

# **Kewanna Union Township Public Library**

## **Long Range Plan December 2017 – 2022**

**Our mission: The Kewanna Union Township Public Library is the center of community life, offering opportunities for people to learn grow and succeed.**

### **Introduction**

The informational, educational, recreational and technological needs of the Kewanna Union Township Public Library service area are becoming more sophisticated and expectations are higher than ever. These needs and expectations translate into an increased demand for the library to deliver the most accurate and up-to-date resources in an ever widening array of formats by a well-trained, knowledgeable staff in the best possible environment.

### **Our purpose for Long Range Planning is to have:**

- A sense of consistency within the organization.
- A common vision of the direction the organization is moving.
- Set priorities for implementation.
- A benchmark to measure future performance.

### **Our Values**

- **Progressive:** We inspire our community by offering the most up-to-date materials, fresh and unique programming and current technology. We encourage patrons to make use of the library services.
- **Service Oriented:** We delight in meeting or exceeding patron expectations by providing friendly, courteous, knowledgeable and prompt service. We show respect and value all individuals for their diverse backgrounds, experiences, and ideas.
- **Welcoming Atmosphere:** We enrich our community by providing a well maintained, comfortable and safe multi-use facility, where residents can meet; share ideas; and be educated, entertained, and informed.
- **Staff:** We value our staff members and strive to provide a workplace where enthusiasm, teamwork, innovation, accountability and a sense of purpose combine to provide a rewarding experience for both employees and patrons.
- **Resourcefulness:** The Library is committed to being a fiscally responsible public institution, consistently seeking the most cost-effective uses of both public and private funds.

### **Our Long Range Goals**

- 1) Maintain financial stability for the library/and pursue all grant and gift opportunities.
- 2) Operate and maintain a facility based on the changing role of the library and the needs of the community.
- 3) Provide the community with first rate, motivated staff, and Board of Trustees by maintaining and attending current training opportunities.
- 4) Provide and expand collections, services, programs, and information to meet the needs of the community.
- 5) Continually investigate and implement the latest technology appropriate for our library.

### **1) Finances**

#### **Objectives**



- Increase the general budget within the State growth quotient allowance annually.
- Seek donations to the library Sustainability account with the FCCF.
- Seek donations for programs, collection development, and operations.

### **Strategies**

- 1.1 Continue to provide information to tax-payers and funders of the library.
- 1.2 Create and execute carefully integrated external public relations and marketing efforts, including opportunities to co-market with complementary organizations.
- 1.3 Form strategic partnerships to increase economies of scale and efficiencies in operation.
- 1.4 Formulate a list of priority library needs that can be addressed within the library accounts.
- 1.5 Enhance the library board's ability to serve as advocates for the library through training opportunities.
- 1.6 Actively participate in all pertinent planning for the future of public libraries within the State of Indiana, Town of Kewanna, Township of Union, and the County of Fulton.
- 1.7 Work with other Fulton County libraries in sponsoring activities for elected officials on library and other relevant issues.
- 1.8 Manage existing resources to achieve maximum benefit.

## **2) Facility**

### **Objectives**

- Patrons feel that the library provides a comfortable, inviting environment and are welcomed.
- Patrons can easily orient themselves around the library.
- Continue to manage the current facilities resources and space in the best possible manner.

### **Strategies**

- 2.1 Provide an inviting library setting that meets patron needs for convenient access to collections, appropriate technology, a community meeting place and areas for quiet reflection.
- 2.2 Manage existing resources to achieve maximum benefit.
- 2.3 Improve the current facility's utilization of space.
- 2.4 Improve signage throughout the facility.

## **3) Staff and Board of Trustees**

### **Objectives**

- Maintain a staff that believes in the Library's mission and values, consistently delivering excellent service to the community.
- Staff members will attend one in-service, training, conference, or networking event annually.
- Staff members will be cross-trained in the policies and procedures of at least one additional department.

### **Strategies**

- 3.1 Provide training to appropriate library staff in areas such as customer service, time management, publicity and marketing, library resources and computer skills.
- 3.2 Identify staff training needs on an annual basis.
- 3.3 Seek out a variety of formats and various venues for training and networking opportunities.
- 3.4 Encourage staff to seek at least one non-mandated training activity annually.
- 3.5 Institute a cross training program for all employees.



- 3.6 Encourage staff participation in community organizations and activities.
- 3.7 Develop procedures and processes to assess the effectiveness of the library staff.
- 3.8 Work with other Fulton County libraries in sponsoring activities for elected officials on library and other relevant issues.

#### **4) Products and Services**

##### **Objectives**

- Increase circulation by 5% each year over the next 5 years.
- Increase attendance at library programs by 5% each year.
- Increase web site visits (hits) by 5% per year.

##### **Strategies**

- 4.1 Investigate and identify new initiatives that address the needs of the community and the library's mission, while fostering an environment that supports community engagement and promotes the benefits of the library.
- 4.2 Focus resources on sustainable materials, services and programs.
- 4.3 Manage existing resources to achieve maximum benefit.
- 4.4 Expand or create programming for the following areas:
  - Adult programs
  - Family programs
  - Story Hours
  - Teen/Young Adult
- 4.5 Implement a volunteer/community service program.
- 4.6 Develop attractive displays to merchandise current materials.
- 4.7 Develop outreach programs to ensure that members of the community are aware of library resources and services to assist them with their research, educational, recreational needs.
- 4.8 Review and revise all promotional materials annually.
- 4.9 Increase coverage by local, state, and library media of library events and activities.
- 4.10 Annually assess levels of satisfaction with targeted library materials, services and programs by both general library patrons and specific demographic groups.
- 4.11 Identify segments of the population which may be underserved in regard to library services and determine whether they have needs that the library could meet.

#### **5) Technology**

##### **Objectives**

- Fully support the technological infrastructure needed to bring the latest technological and informational resources to the community.
- Meet the goals outlined in this plan by December 2022.

##### **Strategies**

- 5.1 Use appropriate technologies to give the community seamless access to library resources.
- 5.2 Monitor changing technology and add or upgrade resources and services.
- 5.3 Integrate technology into all library services.
- 5.4 Library board evaluation of plan annually.
- 5.5 Upgrade both the internal and external communication system.
- 5.6 Examine the feasibility of a security presence, and adding more cameras and safety mirrors.
- 5.7 Continuously improve and encourage the use of the library's website as a 24/7 Branch.

#### **CURRENT STATE OF TECHNOLOGY**



### Computer Hardware & Supporting Equipment

- 20 desktop computers – 10 of them public (all with Internet access, one with direct access to our online catalog of books); 10 of them staff computers
- 2 staff laptops
- 1 staff netbook
- Printers - 1 LaserJet all-in-one Print-Scan-Copier with Fax
- 10 UPS units, ensuring uninterrupted power in the case of a blackout
- 2xT1 internet connections
- 1 48-port network switch
- 1 Wireless Router
- 2 Wireless signal range extenders
- QSee DVR Camera System with 16 night-vision cameras
- 2-sided LED sign with 112x24 pixel display

### Software

Microsoft Office 2010, OpenOffice 4, Google Chrome, various other software.

## **LIBRARY TECHNOLOGY GOALS AND OBJECTIVES**

**GOAL 1:** Protect the Library's computer hardware and software from damage due to hacking and viruses along with the blocking of unsafe, potentially dangerous, and questionable websites.

One of the key services that the Library provides is public computers with internet access for patron use, as it has become essential in people's lives today. Although technology is a wonderful tool, it can also be a powerful tool for computer hacking and viruses that could harm our patrons from accessing information technology.

### **Action/Strategies:**

1. Continue to monitor and ensure that Antivirus software stays up-to-date.
2. Periodically review the Library's Internet Policy
3. Continue to monitor computer usage by minors and adults.

Timeline: Ongoing/Yearly

**Budget:** OPERATING Fund \$1,000

### **GOAL 2:** Professional Development

### **Action/Strategies:**

1. Foster a positive learning environment for on-going technological change by maintaining open lines of communication, and sharing information and technical skills.
2. Continue staff training in computer applications through the State Library and through webinars and workshops.
3. Provide on-going opportunities for the staff to conduct in-house training sessions on new technologies.
4. Through earning LEUs, increase staff's knowledge and understanding of advancing technology in our profession to enhance service to patrons.

Timeline: On-going/Yearly

**Budget:** OPERATING fund \$500

**Costs:** Webinars, conferences, registration, etc.



**GOAL 3:** To improve Internet access and Wi-Fi availability, for patrons in the building. The Library does get a substantial degree of patrons utilizing the Wi-Fi through their own laptop or other devices. As will be stated within a further goal, the Wi-Fi availability will continue to be important resources for Library patrons.

**Action/Strategies:**

1. The Library will be upgrading its internet access from, 2 T1 lines to a fiber internet service. This will increase the amount of bandwidth we are getting, thus enabling us to provide better uninterrupted internet access for all patrons and for staff use in checking materials in and out, and better helping patrons with reference questions without dips in speed.
2. We will continue to monitor patron internet usage, and make upgrades based on need

**Timeline:** On-Going/Yearly

**Budget:** OPERATING Fund \$1,000 for new computers, hardware, software, etc. as needed.

**GOAL 4:** To continue development of Library's e-book collection through the eIndiana Digital Consortium and Overdrive.

In April of 2013, the Library joined the eIndiana Digital Consortium to provide e-books for our patrons to check out. With the popularity of the Kindle, Nook, iPad, and other such devices, e-books and digital downloads are becoming more everyday type devices for patrons in regard to information needs.

**Action/Strategies:**

1. Continue to provide to patrons link and access (with valid Library borrowing card) to the eIndiana Digital Consortium and OverDrive
2. Develop Overdrive Account of e-books separate of the Library's collection with OverDrive through the eIndiana Digital Consortium.
3. Continue to utilize webinars and online training for staff as the new service or technology evolves.

**Timeline:** On-going/Yearly

**Budget:** OPERATING Fund \$500 (member fee) + \$1,000 (e-books for collection)

**GOAL 5:** To continue upgrading patron computers and providing for greater computer use and applications. Access to computers, the Internet, etc. is of vital importance to the Library's services to our community and meeting their information needs.

The Library has 10 patron computers that are currently 4 to 7 years old. Computers, like any hardware, need to be periodically replaced or upgraded. The current computers receive a lot of wear and tear from everyday use. These computers provide Internet access for patrons and software usage such as Microsoft Office for many patrons.

The Library has the funds from its Operating Budget available to complete these upgrades in the coming years. As the new computers are in place, staff will receive necessary training on the computers as is needed to assist patrons in use of the new computers.

**Action/Strategies:**

1. Half of the computers we currently have are at least 5 years old. We would like to replace the oldest PCs with newer more current models. This will be progressive, and we plan to replace a few at a time, starting with the oldest, over the next few years, possibly with the help of a grant.
2. Provide patrons and staff with the most current software possible so that they are learning new skills and techniques.
3. Look at ways or methods to make the internet more accessible to the public.

**Timeline:** On-Going/Yearly



**Budget:** OPERATING Fund \$1,000 for new computers, hardware, software, etc. as needed.

**GOAL 6:** To provide security measures to protect the materials and patrons from potential threats, enabling the safety of all patrons/staff/Library materials within the Library's borders.

Our existing camera security system needs some improvements, as some need repositioned, and some need to be mounted in higher hard to reach places.

**Action/Strategies:**

1. We intend to fix these issues, and possibly add a few more cameras to supplement the existing ones, covering areas of concern that are not currently covered by existing cameras.
2. Monitor any future need for enhanced coverage, as the Library grows.

**Timeline:** Set up by end of 1Q/Yearly

**Budget:** OPERATING fund \$1,000

**GOAL 7:** To archive old newspapers, so they can be accessed online via the Library's website.

The Kewanna Union Township Public Library has access to nearly every printed copy of the Kewanna Observer, and have recently had a flatbed scanner donated to us. We are the only institution that has access to such materials, and while we have done our best to maintain them, the oldest ones are in disrepair, and on the verge of falling apart. By scanning them into a computer and archiving them as computer files, we can give others equal access to them, without risking their imminent destruction. It gives us another chance to offer more to our patrons than we would be able to do without such technology.

**Action/Strategies:**

1. Our current set up for scanning is not ideal for the size of the newspapers. We will be trying to get a professional grade scanning setup to use for this purpose. This may require a grant, due to the expense involved.
2. Monitor our collection for any other materials that may benefit from such a process.

**Timeline:** Acquire the scanning equipment/Begin scanning ASAP

**Budget:** none/OPERATING fund \$0

**GOAL 8:** Move the current networking equipment to a new, more permanent location.

Its current location (in the water closet) is less than ideal, due to electrical concerns. We will be relocating everything into a new location (a storage area in the new half of the building). The new location will be more centrally located, and will require a re-running of wires to the new location.

This will take some time for planning, so that we experience as little down-time as possible, so as not to interrupt regular working hours.

The new location should provide better ventilation for cooling, better location to better equalize a speedy connection, and be safer from potential water damage.

**Action/Strategies:**

1. Plan course of action, and optimize so that it takes as little time as possible.
2. Purchase and run new wires for connection before moving equipment, to ensure minimal down-time.
3. Move equipment after hours, to ensure minimal down-time.

**Timeline:** Finished by 4Q 2022

**Budget:** OPERATING fund \$1,000



**GOAL 9:** To collect feedback from Community on what technologies the Library should be investigating or adding to its services. Also, gain assessment of where technology is needed within the Library operations to both enhance services to patrons and effectiveness as a staff. The Library will continue to evaluate and update these services to meet changing needs.

**Action/Strategies:**

1. Provide surveys to community, civic, and political leaders to gather information/data on what technological directions in regards to services that patrons want.
2. Review in-house technologies to see where as a Library we can make operations more efficient.
3. Utilize online survey mechanisms such as Survey Monkey to begin and facilitate discussion with people.
4. Identify and implement at least one technology change for in-house operations and patron services.

**Timeline:** On-going/Yearly but have surveys done and analyzed by 4Q 2022

**Budget:** OPERATING Fund \$0

**CONCLUSION**

The Director will be responsible, with assistance of Library staff, to carry the objectives and goals as outlined in this plan. The following measures will be taken:



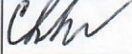


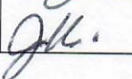
1. The Director and the staff will review the plan at least once a year and review what progress on the goals and objectives have been made.
2. The Director will update the Board of Trustees on progress of plan and will review the plan each year.

**Kewanna Union Township Public Library  
Long Range Plan December 2018 – 2022**

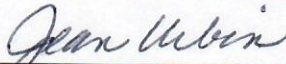
Adopted by the Kewanna Union Township Public Library Board of Trustees – December 18, 2017

**Board of Trustees**

Aye      Nay

Maurice Cohagan		
Lindsey Kozubik		
Chevy Wolfe		
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Daniel Bates		
Barbara Clyde		
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**Witness**

Charles Rude