“Students still need traditional books to learn from. Partially because of the tactile connection to the words but also for the basic fundamentals of learning to read and the simple satisfaction of turning a page after reading it through.” (Parent, Summer 2016)

“Because learning to read comes before reading to learn.” (American Library Association, 2016)
Special Thanks

The strategic plan is the result of the hard work of many dedicated stakeholders. We thank the following members of the steering committee for their commitment to ensuring that our library continues to provide the Cameron Elementary School community with exceptional library services.

Administrators

Rob Breyer, Principal
Brenda Cassady, Assistant Principal
Anna Stevens, Media Support Specialist

Parent Teacher Association Members

Jennifer Eldridge, PTA Secretary
Kelly Floyd, PTA President
Candy Otte, PTA Vice President

Student Council Member

Allie Eldridge, 5th grade student

Cameron Elementary Staff

Lori Holland, Exceptional Children teacher
Janna Kennedy, 5th grade math teacher
Dawn Lanier, Kindergarten teacher
Dana Wyckoff, 4th grade English language arts teacher
Lori Paulus, School Librarian

The Department of Library and Information Studies of the University of North Carolina at Greensboro

Dr. Anthony Chow, Associate Professor
Jessica Robinson, MLIS candidate
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NEEDS ASSESSMENT EXECUTIVE SUMMARY

GOALS: This needs assessment was conducted for the Cameron Elementary Library to provide the school with data needed to make informed decisions about the library’s future. The assessment was designed to ensure that the library’s services match the needs of the many stakeholders who share the school’s mission “to provide engaging experiences that guide students toward becoming productive, global citizens.”

THE TEAM: This needs assessment is a collaborative effort between Cameron Elementary and the Department of Library and Information Studies at the University of North Carolina at Greensboro. The team is led by Dr. Anthony Chow, Associate Professor; Lori Paulus, school librarian; and Jessica Robinson, LIS graduate student. A 14-member strategic planning steering committee was formed to guide the needs assessment and strategic planning process and was represented by a broad cross-section of Cameron’s community including: 3 administrators, 5 teachers and staff, 3 PTA officers/parents, a student council member (5th grade), and UNCG professor and graduate student.

METHOD: The assessment was based on both quantitative and qualitative data gathered from a range of sources in a variety of methods with a total sample of 284 participants.

Interviews (7 adults): The team conducted interviews with seven key stakeholders: the superintendent, the district media coordinator, the principal, the assistant principal, two teachers, and the PTA president.

Focus Groups (6 students, 3 adults): Two focus groups were held. The first focus group included fourth and fifth graders from the Student Advisory Council. The second focus group included parents.

Surveys (234 students, 32 adults): Surveys were made available to all stakeholders. 234 student surveys were completed. Thirty-two adult surveys were completed, including results from 10 teachers, 1 administrator, 6 student support staff, 9 parents, and 6 “others.”


TOPICS: Our research covered a wide range of topics related to the library’s impact on student success, with a focus on the following areas:

- Physical and virtual spaces of the library
- Access to resources
- Librarian leadership and collaboration
- Primary tasks of a school librarian
- Ebooks vs. print books
- Library funding

“My child finds the library a welcoming place. A library that is welcoming is going to help a child take steps toward reading.”
- Cameron Parent, Summer 2016
Desired future services and resources
Impact on student learning

**Needs Assessment Findings:**

The Library at Cameron Elementary provides meaningful services that add significant value to the educational experiences of the students. Interviewees were effusive in their praise of Ms. Paulus, and both student and adult surveys indicate that stakeholders were satisfied with library services.

Stakeholders clearly value their library:

- 95% of survey respondents and all members of the parent focus group agree that the Library should be given an annual budget to purchase new, award-winning books for the students instead of having to rely on fundraisers.
- Stakeholders agreed that the Library should spend more of its budget on print books than Ebooks. This complements current research supporting the use of print books over Ebooks in schools.
- 95% of survey respondents agree that the Library should be given an annual budget to purchase new technologies to help close the digital/technology divide for some students who do not have access to these from home.

The four primary strengths of the library include the following:

1. The librarian collaborates with teachers to support student learning.
2. The librarian has developed strong relationships with students that promote reading enjoyment.
3. The collection contains books that promote a love for reading.
4. The library is a welcoming and accessible environment.

Five major areas for improvement were identified by Cameron administration, faculty, students, and parents:

1. Increase Teacher access to digital resources
2. Increase Student access to updated technology
3. Increase Communication with parents and staff
4. More Library website content
5. Renovate Library physical space (especially seating and updated decor)
NEEDS ASSESSMENT RECOMMENDATIONS

1) Prioritize dedicated annual budget for the School Library to be supplemented by fundraising so it can properly plan and align itself to help meet the educational and academic goals of Cameron Elementary:
   a. Allocate encumbered budget based on strategic plan
   b. Fundraising from school and Cameron community

2) Create a library website that supports student learning by providing the following:
   a. Resources for teachers
      i. Digital instructional resources
      ii. Information on library services
   b. Resources for students
   c. Information for parents
      i. How to access library services

3) Engage parents as library advocates and partners
   a. Through communicating services like Big Universe
      i. Website
      ii. Social media
      iii. Beginning of year flyer
   b. With opportunities to visit the library
      i. Options include programs such as adult book exchange, and after school check-out

4) Build the print collection with current, award-winning, curriculum-relevant print titles
   a. The adult survey and parents focus group supports funding
   b. The adult survey supports this as a meaningful way to impact student learning

5) Update technology in the library

6) Enhance the library’s physical space
   a. Seating and organization should be child-friendly

7) Allocate time and duties of School Librarian to allow time for planning and implementation of strategic plan:
   a. Collaboration with teachers and students
      i. Course planning with teachers
      ii. Providing instruction (e.g. security, literacy, research, technology, etc.)
      iii. Individual work with teachers and students (e.g. finding resources relevant to their needs, etc.)

“The thing I like most about the library is you always get greeted when you come in. Mrs. Paulus is always there to help you with what you need and give you recommendations.” – Cameron student, Summer 2016
b. Collection development
   i. Identifying and purchasing new award winning, innovative books and other information sources and services
   ii. Collecting and utilizing usage statistics to identify what resources and services are in demand
   iii. Weeding books and services that are not being used
   iv. Research and professional development on innovative best practices

c. Digital literacy
   i. Maintenance of website and social media
   ii. Professional development and increase access to e-books and other digital resources

d. Fundraising
   i. Maintain current book fairs
   ii. Collaborate with PTA and other community partners for new ideas

e. Outreach and marketing
   i. Attend classes
   ii. Attend meetings
   iii. Social media and Print

f. Library renovation
   i. Update floor plan
   ii. Update carpet and furniture
   iii. Update technology

g. Strategic planning, assessment and evaluation, and budgeting
   i. Constant data collection
   ii. Collaboration with administration, PTA, and students
   iii. Annual needs assessment of Cameron stakeholders
   iv. Review and revise as needed
THE CAMERON ELEMENTARY SCHOOL LIBRARY STRATEGIC PLAN
2016-2019

OUR VISION
Invite the community to independently explore their unique strengths and interests in a safe, nurturing, 21st century environment.

OUR MISSION
Provide current resources to empower the community to become self-reliant, responsible, secure, and life-long users of information.

OUR VALUES
THE LIBRARY IS THE PLACE TO BE
❖ The Cameron Library is the hub of the school and it is inviting to all who visit it.
❖ Cameron Library is the place for all kinds of readers and learners.

PATRONS COME FIRST
❖ A Cameron Library patron is a student, teacher, staff, family member, and interested member of the Cameron and Moore County-Schools communities.
❖ Every patron who walks into the Cameron Library is welcomed and treated with kindness and respect.
❖ Patrons are empowered to easily access books, technology, and space.
❖ Patrons are asked about their needs and interests in order to fill the library with vibrant, popular, and timely resources.
❖ Patrons are informed of new resources and invited to upcoming library programs using a variety of communication methods on a weekly basis.
**Library Resources that Inspire Curiosity and Ignite Learning**

- The resources in the Cameron Library are highly recommended, relevant, and captivating for patrons to seek their independent reading, independent learning, and instructional pursuits.

**Our Competencies**

- Relationships with students that foster reading enthusiasm through discussions, recommendations, and connecting readers with similar interests
- Collaboration with teachers that supports classroom instruction and encourages the use of the latest award-winning literature
- A welcoming environment
- A print collection that motivates students to keep reading

**Our Goals**

1. High quality, high interest, award-winning book collection
2. Inspirational literary experiences throughout the year to foster the on-going development of a reading culture at Cameron Elementary
3. Effective, award-winning digital resources and current, relevant technology for advancing the learning goals of 21st century learners
4. Modern, comfortable, kid-friendly library space
5. Timely connection with Cameron Library community using a variety of communication tools
HIGH PRIORITY GOALS & OBJECTIVES (2016-2019)

GOAL 1: HIGH QUALITY, HIGH INTEREST, AWARDING WINNING BOOK COLLECTION

BY JUNE 2019

1.1. Secure budget (Ongoing annually)
   1.1.1. Secure $2,000 from school leadership for each academic year (ongoing)
   1.1.2. Secure budget from PTA to purchase more heavily circulated books from the Country Bookshop and other retailers by September 2016 (ongoing)
   1.1.3. Secure discount from Country Bookshop for PTA library book purchases by September 2016 (ongoing)

1.2. Develop book budget of high quality, high interest, awarding winning books (Ongoing annually)
   1.2.1. Survey patrons for insight into current trends and interests
          1.2.1.1. Use surveys, a suggestion box, and student book discussions (Ongoing annually)
   1.2.2. Utilize each content area’s curriculum guides and pacing guides to update collection (Ongoing annually)
   1.2.3. Utilize collection analysis tools to develop a collection development plan by December 2016
   1.2.4. Create book orders based on the collection development plan and book reviews by March 2017

1.3. Cameron Elementary will increase the quality and vibrancy of the book collection using the weeding process.
   1.3.1. Weed Non-fiction section 600s-900s by December 2016
   1.3.2. Weed Everybody section by June 2017
   1.3.3. Weed Fiction section by December 2017
   1.3.4. Implement a yearly weeding plan (Ongoing annually)

“Students still need traditional books to learn from. Partially because of the tactile connection to the words but also for the basic fundamentals of learning to read and the simple satisfaction of turning a page after reading it through.”
—Cameron Teacher, Summer 2016
GOAL 2: INSPIRATIONAL LITERARY EXPERIENCES THROUGHOUT THE YEAR TO FOSTER THE ON-GOING DEVELOPMENT OF A READING CULTURE AT CAMERON ELEMENTARY

BY JUNE 2019

2.1. Cameron Elementary Library will continue to secure funding for One Book One School by October 2016.
   2.1.1. Involve parents in choosing One Book One School’s novel
   2.1.2. Maintain partnership with Country Bookshop in Southern Pines
   2.1.3. Include PTA in funding and volunteer assistance

2.2. Author visits for all students
   2.2.1. Partner with Angie Tally at the Country Bookshop to coordinate author visits by August 2016
   2.2.2. Order one book per student using Title I monies at least one month before each author visit
   2.2.3. Invite Cameron families to their child’s author event at least one month before each author visit using a variety of communication methods

2.3. Elementary Battle of the Books
   2.3.1. Order and organize EBOB books by August 2016
   2.3.2. Coordinate with teachers to create reading groups by August 2016
   2.3.3. Register for EBOB with NCSLMA by November 2016
   2.3.4. Create & order t-shirts for EBOB team by November 2016

2.4. Give 5 Read 5.
   2.4.1. Advertise Give 5 Read 5 in April 2017 for the May 2017 book drive
Goal 3: Effective, award-winning digital resources and current, relevant technology for advancing the learning goals of 21st century learners

By June 2019

3.1. Cameron Elementary Library will increase and advertise digital resources.
   3.1.1. Secure budget from leadership (Ongoing annually)
   3.1.2. Encourage school community to apply for free Moore Co. Public Library cards in order to utilize and market free resources available from the public library by August 2016 and ongoing
   3.1.3. Train students, staff, and families on the new Destiny online library catalog by December 2016
   3.1.4. Advertise current digital resources available to community using web & paper resources by December 2016

3.2. Cameron Elementary Library will update technology equipment in order to increase accessibility to resources and information.
   3.2.1. Secure funds to purchase and install wall-mounted iPads for patrons to access the library catalog by December 2016
      3.2.1.1. Apply for a Vass Lions Club grant for funding
   3.2.2. Chrome books and iPads will replace the current desktops by June 2019.
      3.2.2.1. Implement according to school’s multiple year technology plan
GOAL 4: MODERN, COMFORTABLE, KID-FRIENDLY LIBRARY SPACE

BY JUNE 2019

4.1. Cameron Elementary Library will gradually update the space and furniture to reflect the needs of K-2 students, 3-5 students, and staff.

4.1.1. Contact consultant David Chriscoe for recommendations on updating the library space by September 2016

4.1.1.1. Create a multi-year plan to accomplish the library space update by January 2017

4.1.2. Meet with interested stakeholders after David Chriscoe’s consultation by December 2016

4.1.3. Partner with local businesses and the PTA to accomplish the update each year until the library space update has been completed by June 2019

“Some things that I would like to change about the library are the wall colors and seating.”
– Cameron student, Summer 2016
GOAL 5: TIMELY CONNECTION WITH CAMERON LIBRARY COMMUNITY USING A VARIETY OF COMMUNICATION TOOLS

BY DECEMBER 2016

5.1. Cameron Elementary Library will update the library website to facilitate on-going communication with the community about resources and events. Online & paper resources will be utilized to increase communication between the library and the community.

5.1.1. Update the library website using the new Destiny online catalog interface by August 2016
5.1.2. Update library website on a weekly basis starting on Friday, September 2nd, 2016
5.1.3. Investigate the workload needs for website updating and secure volunteer help in this area by September 2016
## STRATEGIC PLAN BY YEAR (2016-2019)

### ONGOING

<table>
<thead>
<tr>
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<tr>
<td><strong>1.1. Secure budget (Ongoing annually)</strong></td>
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<td><strong>1.2.2. Utilize each content area’s curriculum guides and pacing guides to update collection (Ongoing annually)</strong></td>
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<td><strong>1.3.4. Implement a yearly weeding plan (Ongoing annually)</strong></td>
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<tr>
<td>1.2.3. <strong>Utilize collection analysis tools to develop a collection development plan by December 2016</strong></td>
<td>Short-range</td>
<td>2016</td>
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<tr>
<td>1.3. <strong>Cameron Elementary will increase the quality and vibrancy of the book collection using the weeding process.</strong></td>
<td>Short-range</td>
<td>2016</td>
</tr>
<tr>
<td>2.1. <strong>Cameron Elementary Library will continue to secure funding for One Book One School by October 2016.</strong></td>
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</tr>
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<td>2.1.1. <strong>Involve parents in choosing One Book One School’s novel</strong></td>
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<td>2016</td>
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<td>3.1.3. <strong>Train students, staff, and families on the new Destiny online library catalog by December 2016</strong></td>
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<td>3.1.4. <strong>Advertise current digital resources available to community using web &amp; paper resources by December 2016</strong></td>
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</table>
### Goal 5: Timely connection with Cameron Library community using a variety of communication tools

<table>
<thead>
<tr>
<th>Subgoal</th>
<th>Time Period</th>
<th>Year</th>
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<tr>
<td>5.1. Cameron Elementary Library will update the library website to facilitate on-going communication with the community about resources and events. Online &amp; paper resources will be utilized to increase communication between the library and the community.</td>
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<td>2016</td>
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<td>5.1.2. Update library website on a weekly basis starting on Friday, September 2nd, 2016</td>
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<td>5.1.1. Update the library website using the new Destiny online catalog interface by August 2016</td>
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### By 2018

None
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<td>Long-range</td>
<td>2019</td>
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<td>2019</td>
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