



# 2022-2026 STRATEGIC PLAN



[pcpl21.org/](https://pcpl21.org/)



765-653-2755



103 E. Poplar St.  
Greencastle, IN 46135



@putnamcopublib



@putnamcountypb



Putnam County Public Library



## MISSION

The Putnam County Public Library strives to connect its users through the shared acquisition of knowledge, the cultivation of curiosity, and ongoing engagement with the world around them by promoting and supporting all forms of literacy, creativity, and cultural engagement.

## HISTORY

In February of 1902 the Greencastle Carnegie Library Commission was created and subsequently received \$20,000 from the Carnegie Foundation. The library's cornerstone was laid on August 28, 1902. The building was completed the following year, and its dedication was held on June 5, 1903.

The library did not become a county entity until 1967 when the city of Greencastle and County Library Boards merged.

With much need for additional room, the library went under major renovation beginning in 1995. The following year, the completed renovation added an additional 18,000 square feet to the original 6,000, as well as a parking lot adjacent to the new entrance. These additions allowed for expanded departments that we enjoy today.

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## LETTER FROM LIBRARY DIRECTOR

**O**n behalf of the Putnam County Public Library and the Board of Trustees, I would like to extend our thanks for all of the input given by community leaders, library staff, organizations, and Putnam County residents as we put together our Strategic Plan.

It is undeniable that the last two years spent wrestling with the impacts of the COVID-19 pandemic have brought on unprecedented challenges to an institution like ours that relies so much on friendly interaction, personal connections, and community spaces. While we are proud of our accomplishments during this time, this strategic plan reflects our excitement to build upon some of our recent successes while also looking forward to a future where we can fully return to those personal connections with our community that make our library special.

Each of our goals was chosen with the intent of emphasizing what we do well and improving in vital areas which we feel would be beneficial to our community moving forward. The next five years will be an exciting time for PCPL as we look to the future and we hope you and your family will take the journey with us.



**Matthew McClelland**  
Putnam County Public Library  
Library Director



A belief in the transformative power of literacy through the adoption of new technologies informs all aspects of PCPL's service models including collection development, programming and instruction, onsite and remote support, community partnerships, and early literacy initiatives.



GOAL ONE

## **STORY**

*The library will grow as a premier community resource for preserving our community's past while providing resources for the present and future.*



GOAL TWO

## **SUSTAIN**

*The library will work to ensure the long term sustainability of the physical library and its financial resources.*



GOAL THREE

## **CONNECT**

*The library will offer all members of the community equitable access to library spaces that can meet the needs for leisure, meeting, learning, working, and locating resources.*



GOAL FOUR

## **OUTREACH**

*Expand patron access to the library through an increased digital and physical presence across Putnam County.*



GOAL FIVE

## **EMPOWER**

*Empower individuals, families, and the community.*



GOAL SIX

## **INCLUDE**

*Be a welcoming environment for all Putnam County residents.*



## **BACKGROUND**

The Putnam County Public Library provides free and equitable access to information, services, and resources for all residents of and visitors to Putnam County. Located in downtown Greencastle, Indiana, PCPL opened its doors in 1903 with a newly-constructed Carnegie Library building at the corner of Vine and Walnut St. In 1995, a substantial expansion project was completed which added approximately 18,000 sq ft to the original library space. Today, the library maintains its original and expanded spaces with a single branch at 103 East Poplar Street while providing outreach and community services through materials delivery and off-site programming.

A belief in the transformative power of literacy through the adoption of new technologies informs all aspects of PCPL's service models including collection development, programming and instruction, onsite and remote support, community partnerships, and early literacy initiatives. The library continues to partner with area schools, community organizations, local businesses, and its neighbor, DePauw University in order to enhance and expand its services. The population of the service area for PCPL (12 of 13 townships) is just over 36,000 (United States Census Bureau, 2020).

## **STRATEGIC PLANNING**


The 2022-2026 Strategic Plan process began in early 2021 with the initial meeting of the full Strategic Planning committee. The committee's initial focus was on gathering responses from community leaders, schools, and local organizations. The thirty-five requests produced a number of key insights that helped us better assess our strengths and weaknesses from the perspective of those outside of the organization. Using this insight, we shared initial concepts with those closer to our organization, including the Friends of the Library, the library Board of Trustees, and library staff. Following staff input sessions, we organized a public input session as well as cultivated spaces where the public could share their vision for the library. After collecting all relevant data and insights, we were able to narrow in on specific projects and initiatives that fit within our outlined strategic goals for the coming five years. A list of these specifics will be shared with the library Board of Trustees and library staff as we measure our success during this strategic plan period.





**1** Can you find the three birds in this picture? Do you see any birds around you?





***"It's all the extra tasks that the staff takes on, outside of the day-to-day operations of the Library, that make working with them great."***

***Not only do they help promote and create new programs, but they are also an active organization that helps guide the direction of the community and other non-profit organizations. The excitement for giving back is genuine and contagious from this group."***

**-Mike Richmond**

Destination Development, Putnam County Visitor Bureau  
Executive Director, Main Street Greencastle





## GOAL ONE

***The library will grow as a premier community resource for preserving our community's past while providing resources for the present and future.***



# OBJECTIVES

**ONE | Curate high quality collections of diverse physical and digital resources and services that reflect and enrich the community.**

**TWO | Preserve and make available to the public the historic building and collections. Grow the collections in the library's archives.**

**THREE | Provide access to innovative technologies and services that will allow patrons to tell their stories.**

## ANTICIPATED OUTCOMES

A guiding principle throughout the strategic planning process was that each objective and goal must be actionable. That is, we must be able to extrapolate actions that we can take in order to reach the objectives and goals above. Below are actionable outcomes for this goal:

- Approve a written plan for records management, digitization, and disposal
- Expand Digital Lab capabilities and services (e.g. introduce new equipment, software, and services)
- Highlight and share items held in our archive collection (via digital content, social media, additions to the online database, and in-building displays)



## GOAL TWO

***The library will work to ensure the long term sustainability of the physical library and its financial resources.***



# OBJECTIVES

**ONE | Be good stewards of the library's physical and financial assets.**

**TWO | Recruit & retain qualified and professional staff.**

**THREE | Update & maintain the library's technological infrastructure.**

## ANTICIPATED OUTCOMES

A guiding principle throughout the strategic planning process was that each objective and goal must be actionable. That is, we must be able to extrapolate actions that we can take in order to reach the objectives and goals above. Below are actionable outcomes for this goal:

- Continue showcasing, repairing, and preserving the historic Carnegie area
- Creation of an updated Technology replacement schedule
- Improve library outdoor spaces for use by patrons of all ages (e.g. adding outdoor seating, opportunities for outdoor programming, and more)



## GOAL THREE

***The library will offer all members of the community equitable access to library spaces that can meet the needs for leisure, meeting, learning, working, and locating resources.***



# OBJECTIVES

**ONE | Preserve, maintain, and expand library facilities for community use.**

**TWO | Ensure equitable access to library facilities, collections, resources, and services.**

**THREE | Develop programming that attracts patrons of all ages and varying interests.**

## ANTICIPATED OUTCOMES

A guiding principle throughout the strategic planning process was that each objective and goal must be actionable. That is, we must be able to extrapolate actions that we can take in order to reach the objectives and goals above. Below are actionable outcomes for this goal:

- Enhance library meeting spaces with improved technological capabilities (e.g. video conferencing and updated computers)
- Offer increased digital programming and online content to connect with remote patrons
- Evaluate the collections budget for changes in demand for print and digital materials



## GOAL FOUR

***Expand patron access to the library through an increased digital and physical presence across Putnam County.***



# OBJECTIVES

**ONE | Expand the library's physical presence in the community by allocating additional resources to outreach efforts.**

**TWO | Increase access and availability of digital content and services.**

**THREE | Raise awareness of library services, collections, and resources by building relationships with community organizations and community leaders.**

## ANTICIPATED OUTCOMES

A guiding principle throughout the strategic planning process was that each objective and goal must be actionable. That is, we must be able to extrapolate actions that we can take in order to reach the objectives and goals above. Below are actionable outcomes for this goal:

- Create a physical library presence in communities across Putnam County
- Host and attend community events across Putnam County (e.g. local farmers markets, holiday events, First Fridays, and more)
- Provide technology outreach to locations outside of PCPL (e.g. virtual technology assistance, partnerships with local organizations and individuals to provide technology assistance throughout Putnam County)





## GOAL FIVE

***Empower individuals, families,  
and the community.***

# OBJECTIVES

ONE | **Guide patrons in discovering, utilizing, evaluating, understanding, and creating media**

TWO | **Connect patrons to skill building tools, people, and instructional resources**

THREE | **Support patrons in accomplishing their goals**

## ANTICIPATED OUTCOMES

A guiding principle throughout the strategic planning process was that each objective and goal must be actionable. That is, we must be able to extrapolate actions that we can take in order to reach the objectives and goals above. Below are actionable outcomes for this goal:

- Improve communication strategies to promote library services and resources (e.g. create a dedicated marketing plan, institute social media calendar, and explore advertising opportunities)
- Allow patrons to explore emerging technologies via additions to the library building and collection (e.g. further develop Library of Things offerings and obtain emerging technologies for in-building use)
- Refer and guide patrons to appropriate community resources and organizations (e.g. cultivate a “Community Corner” for local resources and create in-building displays)





## GOAL SIX

***Be a welcoming environment for  
all Putnam County residents.***

# OBJECTIVES

**ONE | Align library practices with the American Library Association's Policy on Diversity**

**TWO | Foster an inclusive culture to be an equitable, diverse, and inclusive organization**

**THREE | Explore new and innovative ways to serve the whole of Putnam County**

## ANTICIPATED OUTCOMES

A guiding principle throughout the strategic planning process was that each objective and goal must be actionable. That is, we must be able to extrapolate actions that we can take in order to reach the objectives and goals above. Below are actionable outcomes for this goal:

- Offer technology outreach services (e.g. virtual technology assistance, outreach programming involving technology assistance or training)
- Implement staff retention incentives
- Reach out and offer programming specific to teens
- Improve signage and navigation throughout the library building (e.g. improve indoor wayfinding signage)





**ERNER**  
SCAFFOLD DECK



5307-19

NET WEIGHT 100 LBS  
NET LENGTH 100 IN  
NET WIDTH 100 IN

DO NOT REMOVE AND  
DO NOT USE  
REPLACEMENTS MUST  
BE USED AS REPLACEMENTS



**"I absolutely love our local library; it never disappoints in the vast array of offerings or the fabulous and helpful people who work there.**

**From my point of view everything runs smoothly and efficiently, and the few times a glitch comes up, it's handled with expertise and timeliness. I honestly can't think of anything I would add or change about our library."**

**-Linda Hall  
Library Patron**

**At this time,  
staff can help you  
digitize materials  
in the following formats:**

**Photographs  
Slides  
VHS tapes  
DVD discs  
8 mm films  
8 mm video cassettes  
Audio Cassettes  
45-rpm Records  
33-rpm Albums  
... and more**



**The Digital Lab was  
with the generous  
from the far  
Edgar Bayliff & Betty V**



## **BOARD OF TRUSTEES**

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County Council

**VICE PRESIDENT**  
Alan Zerkel  
County Commissioners

**SECRETARY**  
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## **ADMINISTRATION**

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**LIBRARY DIRECTOR**

Jane Hazelton  
**ASSISTANT LIBRARY DIRECTOR**

**Archivist**  
Anthony Barger

**Adult Services Manager**  
Amber Compton

**Technical Services Manager**  
Danielle Featherston

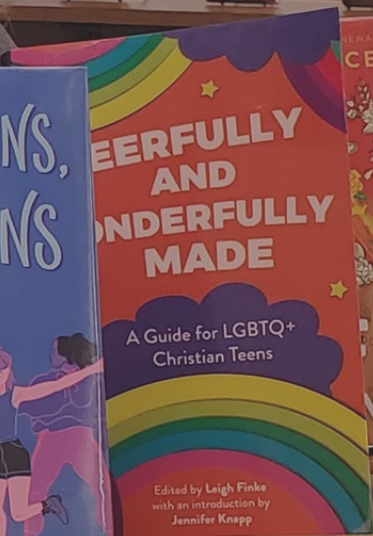
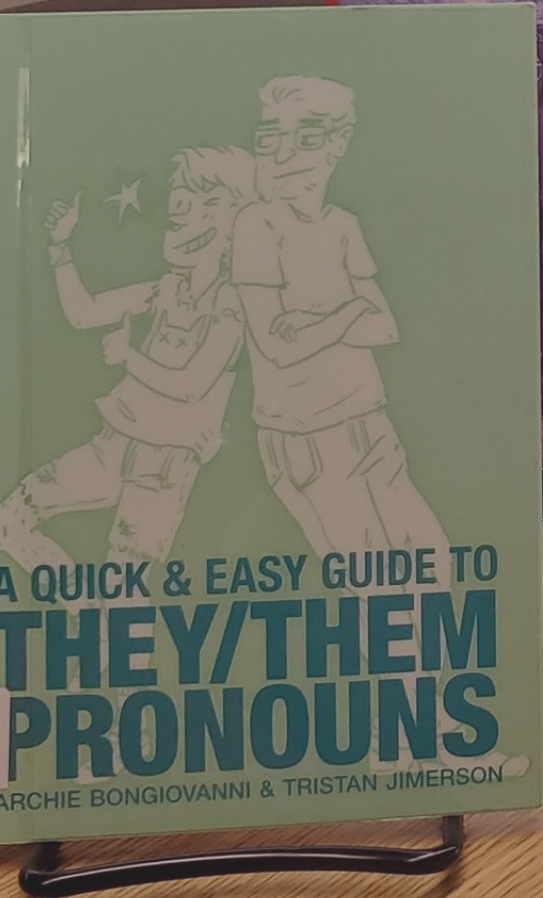
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CARNEGIE PUBLIC LIBRARY