Putnam County Public Library

Strategic Plan 2013 - 2015

MISSION

The Putnam County Public Library provides free resources to promote literacy for all.

VISION

The Putnam County Public Library shall preserve history and learning, inspire imagination, inform, educate, foster a love of reading and sharing of ideas, and promote intellectual success.

The Putnam County Public Library provides services at no charge to all residents of and visitors to Putnam County. Access to the library's materials, computers, study rooms, and staff assistance are available to all. Residents and students may obtain a library card and borrow books, CD's, DVD's, downloadable audio and e-books, and access on-line databases remotely. The library maintains a building in Greencastle and a bookmobile to provide services to outlying areas and schools.

Population of service area (12 of 13 townships) is 36,273. There are 1945 children under age 5, of which 893 have participated in Imagination Library during the two years it has been offered in Putnam County. The poverty rate among children under 18 is 17.6% (2010 Census). While estimates vary, at least 50 families are home-schooling. A 2003 study estimated the illiteracy rate in Putnam County to be 8.5% (adults lacking basic prose literacy skills). Concerns about these figures, as well as the lack of a centralized formal literacy program in the county prompted a focus on literacy in the discussions.

The development of a new strategic plan began in spring of 2012 with a series of community forums, led by consultant Jillian Miller of the Indiana Non-Profit Resource Network. Three sessions, in Bainbridge, Cloverdale, and Greencastle, were attended by community residents, library staff and trustees. At the same time, an on-line survey was available through the library's website, which was completed by 38 people. A written survey was distributed to parents of elementary school students in the district during the fall, with 354 returned.

Common themes throughout this process resulted in the following identified needs in the community:

- Literacy, including preschool readiness for school, teens and adult
- Children's programming for all ages: preschool (story programs, Imagination Library), children in school (learning opportunities book discussions), tutoring
- Bridging the gap between various segments of the community: economic, educational, DePauw/community
- Lack of high-speed Internet service throughout the county

Top priorities identified for the library were:

1. Learn to Read and Write: Adult, Teen and Family Literacy
    Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.
2. Create Young Readers: Early Literacy
    Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.
3. Connect to the Online World: Public internet Access
    Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.
4. Succeed in School: Homework Help
    Students will have the resources they need to succeed in school.
5. Satisfy Curiosity: Lifelong Learning: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

SERVICE GOALS AND OBJECTIVES

Library patronage will increase by 20%, both on-line and physical

- Alter schedule to offer Sunday hours in 2013
- Enhance website to increase use by 50%
- Increase use of social media to market library services
    - Increase number of Twitter users by having 3 more staff members post regularly
    - Add up to 20 additional videos on the library's YouTube account
    - Market Pinterest to increase number of followers by 100%
    - Involve library with other community social media sites

Programming, services, and fundraising opportunities will be publicized to a variety of targeted audiences

- Increase the number of publications produced by the library
    - Increase targeted mailings/contact lists by 20%
    - Increase number of e-mail newsletters by 20%
- Increase promotion of local history resources
- Increase promotion of Children's Department

Adults and teens will find resources to improve their literacy skills at the public library

- Investigate successful adult literacy programs at other libraries and develop proposal for implementing in Putnam County
- Coordinate with community agencies with educational or business interest in family literacy, including Ivy Tech, Area 30, DePauw University ESL program, Work One, Family Support Services

Everyone will be provided opportunities to increase digital literacy

- Offer self-paced tutorials on public computers
- Recruit three volunteer computer coaches to work with public
- Add up-dated young adult area with current technology options

The number of participants in youth programs will increase

- Increase pre-school program schedule to year round
- Increase children's programming staff by ½ time
- Develop & implement plan to evaluate and re-purpose existing children's spaces

Activities and programs will prepare children to enter school at age five to be successful readers

- Contact will be made with and services regularly provided to every preschool and day care in library's service area
- Work with Friends of the Library to develop long-term financial support for Imagination Library by December 2013
- Work with community partners to increase percentage of children under 5 participating in Imagination Library by 20%

An Increased variety of technology will be available to the public

- Maintain and expand technology platforms to increase public access
- Promote use of mobile apps for access to website
- Add interactive electronic resources to Children's Department
- Investigate additional on-line and downloadable resources
- Utilize a minimum of 10 QR codes in 2013
- Offer space and equipment for patron's audio and video production
- Make scanner available to the public to digitize personal documents
- Provide training for public in use of scanner

The library will provide resources to promote the success of children educated in the public, private, or home school environments

- A tutoring program for school age children, using teen and college volunteers, will be offered beginning fall 2013
- Collaborate with Reading Improvement Center/Summer Enrichment Program
- Include home school needs in collection development and programming
- Make available Learn More materials for various grade levels 7-12
- Increase after-school programming by 50%
- Offer programming on college selection, financial aid, and related topics, to parents and students

Library programming will be accessible, educational, relevant, stimulating, and convenient

- Increase options for school age children after school and on weekends by 50%
- Increase the number of entities with which programs are co-sponsored by 10%
- Explore possibilities for partnering with IVY Tech, Knoy Center, Roachdale Public Library and others as opportunities arise
- Offer performance space in meeting rooms and Children's which will be utilized by a minimum of 20 groups each year
- Modify programming staff hours to meet changing needs

EVALUATION

On-going evaluation of the Strategic Plan by staff will use the following methods:

- Annually assess community needs via targeted surveys
- Units of service provided (circulation, programs offered)
- Number of users served (program attendance, door count)
- Surveys at selected programs
- How well the service meets the needs of the people served

Evaluation reports will be presented to the Library Board annually.

S.W.O.T. Analysis

(synthesized through information gathered at community input session and surveys)

Strengths

- culturally diverse materials are available
- special children's programs in summer
- jobs - searching & related activities
- book group
- access to DePauw students
- local history / genealogy department and tools for searching

Weaknesses

- lack of effective programming for children over 5
- perception of homeschooled families and HeadStart families
- marketing
- no adult literacy programs
- adult programs
- tween programs
- succession planning - staff and board

Opportunities

programming

marketing

internet

communication with schools and home schoolers

adult literacy

have social agencies send representative to board meeting

more robust book availability

9-16 yr. old age group

adult retooling /training

e-books

texting

DePauw students

Stellar Grant / downtown improvements

Threats

losing the 9-16 yr. old age group

space limitations

Imagination Library funding

changes in software (MS)

economy

e-books

2013	**Assessment of Facilities, Services, Technology, and Operations**			
	Currently Have	Need	Required by Standards	Identified by Community Needs
Facilities				
Building	Designated Handicapped parking, accessible entry doors elevator		x ADA	
Bookmobile	1 handicapped accessible			
Services				
Adult	x	3.3 FTE librarians	x	Adult Literacy program
Children's	x	1 FTE librarian	x	Create child-friendly spaces for children under 5 Re-organize space in Children's Room Tutoring
Young Adult	x		x	Expand/update Young Adult area
Programming	x		x	Increase children's programming
Resource Sharing	x		x	
Collection Expenditures	x		x	
Technology				
	15 public access computers		x	
	Speed 10mb			
	2 wireless hubs covering entire building			
	scanner			
	Technology Plan 2012-15		x	
Operations				
Hours Open	58 (building)		55	Sunday Hours Requested

FINANCIAL RESOURCES   **PUTNAM COUNTY PUBLIC LIBRARY STRATEGIC PLAN   2013-15**

Service Needs	Resource /Service	Funds			
		Operating	LIRF	Rainy Day	Gift
Facilities					
Renovation of Children's Room		x		x	x
Teen area		x		x	
Services					
Adult Literacy	Prepare proposal	x			
Pre-school	Imagination Library funding				x
	Increased story programs	x			
School Age	Increased programming	x			
Technology					
Children's Room	Add interactive resources			x	x
Scanner	Make scanner available to public	x			
Audio/video production	Provide space & equipment to public			x	x
Operations					
Hours Open	Adding Sunday Hours	x			
Children's Staff	Add additional Children's librarian	x			
Programming Staff	Increase program staff hours	x			
Evaluation/surveys	Programs & community needs	x			