

Lied Scottsbluff Public Library

2018 – 2021 Community Needs Response Plan

Purpose Statement:

Community Needs Response Plans are used to communicate an organization’s goals and the strategies needed to achieve these goals. Through the development and implementation of the following plan, the Lied Scottsbluff Public Library will have a guiding document, which will be reviewed annually, to help better provide library services to the community it serves. Outlined in this plan are the library’s mission and vision, priority areas, as well as the goals and strategies directly linked to community needs. This plan will guide the director’s allocation of financial resources, as well as serve as a guiding document for all library staff. This document also provides all key library stakeholders (i.e. City administration, City Council, Library Board members, and the citizens of Scottsbluff) a specific description of how the Library will design services to meet community needs over the next three years.

The 2018-2021 Community Needs Response Plan was created and developed through a six-month long process involving feedback from the Library Board, Friends of the Library, City administration, as well as the Library staff. The library also conducted a fourteen-question survey, both online and in print, of which it received two hundred twelve respondents. Once all the feedback and data was reviewed, as well as consideration for current budget allocations, the 2018-2021 Community Needs Response Plan was developed.

Lied Scottsbluff Public Library Board Members:

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| John Marshall – Board Chairperson | Anne Radford – Board Member |
| Jim Schmucker – Board Member | Beth Merrigan – Board Member |
| Victoria Casillas – Board Member | |

Lied Scottsbluff Public Library Staff:

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|-------------------------------------|---|
| Noelle Thompson, Library Director | Judith Oltmanns, Technical Services Librarian |
| Debra Carlson, Children’s Librarian | Jana Kehn, Library Assistant |
| Roberta Boyd, Library Assistant | Peggie Michael, Library Assistant |
| James Pauley, Library Technician | Emily Peden, Library Technician |
| Michael Wright, Library Technician | Jill Hessler, Library Technician |
| Mackenzie Watson, Library Assistant | |

Approved by the Library Board August 8, 2018
Approved by Scottsbluff City Council August 20, 2018

City of Scottsbluff Mission Statement:

The City of Scottsbluff's mission is to promote a safe, healthy environment for its citizens, visitors and business community; by providing essential services and infrastructure as well as opportunities for growth in a fair, fiscally responsible manner.

Lied Scottsbluff Public Library Mission Statement:

Lied Scottsbluff Public Library delivers high quality public education for all ages.

Lied Scottsbluff Public Library Vision Statement:

Through the delivery of high quality public education for all ages, the Lied Scottsbluff Public Library advances the economy, enhancing quality of life in our community.

Community Profile:

The City of Scottsbluff is located in Scotts Bluff County in western Nebraska. As of 2016, the population of Scottsbluff was estimated to be 14,937. The racial make-up of Scottsbluff is 62.7% white, non-Hispanic. 34.1% of the population is Hispanic of any race, 1.4% African American, .9% American Indian, 0.6% Asian and 1.4% of mixed race. Over 16% speak a language other than English and over 30% of those speak English less than "very well."

Based on the American Community Survey from 2016, 81.9% of the population has attained a high school degree or higher. Approximately 21% of the population ages 25 and up have earned a Bachelor's degree or higher. The graduation rate of Scottsbluff students has increased from 80% in 2014 to 91% in 2016.

Median household income rests at \$37,665, which is well below both state and national averages exceeding \$50,000. 19.9% of Scottsbluff's population lives below the poverty level.

Community Needs:

In conversations with community leaders and in response to the Community Needs Survey, the following outline pressing community needs for the City of Scottsbluff.

- Growth of the economy through the attraction of new businesses, as well as growth of existing local businesses
- Lessen the impact of poverty on all families
- Educational support for all children and teens from birth through graduation day, including kindergarten and college preparedness.

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- Continuing education opportunities for adults to enhance independence and career readiness.
- Recruit and retain young people and new families
- Provide enlightening recreational and cultural opportunities for all ages

Library Analysis:

Throughout this process, the Library has had to assess its strengths and weaknesses in order to better address the community needs listed above.

The Library's mission is focused on delivering high quality public education for all ages. Education is a key economic driver. The freedom to pursue education is a must for any community to thrive. Through library print and digital resources, as well as multiple continuing education workshops, the Library is ensuring equitable educational opportunities to all in the community regardless of age, race or socio-economic status. Through early literacy programs and resources, the library reduces the negative effect poverty can have on school performance for all children.

By providing free Internet access, including Wi-Fi connectivity, those in poverty can remain connected to needed resources, such as government assistance, employment opportunities and job assistance sites like NEworks. Educational opportunities range from self-directed, customer-led instruction to research assistance and instruction from staff and community partners. Educational opportunities ranging from literacy to technology skills are available both through trained library staff or community partners with an expertise in the subject taught.

The 2011 renovation and grand re-opening of the library facilities have enabled the Library to assist with the community's effort to recruit and retain young people and families. When making the decision to move into a new community or to stay within that community, most will evaluate the quality of the educational institutions (i.e. schools, public libraries, local colleges, etc.), as well as the recreational facilities available for quality of life purposes. By marketing its programs and services, the Library has a gateway to engage young families and individuals by connecting them with the community they live in.

Despite our many strengths, the Library currently suffers from a stagnate library budget, as well as lack of adequate staffing, both for the size of the Library building and the number of programs and services provided by the Library. Funding and staffing will have a great impact on whether or not this plan can reach its full potential. The Director will continue to work with City leaders and the Library Board to find both funding and staffing solutions to improve the library's programs and services.

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Priority Areas:

Through this analysis, the library created three priority areas as part of its mission to help meet the needs of the community. Below are the three priority areas and brief explanation of what each area encompasses in relation to the Library and its services.

Priority Area I: Self-Directed Education

- Comprehensive, current and relevant collection of materials, both in print and digital formats
- Inclusion of multiple formats and elimination of the obsolete
- Convenient access, both in-house and remotely to library resources
- Efficient access through timely handling of all materials

Priority Area II: Research Assistance and Instruction

- Assistance provided to library customers with research needs and guidance to ensure successful results
- Conduct research on behalf of library customers when time is sensitive
- Teach effective research strategies to all library customers to achieve more accurate research results
- Develop, teach or partner with organizations to provide educational classes and workshops

Priority Area III: Instructive and Enlightening Experiences

- Further the library as the community's living room and cultural and educational center
- Positive and lasting impressions made on all library customers regardless of their request or reason for using the library
- Formal instruction covering a range of informational and educational needs for both youth and adults

Priority Area IV: Community Outreach

- Services and materials made available to those unable to visit the library
- Promotion and demonstration of the library's mission and services demonstrated through partnerships and staff and volunteer presence in the community
- Frequent communication through the media, social media outlets and community organizations to advocate the library's mission and services (moved from III to IV)

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Specific Community Needs To Be Addressed By the Library:

Listed below are the specific community needs and related goals that the Library will address. Goals were developed through public survey results and both formal and informal conversations with stakeholders. Goals serving more than one community need are listed accordingly.

* While the library does not specifically address the community needs of attracting new businesses and growing existing businesses, the economic development needs of the community are indirectly met through the provision of business resources, free internet access, a community room available for public use, adult education courses which enhance patrons' job skills, and access to technological and innovative learning tools.

Community Need #1: Lessen the impact of poverty on all families

Goal: The library will cultivate a print and digital collection to better serve the educational, cultural and enlightenment needs of the community. (Priority Area I)

Objectives:

- The Library will increase digital library collections (Ongoing)
 - Explore costs and acquire collections for digital magazines digital music and streaming video.
- The Library will maintain and invigorate the library's print collection (Ongoing)
 - Use the CREW method to withdraw old materials based on currency, accuracy, condition, popularity and obsolete formats if applicable.
 - Acquire new materials to meet the library's educational and enlightenment mission and provide timely access to library customers.
- The library will add circulating tablets to the collection for public use.

Goal: The Library will foster an organizational culture of education and innovation through professional staff development. (Priority Area I, II, III)

Objectives:

- Library staff will participate in professional conferences (ALA, PLA, NLA or other conferences related to the mission of the library.) (Annually)
- Library staff will participate in various Nebraska Library Commission sponsored webinars and trainings, as well as locally sponsored meetings and trainings provided by the Western Library System. (Ongoing)
- The library staff will participate in monthly staff development meetings for internal professional development and cross-training. (Monthly)

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Community Need #2: Educational support for all children and teens from birth through graduation day, including kindergarten and college preparedness.

Goal: The Library will empower the community's youth through engagement, education and enlightenment opportunities from birth through graduation. (Priority Area III, IV)

Objectives:

- The Library will continue successful programs for children, such as the annual summer reading program, story times, Cradle Catchers, KinderCarding, LEGO Club and other special events geared to children and incorporating literacy themes. (Ongoing)
- The Library will seek new ways to engage teens through the creation of classes and/or events and the restructuring of the Teen Advisory Council (TAC). (Ongoing)
- The Library will incorporate the use of technology in everyday youth programming, such as story times, summer reading, Lego Club, STEM Club, etc. (Ongoing)
- The Library will seek and support partnerships that bring new opportunities for the community's youth (Ongoing)

Goal: The library will cultivate a print and digital collection to better serve the educational, cultural and enlightenment needs of the community. (Priority Area I)

Objectives:

- The Library will increase digital library collections (Ongoing)
 - Explore costs and acquire collections for digital magazines and digital music streaming video.
 - The Library will maintain and invigorate the library's print collection (Ongoing)
 - Use the CREW method to withdraw old materials based on currency, accuracy, condition, popularity and obsolete formats if applicable.
 - Acquire new materials to meet the library's educational and enlightenment mission and provide timely access to library customers.
 - The library will add circulating tablets to the collection for public use.
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- **Community Need #3:** Continuing education opportunities for adults to enhance independence and career readiness.

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Goal: The Library will foster an organizational culture of education and innovation through professional staff development. (Priority Area I, II, III)

Objectives:

- Library staff will participate in professional conferences (ALA, PLA, NLA or other conferences related to the mission of the library.) (Annually)
- Library staff will participate in various Nebraska Library Commission sponsored webinars and trainings, as well as locally sponsored meetings and trainings provided by the Western Library System. (Ongoing)
- The library staff will participate in monthly staff development meetings for internal professional development and cross-training. (Monthly)

Goal: The Library will create opportunities for individuals to access, interact and innovate using new technologies (Priority Areas II, III)

Objectives:

- The Library will provide hands-on interactive technology training classes for all ages. (Monthly)
- Through the Library Innovation Studios project, the library will make new technologies available to the public for the development and facilitation of entrepreneurship, creativity, and skill development. (Fall 2018)
- Following the conclusion of the Library Innovation Studios project, the library will partner with local organizations to invest in the permanent or semi-permanent installation of equipment best suited to the Scottsbluff community.
- The library will pursue a partnership with other education entities to improve the quality, reliability, and speed of telecommunications services. (Fall 2019)

Community Need #4: Recruit and retain young people and new families

Goal: The Library will empower the community's youth through engagement, education and enlightenment opportunities from birth through graduation. (Priority Area III, IV)

Objectives:

- The Library will continue successful programs for children, such as the annual summer reading program, story times, Cradle Catchers, KinderCarding, LEGO Club and other special events geared to children and incorporating literacy themes. (Ongoing)

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- The Library will seek new ways to engage teens through the creation of classes and/or events, and the restructuring of the Teen Advisory Council (TAC). (Ongoing)
- The Library will incorporate the use of technology in everyday youth programming, such as story times, summer reading, Lego Club, STEM Club, etc. (Ongoing)
- The Library will seek and support partnerships that bring new opportunities for the community's youth (Ongoing)

Goal: The Library will actively and consistently market its services and events to all. (Priority Area IV)

Objectives:

- The Library will utilize local media to advocate library services and events to the community. (Ongoing)
- The Library will utilize social media platforms such as Facebook, Instagram and other related social media sites to advocate library services and events to the community. (Daily)
- The Library Director will participate in local service organizations (Monthly)
- The Library will participate in local community events to better advocate services and events to all in the community. (Bi-Monthly)

Community Need #5: Provide enlightening recreational and cultural opportunities for all ages.

Goal: The library will cultivate a print and digital collection to better serve the educational, cultural and enlightenment needs of the community. (Priority Area I)

Objectives:

- The Library will increase digital library collections (Ongoing)
 - Explore costs and acquire collections for digital magazines digital music, and streaming video.
- The Library will maintain and invigorate the library's print collection (Ongoing)
 - Use the CREW method to withdraw old materials based on currency, accuracy, condition, popularity and obsolete formats if applicable.
 - Acquire new materials to meet the library's educational and enlightenment mission and provide timely access to library customers.
- The library will add circulating tablets to the collection for public use.

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Goal: The Library will continue to expand and diversify its educational, cultural and enlightenment classes and workshops for adults, teens and children. (Priority Area II, III)

Objectives:

- The Library will nurture current and establish new local and state partnerships with various organizations (Ongoing)
 - Examples of partnerships include: AIM Career Link, Nebraska Workforce Development, Humanities Nebraska, Midwest Theater, Western Nebraska Community College, Western Nebraska Arts Center, Bird Conservancy of the Rockies, Riverside Discovery Center, local-public and private schools, etc.
- The Library will provide technology trainings for individuals on a variety of topics (Monthly)
- The Library will research, fund and facilitate literary and author events (Ongoing)
- The Library will form and facilitate a Teen Advisory Council to advocate on behalf of local youth to library staff regarding programming, services, and collection development.

Summary:

Through the implementation of the 2018-2021 Community Needs Response Plan, the Lied Scottsbluff Public Library hopes to remain an energetic, innovative and vital part of the City of Scottsbluff, both in the eyes of our stakeholders and those in our community. This is a living document. The Library Director and Library Board will conduct a full review of the plan annually. Any known statistical data will be updated as appropriate.