tazewell County, established in 1799, is situated in southwestern Virginia, encompassing 520 square miles, and is bordered by Buchanan, Russell, Smyth, and Bland counties in Virginia, and by McDowell and Mercer counties in West Virginia. Tazewell County currently has five incorporated towns: Bluefield, Cedar Bluff, Pocahontas, Richlands, and Tazewell. Along with Mercer County, WV, Tazewell County is part of the Bluefield Micropolitan Statistical Area, as defined by the U.S. Census.

The rural population of 40,595 (U.S. Census Annual Estimates, 2019) has declined by 1.1% since the 2010 Census. According to the 2019 American Community Survey, those under 18 (20.6%) are fewer than the state average (21.8%), while those 65 and older (16.9%) are more numerous than the state average (15.9%). The ethnicity of Tazewell County is far more homogenous than that of the state as a whole with 95.2% white and 2.8% black/African American residents, compared with 67% and 19.4% respectively. Fewer residents represent other ethnic backgrounds: American Indian: .2% (.3% statewide), Asian .6% (6.6% statewide), Hispanic/Latino origin .1% (9.7% statewide).

The county has 14 public schools (5 primary and elementary schools, 5 middle and intermediate schools, 3 high schools, and 1 career & technical school attached to Tazewell High School). According to the Tazewell County Public Schools Strategic Six Year Plan 2017-2023, Tazewell County Public Schools had a school enrollment of 5620 for the 2017-2018 school year. In addition to public schools, the county is home to a community college (Southwest Virginia Community College) and a private four-year liberal arts college (Bluefield College).

Educational attainment is lower than the state average. According to the 2019 American Community Survey, those adults 25 years of age and older who have completed high school or equivalent are 81.7%, compared with 90% statewide, and those with no high school diploma or equivalent are 18.2% compared to 10% statewide. Residents with a bachelor's degree or higher are 14.9%, compared with 39.6% statewide.

According to the 2019 American Community Survey, income is also significantly less than that of the state, with median household income in the last twelve months at \$42,099, compared with \$76,456 statewide. Residents living below the poverty level comprise 17.5%, compared with 9.9% statewide. Similarly, 10.4% seniors above the age of 65 years old are more likely to live below the poverty level, compared to 7.1% statewide. Recently, the COVID-19 pandemic has affected the economy of Tazewell County with the closure of business and the rise of unemployment similarly seen throughout the United States. Tazewell County had a 6.5% unemployment rate compared to 4.0% statewide over the twelve months.

The local economy has traditionally been based on coal and on agriculture, with recent gradual diversification into healthcare and technology. Tazewell County is home to the world-famous Pocahontas No. 3 seam of bituminous coal, the largest field in the world, which was first mined in Pocahontas in 1882 and which brought rail transportation to the region, along with a booming industry for many years. The coal industry has been the prime industry of the county for the last 100 years. The demand for coal has diminished with natural gas; employment

opportunities have also decreased in the local coal industry with greater mechanization. According to the 2017 Tazewell County Comprehensive Plan, mining still provides the highest annual average weekly wage of any industry in Tazewell County.

Agriculture has dominated the southern part of the county, including Thompson Valley, The Cove, and Burke's Garden, known for its unique geography, alpine microclimate, biological diversity, 100-year export cattle industry, and pastoral beauty. As of 2012, Tazewell County had 584 farms that covered 150,181 acres of land. According to the 2017 Tazewell County Comprehensive Plan, the top five employers in 2013 were Tazewell County School Board, Wal-Mart, Clinch Valley Medical Center, Cumberland Mountain Community Services, and Southwest Virginia Community College.

Two hospitals operate within the county, Carilion Tazewell Community Hospital and Clinch Valley Health. The assisted living and nursing home facilities in Tazewell County are Commonwealth Senior Living in Claypool Hill, Westwood Center in Bluefield, VA, Dogwood Crossing Senior Living in Tazewell, VA, and Heritage Hall in Tazewell, VA. According to the 2019 American Community Survey, 21.8% of Tazewell County residents had a disability (7.5% hearing difficulty; 4.2% vision difficulty; 8.1% cognitive difficulty; 13.3% ambulatory difficulty; 4.6% self-care difficulty; and 10.5% independent living difficulty). The 2018 Tazewell County Community Health Report revealed that top 5 health related issues for the county are:

1. Alcohol and drug use
2. Access to mental / behavior health services
3. Transportation / transit system
4. High uninsured / underinsured population
5. Poverty / low average household income

## Library Profile

### Library History

Organized public library service in Tazewell County is a relatively recent phenomenon. Through the years, women's clubs offered lending library programs, some to members, some to the general community. Notices of new books available for lending appeared in the pages of the *Clinch Valley News* from time to time.

In the early 1960s, as a result of Sputnik, federal funds for education increased significantly and led, through the Library Services Act, to initiation of public library service in previously unserved communities. This provided the impetus for establishing many library systems in Virginia, particularly those serving small and rural populations. The Virginia State Library offered to demonstrate library service in a community for two years, at the end of which time the locality would assume responsibility for continuing it if it was successful.

For many years, Mrs. W. B. Leslie, a teacher and newspaper publisher, had sought to have a public library in Tazewell County. The Demonstration Library program delivered the vehicle for reaching this goal. Mrs. Leslie worked with a number of interested county residents and officials to apply for the Demonstration Library, which was approved. Dorothy M. Fuller of the Virginia State Library guided the library to its opening July 1964. The Town of Tazewell arranged for space in the town hall, built wooden shelving, and furnished utilities. The Library of Virginia selected, bought and cataloged books, organized the collection, trained the staff, provided a bookmobile to reach communities beyond Tazewell and paid all operational costs. Mrs. Edith M. Farley was the first librarian, and she had a staff of four.

Tazewell County assumed operational responsibility for the library at the end of the agreed two-year demonstration. The Board of Supervisors appointed a five-member Board of Trustees, chaired by Mrs. Leslie, and including Lester L. Jones, Cora Lee Philpott, T. G. Shufflebarger, and Mary Sue Sult. They built a permanent library on Main Street, on the site of the old Tazewell High School. Dr. W. F. Wadsworth, Presbyterian minister and community leader, worked with Mrs. Leslie and the Board, Mrs. Irma Gillespie and many other individuals and community groups, and the support of E. R. Kilgore, James Bailey, and Graham Hedrick of the Board of Supervisors, to see this building project through. The library was dedicated 3 December 1967. The architect was J. Coates Carter and the contractor was Fort Chiswell Construction Company. Major funding was provided by federal grants from the Appalachian Regional Commission and the Library Services and Construction Act.

Mrs. Farley served as Librarian from 1964 until her retirement in 1976. She was followed by Clare DeCleene, 1976-1977. Laurie Surface Roberts served as the Library Director from 1977 until her retirement in 2012. Lynne Bartlett served as the Library Director from 2012-2019. Erica Hall has been the library director since 2019.

## **Bluefield Branch**

The Bluefield Branch had its beginnings in a program sponsored by the Bluefield Virginia Women's Club. In 1941, the Club created a library operated by volunteers from the Club, including Cora Lee Philpott, an elementary school teacher. The library began in a building on Virginia Avenue across from the town hall. In 1950, the Town of Bluefield provided space for the library in the town hall and, for some time thereafter, operated the library. This library became associated with Tazewell County Public Library by 1967, and by 1980 was a branch operated by the public library. Outgrowing the second story room in the town hall, the Bluefield Branch moved to a new building near Graham Middle School in February 1987 through the particular support of Hudson Huffard, Jr., Eastern District Supervisor. Architect for the new facility was William J. Huber, Echols-Sparger and Associates, and contractor was Swope Construction. Funding came primarily through federal revenue sharing funds in the last year they were distributed. Originally known as the Bluefield Virginia Library, this service became the Eastern District Branch, then the Clear Fork Branch, and now is the Bluefield Branch of Tazewell County Public Library.

## **Richlands Branch**

Beginning in the 1960s, Freya Dalton voluntarily operated a station library in a building she owned on Washington Square in Richlands. She provided many books herself and gathered donations from the community to stock this library. Building on her early work, the Richlands Area Friends of the Library, formed in the early 1980s under the leadership of Dr. John C. Willis, worked ceaselessly to obtain a library in the community. The Friends acquired the Dr. W. R. Williams house on Suffolk Avenue and privately raised the funds to renovate it. Constructed in 1890 for the offices of Clinch Valley Coal and Iron Company, this building later became the residence and hospital of Dr. W. R. Williams. In 1983, the Williams family donated this property, listed on the Virginia Historic Landmarks Register, to the Town of Richlands for use as a library. This facility opened 1 October 1984. Architect for the renovation of this building was Cameron Wolfe, and contractor was Henry Nickels, Inc. It was first known as the Western District Branch, then the Maiden Spring Branch and, now, the Richlands Branch of Tazewell County Public Library.

## **Pocahontas Branch**

The Abbs Valley, Boissevain, and Pocahontas communities banded together in 1987 to open a library in Pocahontas. The Emma Yates Memorial Library (EYML) was located in the former home and shop of Emma Yates, a well-known milliner in the town.

Although historically a private library, the EYML board voted in early 2020 to hand operations over to the county. This process began in June 2020 and is still ongoing as of this writing. TCPL is still in the earliest stages of developing branch services in Pocahontas.

### Library Board of Trustees

The five members of the Tazewell County Board of Supervisors each appoint a representative to the Library Board. These five individuals make up the TCPL Board of Trustees. This is a governing Board, not merely advisory, which means that they are legally responsible for the control and management of the library. These duties are specified in the *Code of Virginia*.

### Friends of the Library

The Friends of the Tazewell County Public Library, founded at the Bluefield branch in 2011 and expanded to all three branches in 2013, serves to inform community members about library services; enhance services and programs through volunteer support, financial support, and in-kind gifts; sponsor programs of special interest; support the development and improvement of the library's resources and services; develop support among legislators and other elected officials; encourage, solicit, and receive gifts and bequests to the library from private citizens, corporations, businesses, and community organizations; and support the freedom to read and freedom of expression as stated in the ALA Bill of Rights.

### Library Foundation

The Tazewell County Public Library Foundation serves to promote, encourage, support, and aid Tazewell County Public Library in its existing and/or future enterprises; to generate gifts, grants, and community support for such purposes; to use the Foundation's funds for such purposes; and to use and administer gifts, grants, bequests, and devices for the benefit of the Tazewell County Public Library. They are led by a Board of Directors, two of which are members of the Library Boards of Trustees. The scope of the Foundation is generally larger than the Friends; whereas Friends tend to support programming and more ephemeral activities, the Foundation is geared more towards capital projects.

## Planning Methodology

Tazewell County Public Library's previous strategic plan ended in June 2020. At this point the TCPL Board of Trustees decided to begin the strategic planning process. Library Director Erica Hall formed a Strategic Planning Committee, made of up Trustees, library staff, and community members. This committee met four times to give input and shape the strategic plan.

The first meeting of the Strategic Planning Committee primarily consisted of brainstorming ideas for the future. The SOAR model (Strengths, Opportunities, Aspirations, and Results) was used to guide this discussion. This same SOAR exercise (Appendix A) was repeated with the Library Trustees, the Friends of the Library, and the entire library staff following the meeting.

The committee also finalized a community needs assessment survey (Appendix B) at their first meeting. This survey was distributed via paper, social media, newspaper, and on the library's website. A \$50 gift card drawing was offered as an incentive. Various library stakeholder groups were also encouraged to take the survey. For library patrons in the building, staff passed out postcards with 2 questions a piece on them to encourage as many responses as possible.

A total of 134 people completed the full needs assessment survey between October and January. Their input (Appendix C) helped guide the formation of the library's new mission, vision, and values statements, as well as goals for the future.

The second meeting of the Strategic Planning Committee focused on reworking the library's mission and vision statements. The committee voted to completely start fresh with those statements instead of using the previous ones. They also drafted a list of values that the library has; each member submitted value statements corresponding to those values, to be voted on prior to the next meeting.

The Strategic Planning Committee met for a third time in January to finalize value statements and create overarching goals for the future. The corresponding objectives and actions of those goals were fleshed out via email after the meeting.

The final meeting consisted of a brief discussion of the goals, objectives, and actions, followed by a vote. The committee voted unanimously to submit this final draft to the library Board of Trustees for their approval at the regular February meeting.

## Mission, Vision, and Values

### Mission Statement

**To build an engaged community by connecting people with ideas and opportunities**

### Vision Statement

**To be the heart and hub of our community where all can dream, discover, create, and find support**

### Values

**Compassion:** We welcome and care for our community members.

**Preservation:** We preserve community and family histories of Tazewell County and Southwest Virginia through our carefully curated genealogy collection.

**Equitable Access:** We provide all members of our community free and equitable access to information, resources, and opportunities.

**Education & Lifelong Learning:** We empower community members of all ages to succeed by providing them with the knowledge and skills they need to make informed, confident decisions.

**Innovation:** We embrace new ideas and technologies to better serve the changing needs of our community.

**Service & Outreach:** We collaborate with individuals, schools, businesses, non-profit agencies, and community organizations to provide service and outreach to all community members.

**Imagination:** We expand the horizons of community members of all ages by connecting them to new worlds and new ideas, daring to take risks and growing from any missteps.

**Welcoming Spaces:** We welcome all members of our community to safe spaces where they are free to explore and connect.

**Privacy:** We support our patrons' rights to privacy by protecting their confidential information.

## Goals, Objectives, Actions

### Goal #1: Facilities

**We will provide an accessible, welcoming, collaborative, and safe space that serves the needs of our community.**

Objective #1: Improve the current library buildings.

- **Meet with the county maintenance department to discuss a plan for library maintenance projects that are not emergencies but need to be addressed in a reasonable time frame.**
- **Conduct a facilities assessment at all locations to evaluate how existing spaces are being used, gathering input from staff and community members.**
- **Replace Tazewell carpet.**
- **Replace Tazewell circulation desk.**
- **Update the main Tazewell outdoor sign with a more modern and well-lit sign.**
- **Evaluate wheelchair access to public bathrooms.**
- **Improve lighting on the Tazewell front porch in order to improve safety for patrons and staff.**
- **Re-caulk all windows.**
- **Improve outdoor seating areas to accommodate the needs of patrons.**
- **Add "LIBRARY" to the front of the Tazewell building.**
- **Replace Bluefield carpet.**
- **Build a Little Free Library at Bluefield with a community partner.**
- **Evaluate whether a study room can be placed inside the Bluefield building.**
- **Evaluate the technological and physical needs of the Pocahontas building.**

Objective #2: Examine feasibility of renovating current Richlands library or selecting a new location

- **Complete a feasibility study to determine whether to renovate the current building or to select a new site.**
- **If selecting a new site, complete a site selection study.**

Objective #3: Update the libraries with newer, up-to-date technology.

- **Add security cameras to all locations.**
- **Develop a technology inventory and create a replacement schedule for technology.**
- **Replace microfilm reader in the Virginia Room.**
- **Replace public computers at the Tazewell Library.**
- **Conduct an assessment of each library's technological needs based on the needs of the surrounding community.**



- Evaluate whether there is a need for a makerspace or 3-D printer in the community.

## Goal #2: Communication

**We will engage in robust, transparent dialogue with our community.**

Objective #1: Engage in a dialogue with community stakeholders.

- Identify specific stakeholders and service providers.
- Convene stakeholder groups to assess their awareness and understanding of library objectives.
- Conduct an annual audit of stakeholders to measure their satisfaction and how our communication materials and tools are meeting our objectives.
- Create a teen advisory committee that meets quarterly.
- Collect stories from people in various stakeholder groups that convey their experiences with TCPL.

Objective #2: Create a comprehensive marketing strategy across all platforms and media.

- Create branding guidelines (fonts, colors, logo, etc.) that will be utilized across all platforms.
- Develop marketing plan to better inform the public of the library's services and collections.
- Distribute marketing material in non-traditional places such as grocery stores, doctor's offices, etc.
- Start an awareness campaign about the library's services and programs.
- Create materials tailored to individual stakeholders to highlight the outreach services the library can offer.
- Invite local press to cover Board meetings.
- Evaluate current social media platforms to determine whether any accounts should be deactivated.
- Create a social media plan to schedule and produce engaging content and traffic across all platforms.
- Train staff to produce video content.

Objective #3: Provide library information on the website for greater transparency.

- Conduct a content inventory of the [tcplweb.org](http://tcplweb.org) site.
- Conduct a User Experience audit of the [tcplweb.org](http://tcplweb.org) site.
- Create a "Get Involved" section along the navigation bar to invite participation with Friends of the Library, Library Foundation, Donations, and Volunteers.
- Maintain transparency as a taxpayer-funded resource by making Board of Trustee agendas, minutes, year-end statistics, and the strategic plan available to the public.

## Goal #3: Outreach

**We will encourage and expand community partnerships and involvement.**

Objective #1: Develop library programs and events outside the physical buildings.

- **Create a Dungeons & Dragons program at Richlands Teen Venture.**
- **Expand therapy dog program to include seniors, schools, and daycares.**
- **Develop a county community events calendar.**

Objective #2: Seek out new partnerships and foster existing partnerships.

- **Create a list of community leaders and agencies for partnership. Contact those leaders to discuss opportunities for collaboration.**
- **Continue and nurture ongoing partnerships.**
- **Develop a relationship with local government bodies by attending town council meetings.**
- **Choose a school liaison for each school in order to better communicate library services.**
- **Investigate a partnership with Four County Transit to implement a Library Pass for people without reliable transportation to visit the library.**

Objective #3: Explore ways to reach out to underserved populations.

- **Explore whether the library can check out materials to the county jail and Pocahontas prison.**
- **Expand senior outreach to more nursing homes, independent living facilities, and homebound seniors.**
- **Create drop-off collections at various community centers in the county.**
- **Evaluate the need of a Mail-a-book service to homebound patrons.**
- **Evaluate locations in the county to build or distribute Little Free Libraries.**

#### Goal #4: Services

**We will provide opportunities for enrichment, entertainment, and access to technology.**

Objective #1: Expand and promote the business services that the library provides.

- **Provide notary services at the Bluefield Library.**
- **Acquire Wi-Fi printing capabilities for all locations.**

Objective #2: Develop youth programming at all physical locations.

- **Have one ongoing teen program at each location.**
- **Replace existing "1000 Books Before K" program materials with materials issued by the Library of Virginia.**
- **Create a tutoring program for elementary and middle school students.**
- **Evaluate our ability to increase youth programming and programs for special needs children.**
- **Gather qualitative feedback from programs.**
- **Return to offering the number of programs and achieving the attendance we had prior to Covid-19.**

Objective #3: Develop adult programming at all physical locations.

- **Work with Tazewell's Carilion Clinic to have walk-in health events.**
- **Research roving exhibits to put on display in the library.**

- Schedule speakers/presenters on various topics.
- Have an ongoing book club at each location.
- Develop a summer reading program for adults.
- Provide technology training.
- Begin adult literacy programs.
- Gather qualitative feedback from programs.
- Return the number of programs and attendance to Pre-Covid-19 numbers.

Objective #4: Provide more professional development opportunities for staff.

- Provide CPR & First Aid certification for all staff.
- Train staff in available electronic resources.

Objective #5: Develop a robust volunteer program.

- Recruit new volunteers and support existing volunteers.
- Develop a policy and application process

#### Goal #5: Collections

**We will maintain and expand a diverse collection that reflects the interests and needs of our community.**

Objective #1: Increase physical and digital circulation.

- Return circulation raw numbers to pre-COVID numbers within the first year.
- Increase circulation raw number by 1% each subsequent year.
- Increase digital book, audiobooks, and magazines by 10% by the end of the five-year cycle.
- Increase library card registration to 55% of the Tazewell County population by the end of the five-year cycle.
- Expand the STAR (Students and Teachers Access Resources) program to include all private schools in Tazewell County.
- Investigate and evaluate the need and ability to increase our digital collection.
- Increase use of electronic databases by 10%.

Objective #2: Preserve the materials in the library's Virginia Room.

- Microfilm physical newspapers.
- Complete local high school yearbook collection by filling in gaps.
- Store the Tazewell County Public Library Photography Collection in archival quality boxes.

Objective #3: Maintain the physical collection at all libraries.

- Evaluate and enhance the Pocahontas library collection.
- Conduct an inventory audit of each library.
- Evaluate the need for a Library of Things collection containing items such as puzzles, board games, musical instruments, technical equipment, science equipment, and crafting equipment.

- **Establish a weeding process and schedule.**

Objective #4: Evaluate current library policies to improve access for patrons.

- **Evaluate our policies on holds, number of holds, number of checkouts, and fines to determine if the policies need to be revised.**
- **Eliminate late fines for children's and youth materials.**
- **Evaluate whether the library can eliminate late fines for adult materials.**

## Approval of the Governing Board

[This plan was approved by the Tazewell County Public Library Board of Trustees on month, day, year.]

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## Appendix

[SOAR assessment questions]



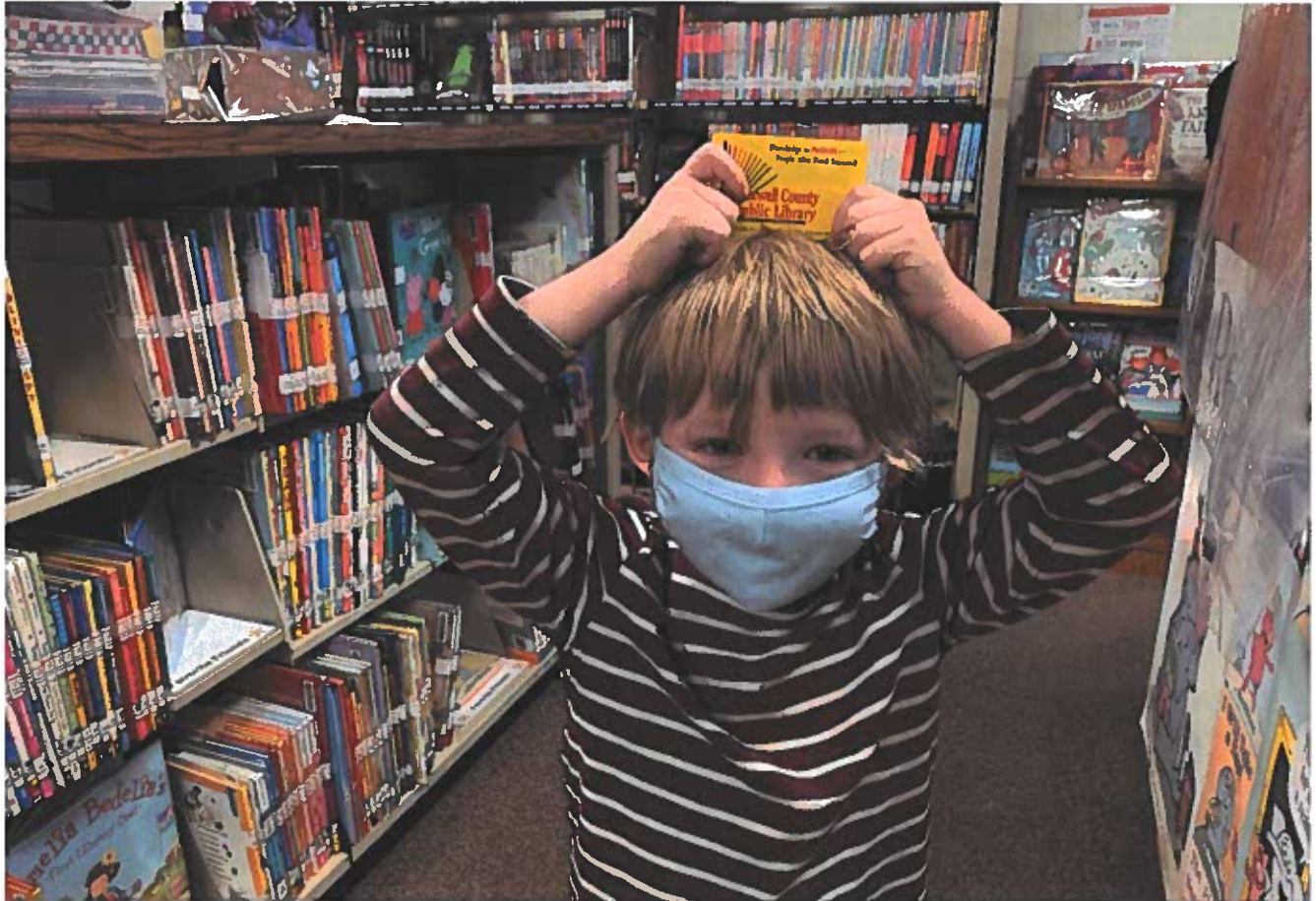
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# FY22 Budget Requests

## Tazewell County Public Library

Erica Hall - February 12, 2021

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*A newly 5 year old patron receives his first library card*



**TAZEWELL COUNTY  
PUBLIC LIBRARY**

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## **Annual Maintenance Contracts**

The requests in this area are the same as in previous years. Costs have not increased, except for our courier costs due to a new stop.

### **Hungate IT Services**

TCPL has significant technology needs. Our equipment includes:

- 25 public desktop computers
- 20 staff computers
- 15 laptops, for a variety of public and staff use
- 3 copiers
- 3 servers
- Tablets
- Modems, firewalls, and associated equipment

This equipment and associated software requires constant maintenance. Public PCs in particular see very heavy use, and they could present a security risk if left unattended. As TCPL does not have an internal IT position, we have no other option but to contract out our IT needs. The cost of contracting those services is less than creating an internal IT position.

### **HAL Consortium Membership**

Our membership in Holston Associated Libraries provides a tremendous value to Tazewell County citizens. This provides us with the software and database we use to keep track of patrons and items in our collection. We share this database with several other regional public and academic libraries, which provides our patrons with broader access than we would otherwise have alone. As we have had to cut our books and materials budget tremendously the previous two years, this is an essential service to provide.

### **Courier Services**

TCPL pays for a courier to transport books bi-weekly between the branches. Not only is this an essential service for our patrons, but it is also a service required by the Library of Virginia. We will soon be adding another weekly stop in Pocahontas to our courier route, which is why the amount is slightly higher than the previous year.



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## **Bluefield Snow Removal & Mowing**

The Bluefield Branch is the only TCPL location that is responsible for maintaining its own parking lot. We have to contract out the snow removal and mowing on the grounds.

## **Lease/Rental of Equipment**

### **Great America Copiers**

As mentioned previously, TCPL has three copiers system-wide. They allow us to provide printing, copying, faxing, and scanning services, and we bring in revenue by charging for those services. They see very heavy staff and public use.

### **Postage Meter**

We have made significant changes to reduce postage in the past year. We have driven much communication to email, allowing us to save money on postage. However there are still some instances where we cannot avoid mailing items (notices, Board packets, etc.)

## **Furniture & Fixtures**

### **New Circulation Desk**

The current circulation desk in Tazewell is from the 1960s, and it very much looks like it. The height is not compatible with wheelchair users, and it is not particularly functional for our current uses. After drafting a rough idea of what we would like, I think we could purchase the materials for a new desk for around \$5,000. If county maintenance would be willing to help with construction, we could have a more modern looking desk that would serve the library's needs more efficiently.

## **Capital Outlay**

We have been making steady gains in the Tazewell branch to improve the building. We have replaced the lighting, replaced a heat pump, painted the walls, and generally spruced up the inside. We are currently in the process of getting quotes to replace the carpeting in Tazewell and hope to have that finished by the end of FY21.

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## **ADA-Compliant Restroom**

After discussions with maintenance, our next area of focus needs to be making the restrooms in Tazewell ADA compliant. I suggest taking this incrementally and starting with the women's restroom. We will at minimum need a new toilet stall divider, a new toilet, a new sink, and a grab bar.