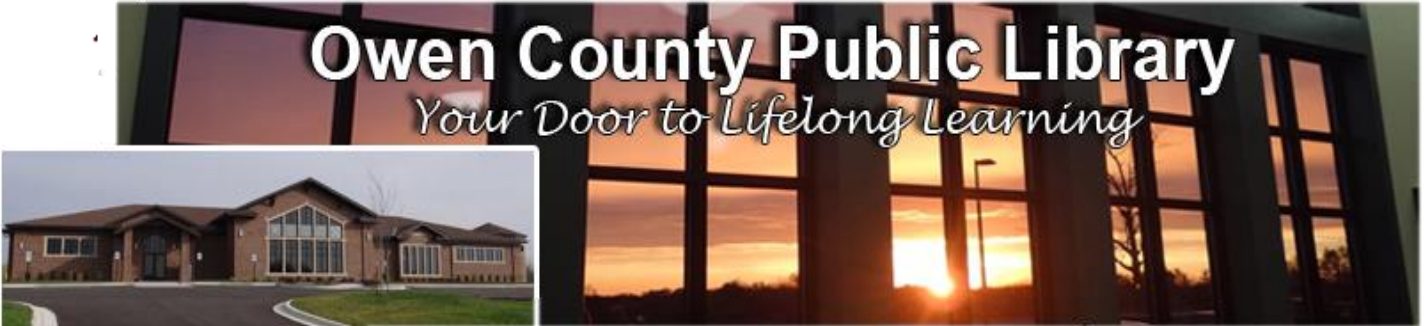


# Owen County Public Library

*Your Door to Lifelong Learning*



## **STRATEGIC PLAN FY 2016-2019**



## **OWEN COUNTY PUBLIC LIBRARY STRATEGIC PLAN FY 2016-2019**

The Owen County Public Library's scope of services to the community has changed with a new facility in Owenton and adjustments to shifting needs of our customers, ever-evolving technologies, and fiduciary responsibilities. Our approach to address the strategic planning process was to review the changes, accomplishments, and overall usage by the Owen County community. Our goal is to coordinate a plan of ongoing review, with the focus on maintaining a high level of services for our existing customers, and to set the stage for engaging new customers and new initiatives.

The Owen County Public Library Board of Trustees approved the 2016-2019 Strategic Plan on October 20, 2016.

### **Mission Statement**

The public library will enrich the lives of Owen County residents by providing exceptional service, materials, and programs in a pleasant and welcoming environment.

## Methodology

This Strategic Plan was prepared following a process developed by the American Library Association under the guidance of a planning facilitator. It creates a framework for looking at both the community (Owen County) and its public library. The Library conducted a community focus group and a community survey, both online and in paper format. Information gathered was looked at by the various staff planning committees. A draft plan was prepared based on those discussions and refined before final adoption by the Board of Trustees.

As a result of all this input, the library will concentrate its resources on these three service categories:

**Current Topics and Titles**, which helps to fulfill residents' appetite for information about popular cultural and social trends and their desire for satisfying recreation experiences;

**Life Long Learning**, which helps address the desire for self-directed personal growth and development opportunities;

**Know Your Community**, which provides a central source for information about a wide variety of programs, services, and activities provided by community agencies and organizations.

## GOALS AND OBJECTIVES

### Collection

*Although the printed book continues to be the primary medium for recreational reading, society is rapidly adapting to digital media for information needs. While the Internet is a wonderful resource, the Library needs to be in the forefront in providing the public with reliable, authenticated sources of information. The Library also needs to be aware of, and adapt their collection development policy to include new technologies and methods of delivering informational and recreational content. Our computer stations are a constant hub of activity, while our wireless access provides community members, especially businesspeople and students, a place to work or study. Our reading rooms provide comfortable environs in which to browse and read. We supplement curricula and are the school library for homeschooling. The Library will continue to look for ways to expand on these activities.*

**GOAL: The Library will provide a well-balanced collection of current materials of popular interest and enduring value in multiple formats.**

**Objective:** To continue updating the library's collection to reflect patron interests while keeping within the approved budget each year of the plan

**Objective:** To increase use of electronic collections by 5% of each year of the plan

**Objective:** To provide patrons the opportunity to use computers and technology to facilitate access to information on an ongoing basis each year of the plan

**Objective:** To build upon and enhance our local history and genealogy resources to allow patrons from within and outside the community easier access to our holdings

## **Programming**

*The Library is envisioned as a community center. Our meeting rooms provide venues for library programs and are in great demand by community groups for their own programs. The Library fully recognizes that a love of learning and intellectual curiosity begins at a very young age and that children's programming is an essential role. We offer services beginning with babies and extending through young adulthood. After school, our facilities serve as centers for youth social activity. The Library will continue to look for ways to expand on these activities.*

**GOAL: The Library will provide a wide range of programming topics that are relevant to our population from cradle to grave.**

**Objective:** To provide an enriching mix of adult and family programming that will result in a 10% increase in attendance each year of the plan

**Objective:** To provide programs and activities to foster a love of learning for school aged children/tweens/teens during the academic year and during summer vacation and school breaks each year of the plan

**Objective:** To promote kindergarten readiness with early literacy opportunities for babies and preschoolers on an ongoing basis

**Objective:** To seek opportunities to extend the library's programming budget without additional outlay of operating revenue

## Outreach

*A library functions in a community, not just as a resource, but as the focal point for responding to a community's literacy and informational needs. As such, it is our aim to actively provide county-wide library services through our vehicular service to some area schools, homeschoolers, community stops, and individual house stops within our community.*

**GOAL: The Library will increase its services, materials, and programs in the community by providing them through both its vehicle and online resources.**

**Objective:** To collaborate with other community organizations/agencies to reach more underserved segments of the community, increasing overall library involvement by 5% each year of the plan

**Objective:** To make the community more aware of available Outreach Services and promote them to new users

**Objective:** To evaluate annually the Outreach Services program to determine effectiveness and efficiency

**Objective:** To provide 24/7 access to information through the library's web portal and social media, increasing electronic usage by 15% by 2019

## Promotion / PR / Marketing / Advocacy

*Library materials and services are worthless if people are unaware they exist. Survey results found many patrons were unaware of even some of the basic Library services we provide. In addition, there are many residents who are not users of the Library who might become patrons if they were made aware of the many materials, programs, and services the Library provides. To this end, the Library needs to enter into a comprehensive plan of publicizing its services and programs.*

**GOAL: The Library will increase interest in and use of library services and facility by community members by 10% by 2019.**

**Objective:** To effectively promote the Library's positive image within the community

**Objective:** To effectively promote products and services via technology, including expanding the Library's presence in current social media, with a 5% increase each year of the plan

## **Administrative Issues**

*Libraries today are more than just warehouses for books; they are information utilities. Service and facility needs have altered as a result, requiring continuous staff training, and providing such facilities brings with it the responsibility to maintain them for both safety and comfort, and to adapt them as different needs arise. The Library recognizes its governmental responsibility to the people and embraces it with full frugality and transparency.*

**GOAL: The library will build and sustain a highly professional staff responsive to the needs of library users.**

**Objective:** To strengthen the customer service skills of all staff and foster pride and respect for excellent job performance

**Objective:** To provide training that enhances the staff's ability to deliver excellent library service

**Goal: The library will recruit and develop a Board of Trustees knowledgeable in library governance.**

**Objective:** To have all board members certified by the Kentucky Department for Libraries and Archives within 6 months of appointment

**Objective:** To recruit new trustees that will make significant contributions to the Board, be representative of all parts of the county, and represent the diversity of the county

**GOAL: The library administration will provide careful stewardship of the library's financial and operational resources to make the most efficient and effective use of public funding.**

**Objective:** To meet state requirements for submitting reports every year of the plan

- Annual Statistical Report to KDLA and County Judge-Executive
- UFIR to Department for Local Government

- Budget to Department for Local Government, County Judge-Executive, & County Clerk
- Annual audit to the Dept. for Local Government
- Annual tax rate certification to County Clerk
- All reports are on file for public viewing at the Library pursuant to KRS 61.870-.884

**Objective:** To provide transparency in conducting public business

- Provide names and contact information for library board members on the library's website
- List date, time, and location of library board meetings on website and in local media
- Provide approved minutes for viewing on library's website
- Provide library's long-range plan on website
- Establish a feedback option on the library's website
- Publish required information regarding library governance and finances in local newspaper

**Objective:** To explore ways for the most efficient and cost effective delivery of library services

- Decrease paper usage and postage expense through electronic communications whenever possible
- Review library procedures annually to determine how new technologies may improve cost effectiveness
- Maximize library funds by soliciting bids from local banks and financial institutions for library accounts
- Collaborate with other service agencies, when feasible, on community services
- Seek alternate sources of funding when possible
- Promote long-term gift giving to the Library
- Work with the Friends of the Library to increase fund raising

## Acknowledgements

### **Collection Development** (includes all ages)

Susan Hampton, Chair  
Joan Goderwis  
Lorraine Bednar

### **Programming** (includes all ages)

Rebekka Seigel, Chair  
Julie Donahue  
Lisa York  
Bonnie Strassell

### **Outreach Services**

Becky Doolin, Chair  
Tiffany Ohmer

### **Promotion/Publicity**

Jennifer Chancery, Chair  
Joan Goderwis  
Faith Mulberry

### **Administrative Issues**

Nelda Moore, Facilitator  
Faith Mulberry, Library Director  
OCPL Board of Trustees

### **Board of Trustees**

Kathey Resetar, President (*resigned 07/16*)  
Rachele Cobb, Vice-President  
Billie Jo Ashcraft, Secretary  
Sam Taylor, Treasurer  
Mimi Quiroz  
Wesley Petzinger (*appointed 09/16*)

### **Planning Facilitator**

Nelda Moore, Nelda Moore Consulting



## Community Profile

Owen County (KY) has a total area of 354.16 square miles, of which 352.14 square miles (or 99.43%) is land and 2.02 square miles (or 0.57%) is water, located at 38.506603 N, -84.808937 W.

The census estimates for 2015, list 10,730 residents, with 4,355 separate households. Householders living alone made up 29.3% of all households. Single-parent households number 784 or 18%.

Population distribution:

under age 5	05%	40-64	36%
6-19	21%	over 65	16%
20-39	22%		

Median Age 41.5 years

The median income for a household is \$40,995. The median earnings for workers is \$30,604, with 15.1% below the poverty level. The unemployment rate is approximately 9.2%. The mean travel time to work is 29 minutes.

The percent of residents over age 25 with a high school diploma or higher is 85.7%; those with a bachelor's degree or higher is 14%.

## Library Profile

The library is open 54 hours per week. It houses over 29,680 volumes and circulates more than 75,000 items annually. Each year more than 72,250 visits are made to the library and more than 11,000 people attend library programs and meetings. The current 12,000 square foot building was constructed in 2012, providing community meeting space and high-speed Wi-Fi connection. The library was established as a special taxing district in 1968 and is supported with funds generated primarily from Owen County property taxes.