# Cook Public Library

# 2017 – 2021 Strategic Plan

Adopted by the Library Board:

December 5, 2016

Approved by the City Council:

December 22, 2016

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*Crystal Phillips, MLIS*

THE PLANNING PROCESS

The Cook Public Library completed a comprehensive strategic planning process between January and December 2016. Cook Public Library staff and board members, Cook City Council representatives and surrounding community members created the following strategic plan.

A community-based process was utilized, which centered on answering the questions: 1) *What are the pressing needs in our community?* and, 2) *What is the library's role in helping to address those needs?* Major steps included studying the current strategic plan, conducting a survey, conducting a focus group, reviewing community demographic data and library statistics, discussing organizational values and mission, identifying service responses, and developing a detailed action plan for the first year of implementation. The resulting strategic plan is intended to guide the library for the next five years, with action plans to be revised annually.

OVERVIEW

Cook is located on the Highway 53 corridor and is the western gateway to Lake Vermilion. Although it is a small city (population 574), it boasts a large number and variety of businesses and services for a town of its size. Both the municipal government and community organizations are actively pursuing technological advancements for area residents.  In recent years, the Cook Public Library and Cook Hospital are connected to high-speed fiber optic internet.  The North Woods School provides students with iPads and laptops.  Recently, the communities of Cook, Orr and Nett Lake were awarded a Blandin Broadband Grant with project implementation scheduled to start in 2017.

The Cook community includes 16 surrounding townships, with a population just over 4,000. The community also includes seasonal residents and tourists who live and vacation on nearby Lake Vermilion.

Census population data by age group reveals that Cook's population appears to be somewhat balanced with the most populous age group being 60-79 years old.  The population by age group and percentage of total includes ages 0-19 at 20.9%, ages 20-39 at 23.5%, ages 40-59 at 23.6%, ages 60-79 at 33.3% and those over 80 years of age at 11.6%. Census data shows that of the 268 households in Cook, 116 are single households while 86 are two-person households.  Data indicates that most residents are older without children.

The median family income is $42,750, which is lower than the Minnesota state average of $60,828.  The percentage of families with income below the poverty level is 11.8.  The community's largest employers are the Cook Hospital, North Woods School and Hill Wood Products.

A majority of Cook residents have a high school diploma or GED (37.6%) followed by those with a two-year degree (15.3%), four-year degree (10.6%) and graduate or postgraduate degree

(3.4%).  The North Woods School, which combines students from Cook, Orr, Nett Lake and surrounding areas is located 5.2 miles from Cook.

Volunteerism and community building efforts are evident in Cook's many organizations and events including the Lion's Club, Northwoods Friends of the Arts, Cook Community Center, Timber Days, Cook Farmer's Market and Cook Food Shelf.

The Cook Public Library has employed three different library directors in the last five years. The Friends of the Cook Library also changed leadership and ramped up fundraising efforts to help pay for new carpet in 2016.  The Friends also give financial support to the BFF Club, summer and winter reading programs.  Since 2012, the library made the following building improvements: a new heating system, toilet, hot water heater, interior paint and carpet.

The Cook Public Library has a large group of volunteers who do everything from putting books away and working at the circulation desk to running the summer reading program and BFF Club. The library contains about 10,600 items and a complete inventory was finished in November 2016.  In comparison to other small libraries in the Arrowhead Library System, Cook outperforms most in library visits, Interlibrary Loan materials sent out and received, adult and children's circulation, and children's program attendance.

Analysis of the library survey and focus group revealed three areas of focus for this strategic plan: demographics, technology and sense of place.  The library wishes to continue to offer successful programs such as the summer reading program, adult winter reading program, BFF Club and Legacy-funded events while adding new programs to reach a broader audience.  The library wants to stay abreast of the community's technological needs by creating a technology plan, creating a new website to help establish a web presence, developing a consistent library brand and updating and adding telephone wiring and electrical outlets.  The library wants to continue to be a welcoming, safe place in the community by increasing hours, collaborating with organizations and businesses, creating volunteer opportunities, and expanding outdoor spaces.

MISSION STATEMENT

*The Cook Public Library supports a vibrant community by offering resources and programs that educate, enlighten and entertain people of all ages.*

ORGANIZATIONAL VALUES

- <u>Welcoming</u>

Our friendly, helpful staff provides a welcoming environment where people are treated with respect and dignity.

- <u>Inclusive</u>

Our library instills a sense of pride and ownership in people from all sectors of the service area.

- <u>Intellectual Freedom</u>

Our library supports creative thinking, is open to new ideas, and respects intellectual freedom.

- <u>Community Focused</u>

Our library maintains local history materials and provides collections and services that reflect the needs of the community.

- <u>Enhances Learning</u>

Our library fosters curiosity, cultivates literacy, and celebrates a love of learning.

LIBRARY GOALS (In order of priority)

1. To ensure people of all ages enrich their leisure time, broaden their worldview and stimulate their creativity.

2. To give people of all ages access to the full range of information technology while helping to develop the skills necessary to use and evaluate digital resources.

3. To provide people of all ages a public space where he or she will have a sense of belonging and connectedness to the community.

SERVICE RESPONSES

**Goal 1 (Demographics)**

Community members will have access to reading, listening and viewing materials to enrich their leisure time.  Community members will have access to information needed to be an informed decision maker and citizen of the world.  Community members will have access to materials and events that will spark their imagination and creativity.  Library hours will reflect the needs of the community and allow a broad-cross section of users to have equal access to materials, programs and services.

Services and Programs to Support This Priority

Provide readers' advisory services and resources to assist users to locate material

Display new materials prominently

Post new material list in the library, in newspapers and online

Allow users to place holds on material online

Provide an online reading club

Present summer and winter reading programs

Create a teen advisory board

Develop web pages that provide information and links on decision-making topics

Provide tax information

Host open discussions with elected officials

Make presentations to community organizations about library resources

Present programs about local, state, national and international topics

Work with local organizations to cosponsor demonstrations and presentations on various topics

Display items created by local residents

Create blog posts highlighting topics of interest


Possible Outcome Measures

Circulation of books, audio books and DVDs

Circulation of interlibrary loan materials from other libraries

Number and percent of people who read and enjoyed a book from the new bookshelf

Number of people who attend a library program on decision-making topics

Percent of people who indicate on a survey that the library helped them make informed decisions

Number of people who indicate on a survey that they learned a new skill after attending a library demonstration or event

Circulation of materials in targeted subject area

Number of programs and demonstrations presented

Number of exhibits presented

## Goal 2 (Technology)

Community members will have high-speed internet access to ensure that everyone is able to take advantage of online information and resources.  Community members will have access to trained staff who can help with questions regarding the Internet, computers and online devices.  Community members will have access to up-to-date online information resources.

Services and Programs to Support This Priority

Provide public access to computers and printers

Provide access to Wi-Fi

Provide classes on how to use the Internet

Create online tutorials to help users navigate the online catalog and databases

Create blog posts explaining new technologies and web trends

Offer opportunities for staff to participate in technology conferences, classes and webinars

Provide an email Help Desk

Provide web page with quick answers to common questions

Possible Outcome Measurements

Number of people who attend an information literacy class

Number of people who receive one-on-one computer assistance

Number of public computer sessions

Number of Wi-Fi sessions

Number of information literacy classes offered

Number of training classes offered

Number and percent of users who can find specified information before and after attending a technology-themed class

Number of email reference questions answered

Number of hits on the quick answers page

## Goal 3 (Sense of Place)

Community members will have a safe and welcoming physical place to meet and interact with others, to work and to sit quietly and read. Community members will use the library, both as a physical and virtual space, as a central source of information about programs, services, activities and community events. Library hours will reflect the needs of the community and allow a broad-cross section of users to have equal access to materials, programs and services.

Services and Programs to Support This Priority

Comfortable seating, inside and outside the library

Meeting room

Exhibit space

Performance space

Library events posted in town, in newspapers and on website

Create and maintain a library website

Maintain a community calendar on the web page

Possible Outcome Measures

Number of public service hours per week

Number of library visits

Number of website visitors

Number of program attendees

Number of times meeting room was reserved

IMPLEMENTATION STEPS

| *Implementation Steps* | *Timeline* |
|---|---|
| 1. Present strategic plan to Library Board for adoption.<br><br>Present adopted plan to City Council for approval. | November 2016 |
| 2. Communicate the new plan to other stakeholders and the public. | December 2016 |
| 3. Review strategic plan progress as a regular agenda item at staff meetings; make mid-course corrections and update action plan. | **Monthly** |
| 4. Discuss strategic plan progress as regular agenda item at Library Board meetings. | **Alternating Months** |
| 5. Compile progress indicator data for annual review. | **Annually 2017 - 2021**<br><br>(March) |
| 6. Board/staff annual 'retreat' to review implementation successes and challenges (including indicator data), review goals, revise strategies, and project budget needs. | **Annually 2017 - 2020**<br><br>(May) |
| 7. Staff develop action plans for the next year. | **Annually 2017 - 2020**<br><br>(November) |
| 8. Full round of strategic planning. | **Spring 2021**<br><br>(New plan in place by<br><br>January 1, 2022) |

APPENDICES


Appendix A:  Year 1 Action Plans

Appendix B:  Community Focus Group Summary

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**Appendix A:  Year 1 Action Plans**

January 1, 2017 – December 31, 2017

GOAL # 1: To ensure people of all ages enrich their leisure time, broaden their worldview and stimulate their creativity.

| Strategy A: Programming | | |
|---|---|---|
| **ACTION STEPS** | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Legacy Events:**<br><br>• Select and host at least 4 ALS Legacy sponsored programs | Librarian, Legacy Coordinator | Ongoing 2017 |
| **2.  Summer Reading Program**<br><br>• Conduct summer reading program in cooperation with ALS<br>• Offer programming for preschool, school-aged and teens<br>• Sign up 50 kids for summer reading program<br>• Host 2 Kids Stuff events | Librarian, Library Assistant, Volunteers | Summer 2017 |
| **3.  Winter Reading Programs**<br><br>• Conduct a Hot Reads for Cold Nights reading program for adults<br><br>• Offer preschool Winter Story Time<br><br>• Offer Winter Reading cooperation challenge for school-aged children | Librarian, Library Assistant, Volunteers | January-March 2017 |
| **4.  Teen Programming**<br><br>• Offer 4 teen-focused programs per year | Librarian, Volunteers | Quarterly 2017 |

| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
|---|---|---|
| • Create a teen advisory board | | By July 2017 |
| **5. Millennial Programming**<br><br>• Offer 4 programs per year aimed at adults aged 18-30 | Librarian, Volunteers | Quarterly 2017 |
| **Strategy B: Community Involvement** | | |
| **ACTION STEPS** | **PERSON RESPONSIBLE** | **COMPLETION DATE** |
| **1. Public Relations**<br><br>• Create and maintain a library website<br>• Create consistent library brand<br>• Submit monthly press releases to Cook News Herald and Timberjay<br>• Continue to update e-newsletter, Facebook, Twitter | Librarian | April 2017<br><br>January – March 2017<br><br>Monthly<br><br>Ongoing |
| **2. Community Partnerships**<br><br>• Conduct 1 school visit<br>• Host 1 program at the North Woods School<br>• Partner with NWFA for 1 program<br>• Partner with Community Center for 1 program | Librarian, Friends of the Library | October 2017<br><br>Spring 2017<br><br>Summer 2017<br><br>Fall 2017 |
| **3. Friends of the Library**<br><br>• Publish Friends membership thank you<br>• Host 2 fundraising events | Librarian, Friends of the Library | Twice a year<br><br>June, September |
| **4. Hours of Operation** | | |

| | | |
|---|---|---|
| • Increase hours to include Saturdays<br>• Host family programs when possible | Librarian, Volunteers | May 2017 |

| Strategy C: Collection Development | | |
|---|---|---|
| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Circulation Reports**<br><br>• Run monthly circulation reports<br>• Create list of purchases by collection | Librarian | Monthly<br><br>Monthly |
| **2. Policy**<br><br>• Update donation policy | Librarian, Friends of the Library | March 2017 |

GOAL # 2: To give people of all ages access to the full range of information technology while helping to develop the skills necessary to use and evaluate digital resources.

| Strategy A: Technology Education & Training | | |
|---|---|---|
| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Staff Training**<br><br>• Staff will attend 1 library-related conference per year<br>• Staff must attend at least 4 COMPASS meeting per year<br>• Staff will attend 1 ALS technology training | Librarian, Library Assistant, Volunteers | Yearly<br><br>Quarterly<br><br>As Offered<br><br>As Offered |

| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
|---|---|---|
| • Staff will participate in 1 technology-related webinars | | |
| 2. Procedures<br><br>• Create a technology cheat sheet for staff<br>• Post topical technology how-to information for patrons on website | Librarian | February 2017<br><br>May 2017 |

| Strategy B: Hardware, Software & Projects | | |
|---|---|---|
| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Hardware**<br><br>• Purchase second staff computer for back room for website work | Librarian, Library Board | April 2017 |
| **2. Plan**<br><br>• Develop technology plan which includes equipment replacement schedule | Librarian | March 2017 |
| **3. Projects**<br><br>• Serve on Blandin Broadband Grant project committee | Librarian, Library Board, City officials | Starting January 2017 |
| **4. Upgrades**<br><br>• Add more electrical outlets on south side of the library<br>• Upgrade telephone wiring | | Spring 2017<br><br>Summer 2017 |

GOAL # 3: To provide people of all ages a public space where they will have a sense of belonging and connectedness to the community.

| Strategy A: Outdoor Space | | |
| --- | --- | --- |
| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Grant Opportunities**<br><br>• Research and apply for grants for 3 season reading garden | Librarian | Throughout 2017 |
| **2. Development**<br><br>• Develop landscape plans<br>• Develop cost analysis | Librarian | August 2017 |

| Strategy B: Indoor Space | | |
| --- | --- | --- |
| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Hours of Operation**<br><br>• Expand library hours to include Saturday | Librarian, Library Board | May 2017 |

| Strategy C: Community Space | | |
| --- | --- | --- |
| ACTION STEPS | PERSON RESPONSIBLE | COMPLETION DATE |
| **1. Meeting Space**<br><br>• Promote meeting space to organizations<br>• Promote test proctoring service | Librarian, Library Board | Ongoing<br><br>Ongoing |

Appendix B:  Community Focus Group Summary

**Community Focus Groups – Summary of Responses**

Cook Public Library

October 11, 2016

Focus Group Participants—13

Library Director, Crystal Phillips led the group which included representation from the library board, city council, local media, North Woods High School and retirees.

Focus group participants were asked to imagine the City of Cook in 2022, and to think about the needs of distinct groups within the city and the community as a whole.  Participants shared ideas on the future and the library's role in that future.  The group discussed a wide array of topics including the library's online presence, programming, broadband technology, outreach and the possibilities of outdoor seating and expanded hours.

The Cook Public Library's current Strategic Plan, implemented in 2012, had three broad goals: stimulating imaginations, connecting library users to the online world and creating young readers in the community.  Focus group participants were able to see how that plan guided changes the Cook Library Board and library directors have made in the last four years.

**<u>Main Ideas</u>**

Aging population, community will look much the same in six years, decrease in school population

Summer Residents—Lake Vermilion plays huge financial part in community

Cook is a full service town

Marketing—Cook and Library must have a stronger internet presence

Outdoor space—table, benches, places to relax and eat food, use Wi-Fi

Programming—set times for adult, children and school-aged programming

Continue current offerings—theme months, summer reading program, winter story time, adult winter reading

Expand—authors, STEAM (science, technology, engineering, arts, math) programming

More electrical outlets, public computers

Open on Saturday mornings, especially summer

More control over website

More summer reading volunteers


## What the library does well

Summer Reading

Wi-Fi and broadband connection

Legacy programs (content)

In-house programs—Adult Winter Reading, Winter Story Time, Quilt Month, BFF Club

Consistent 10:00 am library opening times Wednesday - Friday

Strong Friends of the Library


## What the library needs

More activities for kids, STEAM (science, technology, engineering, arts, math) focus

Better Legacy program times

Partnerships with North Woods school—programming, school library/librarian, Community Ed classes

YA programming—next step for BFF kids

Magazine subscriptions for young people

More computers

Marketing/Visibility/Advertising—online presence, information for Lake Vermilion guests, signage, more control over website

More volunteers, parental involvement

Outdoor reading patio/garden—sitting area, reading and Wi-Fi

More outreach—homeschool families, book clubs

Electrical outlets

Apply for grants to fund projects

Branding the library (St. Kate's marketing plan)

Saturday hours for working parents, during Farmer's Market

Appendix C:  Library SWOT Analysis

Cook Public Library

<div align="center">October 2016</div>

Library staff, volunteers, and library board members reviewed the 2015 survey and 2016 focus group to compile a SWOT analysis, with the following results.

STRENGTHS: *What does the library do best?*

- Nice setting – welcoming atmosphere
- Ease of use
- It's open, it's here, we have a library
- Personal service
- Excellent services to "readers".
- Those working in the library are friendly and helpful
- Very capable staff
- Heavy usage and support in community
- Friends of the Library support
- Serves as a resource center – public information/interests
- Provide community with information.
- Access to computers with High-Speed Internet
- Provide Internet access via Wi Fi 24/7
- Provide access to books, etc.
- Orders material as needed through interlibrary loan
- Finding books we don't have for patrons.
- Association with ALS
- Local history

WEAKNESSES: *What do you think the library could improve?*

- Signage
- Information displays for area organizations
- Open on Saturdays
- Tech support
- More space—outdoor area
- More computers

- More volunteers
- More staff hours
- Stronger internet presence
- Create consistent library brand
- Building updates
- Teen programming/involvement
- STEAM/makerspace programming

OPPORTUNITIES: *What needs do you see in the community that could be opportunities for the library to make a difference?*

- Encourage more use of the library
- Community involvement can be enhanced by hosting education and entertainment events at the library.
- Create partnerships with North Woods School elementary and high school classes
- Host joint programs with North Woods School, NWFA and Cook Community Center
- Entice area residents to town by making the library a "must-see" place every week. If they're in town, they'll shop local!
- After school activities for kids, especially teens
- Educational and cultural programs for youth and adults
- Partner with local businesses on library programming
- Class offerings – business development/education, various IT subjects, etc.
- Helping people learn to use computers, iPads, iPhones, etc.
- Using Internet to apply for jobs
- Preserve local authors' books and other area historical material
- A wide spread of books detailed for different cultures

THREATS: *What outside forces do you feel could negatively affect the library?*

- Those who feel there is no need for the library
- No summer Lions Sale
- Use of electronic devices
- Population decline
- Limited revenue sources
- Economy
- Funding difficulties
- Decrease in Legacy funding

Appendix D:  Cook Public Library Survey

Cook Public Library Survey Results

August—October 2015

73 participants

Surveys were available in paper form at the library and through SurveyMonkey online.  Survey links were presented via the Cook Public Library Facebook page, Twitter feed and monthly e-newsletter.

Q1. Do you have a Cook Public Library (CPL) card?

Yes—65

No—8

Q2. How often do you visit the CPL?

Once a week or more—40

Twice a month—13

Once a month—10

Less than once a month—10

Q3. Choose the four days you would most likely visit the library.

Monday—34

Tuesday—44

Wednesday—60

Thursday—58

Friday—43

Saturday—26


Q4. What time frame would you most likely visit the library? Choose one.

9 am to 12 pm—28

12 pm to 3 pm—25

3 pm to 6 pm—15

12 pm to 6 pm—2


Q5. How would you rate the following library services?

**Customer Service**—Excellent (59), Good (11), Fair (1), Poor (0), Don't know (2)

**Collection**-- Excellent (34), Good (29), Fair (8), Poor (1), Don't know (3)

**Programs**-- Excellent (26), Good (25), Fair (2), Poor (0), Don't know (20)

**Online Services**-- Excellent (33), Good (17), Fair (3), Poor (2), Don't know (18)

**Interlibrary Loan**-- Excellent (25), Good (6), Fair (2), Poor (0), Don't know (5)

**Library Policies**-- Excellent (39), Good (13), Fair (1), Poor (0), Don't know (18)

**Computers and Printers**-- Excellent (32), Good (11), Fair (0), Poor (1), Don't know (26)

**Internet Access**-- Excellent (36), Good (8), Fair (2), Poor (0), Don't know (25)

**Facilities**-- Excellent (31), Good (30), Fair (5), Poor (0), Don't know (2)

**Hours of Operation**-- Excellent (20), Good (32), Fair (16), Poor (1), Don't know (1)


**Overall, how would you rate the library?**

Excellent (50), Good (19), Fair (2), Poor (0), Don't know (0)


*The following were open-ended questions, I have condensed and combined answers as much as possible for brevity.*


**What do you value most about CPL?**

Internet Access, computers, Wi-Fi

Free Programs for Kids, reading programs, special speakers

Staff friendliness, welcoming atmosphere, great customer service, checkout without needing card (staff knows you)

Interlibrary loan, member of Arrowhead Library System

Lifeblood of the community, community connection

The fact that Cook has a library, close to home

Books, new books, audio books, newspapers

Online access to eBooks

Children, YA and DVD selection, diverse selection

Safe place for kids, quiet, cleanliness

Everything

I don't know


**How could CPL or its services be improved?**

Consistent hours, earlier hours, open Mondays, open Saturdays (23 of 54 respondents mentioned hours)

More books and DVDs, movie rotation, audio books

Larger space, outdoor reading patio

Option to keep track of books checked out on my account

Research materials

More computers

Adult book club once a month, YA book club

Full time librarian position, more volunteers

Relationship with city council and surrounding townships

Appendix E:  Community Data

## PUBLIC LIBRARY COMMUNITY DATA

Name and Location of Library: Cook Public Library, Cook, Minnesota

**City Population**

574 (Source: 2010 Demographic Profile)

570 (Source: 2014 Population Estimates)

635 (Source: 2010-2014 American Community Survey 5-Year Estimates)


**Surrounding Townships**

| | |
|---|---|
| *Alango* | *299* |
| *Angora* | *241* |
| *Beatty* | *427* |
| *Camp 5* | *11* |
| *Carpenter* | *236* |
| *Crane Lake* | *65* |
| *Field* | *383* |
| *Greenwood* | *939* |
| *Kabetogama* | *135* |
| *Leiding* | *400* |
| *Linden Grove* | *145* |
| *Morcom* | *94* |
| *Owens* | *263* |
| *Portage* | *170* |
| *Sturgeon* | *140* |
| *Willow Valley* | *126* |
| | |
| *Total* | *4074* |


**Population Ages**

| | |
|---|---|
| Under 5: | 5.4% |
| 5–9: | 4.9% |
| 10-14: | 5.9% |
| 15-19: | 4.7% |

| | |
|---|---|
| 20-24: | 5.2% |
| 25-29: | 5.2% |
| 30-34: | 8.0% |
| 35-39: | 5.1% |
| 40-44: | 4.0% |
| 45-49: | 6.1% |
| 50-54: | 7.8% |
| 55-59: | 5.7% |
| 60-64: | 8.9% |
| 65-69: | 4.2% |
| 70-74: | 4.0% |
| 75-79: | 3.1% |
| 80-84: | 3.8% |
| 85 and over: | 7.8% |

(Source: Profile of General Population and Housing Characteristics: 2010 Demographic Profile Data)

**ZIP Codes in Service Area**

55723, 55771, 55703, 55790, 55725, 56669

**Claritas website, http://www.yawyl.claritas.com, five most prominent PRIZM NE segments for each ZIP code**

Back Country Folks
Downscale Older Mostly w/o Kids

Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 65 years old, and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.

Blue Highways
Midscale Older w/o Kids

On maps, Blue Highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for midscale residents who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish, the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.

Mayberry-ville

Upper Mid Older w/o Kids

Like the old Andy Griffith Show set in a quaint picturesque burg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

Simple Pleasures
Lower Mid Mature w/o Kids

With many of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement. And a disproportionate number served in the military, so many residents are members of veterans clubs.

Traditional Times
Upper Mid Older w/o Kids

Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and older, these upper-middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles like Country Living and Country Home. But they're big travelers, especially in recreational vehicles and campers.


2010-2014 American Community Survey 5-Year Estimates

Male            295
Female          340

Total Population 635



Households and Families: 2010
1—person               116
2—person               86
3—person               28
4—person               25
5—person               9
6—person or more       4

Total Households       268

Language Spoken At Home

97.3 % speak English
>1% speak each of the following Spanish, Indo-European

(Source:
http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF)


Selected Social Characteristics

**Ancestry**
German, Norwegian, Swedish (comprises 63.4% of total population)

(Source: http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF)


**Median Income**

$42,750

(Source: 2010-2014 American Community Survey 5-Year Estimates
http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)


**Percentage of the families with incomes below the poverty line**

11.8%

(Source: 2010-2014 American Community Survey 5-Year Estimates
http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)


**Unemployment Rate**

Cook, city
6.5%

(Source: http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF)

St. Louis County November 2015
4.9%

(Source: https://apps.deed.state.mn.us/lmi/laus/CurrentStats.aspx)

## Community's Largest Employers

Cook Hospital
North Woods School
Hill Wood Products


## Local Information Sources

Local newspapers: Cook News Herald, The Free Press, The Timberjay, Mesabi Daily News
Manney's Shopper
Local radio stations: WTBX, WEVE, WUSZ
Local television stations: WDIO, KBJR, KDLH
Bookstores: Wal-Mart, Target
Video stores: Red Box, Furniture Plus, Target, Walmart
Music stores: Wal-Mart, Target
Internet service providers (ISPs): CenturyLink, Accessmn

## Community Organizations

Cook Lions Club
VFW Post 1757
Northwoods Friends of the Arts
Timberwolves Snowmobile Club
Lake Vermilion Resort Association
Garden Club

## Other Libraries Nearby

North Woods School Media Center
Mesabi Community College
Virginia Public Library

## Educational Institutions

North Woods School
Mesabi Community College
Hibbing Community College

## City of Cook: Educational Attainment

| | |
|---|---|
| Diploma/GED: | 37.6% |
| 2 years college: | 15.3% |
| 4 years college: | 10.6% |
| Graduate or postgraduate: | 3.4% |

**Social Service Providers**

Nursing homes (extended care): 1
Assisted Living: 2
Day-care centers: 3:
Youth and recreation centers: 1

**Other Resources to Consider:**
http://www.cookhospital.org/pdf/2014-Health-Assessment.pdf
City of Cook Economic Development Plan

## Library Data

Cook Public Library is a member of the Arrowhead Library System

**Hours of Operation**

Tuesday (Volunteer Day) 1-4
Wednesday 10-6
Thursday 10-6
Friday  10-4

**Staff**

Library Director—22 hours
Library Assistant—10 hours
Volunteers—at least 3 hours per week to staff Tuesday Volunteer Day

**Strategic Plan**

2012-2016
Major themes:  Preschool learning, lifelong learning, online resources, welcoming environment, community collaboration

**Appendix F: Cook Public Library Annual Report Statistics 2012-2015**

| Library | Population | Registered Users* | Visits | Reference Questions | Public Computer Sessions | ILL Sent Out | ILL Received From | Hours Open (per Week/Year) |
|---|---|---|---|---|---|---|---|---|
| **Cook (2015)** | 574 | 1183 | 11845 | 671 | 1565 | 1712 | 3496 | 21/1128 |
| **Cook (2014)** | 574 | 1325 | 12027 | 264 | 982 | 1759 | 2784 | 21/1128 |
| **Cook (2013)** | 574 | 1227 | 12833 | 225 | 1271 | 1562 | 3382 | 21/1124 |
| **Cook (2012)** | 574 | 1068 | 8632 | 36 | 1075 | 1485 | 2597 | 21/1092 |

*Registered User records were purged 2012 & 2015

| Library | Circulation Total | Children's Circulation | Adult Circulation | Children's Programs (Offered/attendance) | Teen Programs (O/A) | Adults Programs (O/A) |
|---|---|---|---|---|---|---|
| **Cook (2015)** | 16927 | 3331 | 11636 | 27/680 | One/11 | Four/68 |
| **Cook (2014)** | 17130 | 3153 | 12529 | 25/511 | 0/0 | Eight/56 |
| **Cook (2013)** | 14248 | 3612 | 9568 | 20/497 | 0/0 | 9/109 |
| **Cook (2012)** | 12162 | 2512 | 9021 | 9/416 | 0/0 | Six/88 |

Data taken from Minnesota Department of Education Library Statistics

**Appendix G:  Arrowhead Library System Small Library Statistics 2015**

| Library (2015) | Population | Registered Users | Visits | Reference Questions | Public Computer Sessions | ILL Sent Out | ILL Received From | Hours Open (per Week/Year) |
|---|---|---|---|---|---|---|---|---|
| **Cook** | 574 | 1183 | 11845 | 671 | 1565 | 1712 | 3496 | 21/1128 |
| Calumet | 367 | 399 | 5016 | 775 | 2064 | 837 | 3334 | 26/1307 |
| Marble | 701 | 403 | 4415 | 448 | 1989 | 1092 | 1683 | 25/1193 |
| Bovey | 802 | 667 | 4582 | 2491 | 2103 | 1061 | 548 | 33/1571 |
| Buhl | 1000 | 512 | 6337 | 1552 | 1480 | 1774 | 682 | 36/1800 |
| Carlton | 1021 | 439 | 4348 | 326 | 1326 | 1530 | 1175 | 20/991 |
| Keewatin | 1068 | 1410 | 6889 | 624 | 1558 | 702 | 291 | 42/2058 |
| Baudette | 1076 | 1239 | 15678 | 1105 | 3146 | 655 | 1653 | 46/2308 |
| Grand Marais | 1355 | 3827 | 70408 | 3821 | 10308 | 4270 | 14795 | 42/2111 |

| Library (2015) | Staff (MLIS/Other) | Circulation Total | Children's Circulation | Adult Circulation | Children's Programs (Offered/attendance) | Teen Programs (O/A) | Adults Programs (O/A) |
|---|---|---|---|---|---|---|---|
| **Cook** | .55/.2 | 16927 | 3331 | 11636 | 27/680 | One/11 | Four/68 |
| Calumet | 0/.65 | 6920 | 1986 | 4356 | 18/961 | 0/0 | 11/388 |
| Marble | 0/.72 | 5823 | 2326 | 1823 | 16/525 | Three/3 | Three/98 |
| Bovey | 0/.83 | 4265 | 279 | 3348 | Four/52 | 0/0 | Twelve/120 |
| Buhl | 0/.87 | 4338 | 695 | 2931 | 16/148 | Ten/29 | 15/191 |
| Carlton | 0/.5 | 4656 | 950 | 1131 | 43/248 | Nine/18 | Eleven/82 |
| Keewatin | 0/1.14 | 7054 | 1678 | 2131 | Six/108 | 0/0 | Two/51 |
| Baudette | 0/1.37 | 13137 | 3657 | 6973 | 25/474 | 0/0 | 10/324 |
| Grand Marais | 1/3.18 | 77332 | 18096 | 38863 | 28/930 | One/5 | 32/1295 |

Data taken from Minnesota Department of Education Library Statistics 2015