

Lied Scottsbluff Public Library

2015 – 2018 Strategic Plan

Purpose Statement:

Strategic 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 strategic 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 2015-2018 strategic 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 completed the Edge Initiative Assessment in the Spring 2015. The library also conducted a ten-question survey, both online and in print, of which it received thirty-eight respondents. Once all the feedback and data was reviewed, as well as consideration for current budget allocations, the 2015-2018 strategic plan was developed.

Lied Scottsbluff Public Library Board Members:

Robert Polk – Board Chairperson

John Marshall – Board Member

Doug Mader – Board Vice-Chairperson

Victoria Casillas – Board Member

Marg Dredla – Board Member

Lied Scottsbluff Public Library Staff:

Abby Yellman, Library Director

Judith Oltmanns, Technical Services Librarian

Debra Carlson, Children's Librarian

Jana Kehn, Library Assistant

Roberta Boyd, Library Assistant

Sherry Preston, Library Assistant

Kathy Powers, Library Assistant

James Pauley, Library Technician

Jessie Lopez, Library Technician

Approved by the Library Board September 9, 2015

Approved by Scottsbluff City Council Monday, October 19, 2015

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 2013, the population of Scottsbluff was estimated to be 15,015. The racial make-up of Scottsbluff is 74.9% white, non-Hispanic. 25.1% of the population is Hispanic of any race, 0.8% African American, 1.9% American Indian, 0.8% Asian and 1.5% of mixed race.

Based on census data from 2013, 83.9% of the population has attained a high school degree or higher. Approximately 20% of the population ages 25 and up have earned a Bachelor's degree or higher. Despite Nebraska's state average graduation rate of 89% in 2014, Scottsbluff Public Schools remains lower at 80%.

Median household income rests at \$36,750, which is well below both state and national averages exceeding \$50,000. 17.7% of Scottsbluff's population lives below the poverty level.

Community Needs:

In conversations with community leaders, including City administration, 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

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- Lessen the impact of poverty on all families
- Educational support for all children and teens through graduation day
- Continuing education opportunities for adults to enhance job skills, especially in the area of technology, in hopes of creating a more skilled labor force.
- Recruit and retain young people and new families
- Provide enlightening recreational and cultural opportunities for all ages

Library Analysis:

Throughout this process, the Library 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 strategic 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.

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, cultural and educational center
- Positive and lasting impressions made on all library customers regardless of their request or reason for using the library
- Frequent communication through the media, social media outlets and community organizations to advocate the library's mission and services

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 Edge Assessment analysis, public survey results, as well as formal and informal conversations with stakeholders. Goals serving more than one community need will be listed accordingly.

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 (ex: Zinio), digital music (ex: Freegal), streaming video and possibly OverDrive Advantage to enhance eBooks and downloadable audiobooks.
- 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 restructure existing print Spanish language materials (Spring 2016)
 - Withdraw existing Spanish collection of materials and purchase new materials to reestablish this collection for both the native Spanish speaking community, as well as English as a Second Language Learners

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)

Community Need #2: Educational support for all children and teens through graduation day.

Goal: The Library will empower the community's youth through engagement, education and enlightenment opportunities from birth through graduation.

Objectives:

- The Library will purchase an AWE Early Literacy Learning System for early childhood education and STEM support (Fall 2015)
- 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, restructuring of the Teen Advisory Council (TAC), and CoderDojo. (Ongoing)
- The Library will incorporate the use of technology in everyday youth programming, such as story times, summer reading, etc. (Fall 2016)
- The Library will seek and support partnerships that bring new opportunities for the community's youth (i.e. programs like Violin Sprouts). (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 (ex: Zinio), digital music (ex: Freegal), streaming video and possibly OverDrive Advantage to enhance eBooks and downloadable audiobooks.
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 - Use the CREW method to withdraw old materials based on currency, accuracy, condition, popularity and obsolete formats if applicable.
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- The Library will restructure existing print Spanish language materials (Spring 2016)
 - Withdraw existing Spanish collection of materials and purchase new materials to reestablish this collection for both the native Spanish speaking community, as well as English as a Second Language Learners

Community Need #3: Continuing education opportunities for adults to enhance job skills, especially in the area of technology, in hopes of creating more skilled labor force.

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)
- The Library will research and seek funding for the implementation of eReaders and/or tablets for both technology training classes and circulation (Spring 2017)
- The Library will seek funding for implementation of SIRSI Dynix tools needed to enhance library customer access and experience, such as Mobile Circ, SMS capability, Book Myne and other mobile tools. (Spring 2017)
- The Library will seek partners to implement an annual “technology showcase” event, which will exhibit new technologies to the community with the goal of this becoming an annual event. (Spring 2017)

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.

Objectives:

- The Library will purchase an AWE Early Literacy Learning System for early childhood education and STEM support (Fall 2015)
- 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, restructuring of the Teen Advisory Council (TAC), and CoderDojo. (Ongoing)
- The Library will incorporate the use of technology in everyday youth programming, such as story times, summer reading, etc. (Fall 2016)
- The Library will seek and support partnerships that bring new opportunities for the community's youth (i.e. programs like Violin Sprouts). (Ongoing)

Goal: The Library will actively and consistently market its services and events to all.

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, Twitter 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 (i.e. Kiwanis, Next Young Professionals, etc.). (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 (ex: Zinio), digital music (ex: Freegal), streaming video and possibly OverDrive Advantage to enhance eBooks and downloadable audiobooks.
- 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 restructure existing print Spanish language materials (Spring 2016)
 - Withdraw existing Spanish collection of materials and purchase new materials to reestablish this collection for both the native Spanish speaking community, as well as English as a Second Language Learners

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 Job Workforce, Humanities Nebraska, Midwest Theater, Western Nebraska Community College, Western Nebraska Arts Center, Omaha Conservatory of Music, local public and private schools, etc.
- The Library will provide technology trainings for individuals on a variety of topics (i.e. Basic Computer Skills, Apps, Social Media, Microsoft Office, etc.) (Monthly)
- The Library will research, fund and facilitate literary and author events (Ongoing)

Summary:

Through the implementation of the 2015-2018 strategic 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 fall review of the strategic plan annually. Any known statistical data will be updated as appropriate.