Strategic Long Range Plan
2019-2021

Greentown Public Library

Adopted October 22, 2018
Slogan:
Endless possibilities to create, discover & connect

Introduction
During 2018, the library staff and the board of trustees reviewed and updated the 2016-2018 long range plan to address the needs of the library community for the next 3-year cycle.

Mission Statement
The mission of the Greentown & Eastern Howard School Public Library is to provide quality resources and endless possibilities for all to create, discover, share, learn and connect, including empowering students to seek, use and generate information.

Vision Statement
The Greentown & Eastern Howard School Public Library will cultivate life-long learning and foster a welcoming environment for all ages. We will provide access to information and knowledge that will inspire ideas and build community.

Values
We believe the library is vital to the intellectual and creative lives of the people we serve.

We are committed to:

- Access
- Service
- Life-long learning
- Intellectual and academic freedom
- Collaboration
- Growth and Innovation
- Mutual respect and civility
- Responsible stewardship

Library History
The Greentown Public Library was established in 1919 and was housed in the town hall. The library outgrew the space and was relocated to the Greentown High School in 1926. The library consolidated with the school corporation when Greentown, Union and Jackson Townships merged in 1950. That same year, the library converted to the new library law of 1947 and became a library district.
The consolidation between the school and the library was considered the most fiscally responsible way to use taxpayer dollars. In 1953 the library once again moved to another location so their current space could be used for classroom purposes. The library resided in the rear of the local bank building until it was moved to the new elementary school in 1955.

Although the library had merged with the school corporation in 1950, it wasn’t until 1964 that the library formed a Township Library District with Union and Jackson Townships. This increased the tax base and provided library services to more people.

The Palm Sunday Tornado of 1965 changed the library dynamics. Both the high school and elementary buildings were damaged or destroyed. When the new junior/senior high school was completed in 1967, the teen/adult collection was moved to the new facility and the juvenile collection remained at the remodeled elementary school. The advantageous partnership with the school still remains, which makes the library very unique as it is public and serves as the school library.

This distinctive relationship between the school and library benefits the community by eliminating the duplication of staff, services, materials, and other resources. The library plan recognizes the library’s role in support of school curriculum and expansion of technology to support the library’s goals.

**Community Needs and Goals**

1. Provide library services and resources in multiple formats that meet our users’ needs
2. Provide quality library materials and services that support the K-12 curriculum
3. Continue our partnership with Eastern-Howard School Corporation and the use of their telecommunications system to provide services to students and library patrons
4. Provide a positive environment for learning, creativity, and relaxation
5. Educate users about the library’s services and resources
6. Purchase and maintain up-to-date equipment to adequately support library programming
7. Provide suitable programming to meet a variety of public needs, consistent with the mission and community needs statement
8. Make training available for staff and library patrons
9. Maintain staff productivity and morale at a high level
10. Ongoing evaluation process

**Goal 1:** Provide library services and resources in multiple formats that meet our users’ needs

- Evaluate and subscribe to databases that provides a variety of digital, media downloads and streaming options 2019-2021
• The library will evaluate current and additional online resources and databases 2019-2020
• Update, maintain, and expand the library’s web site 2019-2021
  a. Add new links as appropriate
  b. Add content of community interest
  c. Provide links to Facebook, Twitter, Instagram, Pinterest, as well as, other social media outlets as deemed appropriate
  d. Increase community engagement on social media outlets to expand library marketing
• Continue to increase Overdrive eBook budget annually and explore additional options Ongoing
• Purchase 2 GoChip Media Packs for circulation (allows user to watch movies and TV shows on the go – anywhere, anytime and on any device without internet connectivity, streaming costs or data storage issues) 2019-2021
• Explore other digital resources (hot spots) for checkout that will expand the ways patrons can connect to the Internet 2019-2021
• Enable patron’s use of new technologies to support lifelong learning and entertainment Ongoing
• Explore and evaluate the cost of accepting credit cards from patrons 2019-2021
• Explore and evaluate the cost of electronic door counters to keep track of user statistics 2019-2021

Goal 2: Provide quality library materials and services that support the k-12 curriculum

• Explore and evaluate the purchase of virtual reality headsets as multi-sensory educational tools 2019-2021
• Expand and market Overdrive Zora/Libby apps for eBook/Material access by students Ongoing
• Promote and use kid-friendly Overdrive interface on library computers Ongoing
• Explore the purchase of pertinent technology resources such as laptops, tablets, e-book readers, raspberry pi’s, video and photo editing equipment, still and video cameras, drawing tablets, etc. that will allow teens access to promote digital literacy skills 2019-2021
• Provide student training on use of current research databases Ongoing
• Evaluate and expand teen/YA physical and digital collection Ongoing
• Provide opportunities to learn coding, create apps and promote coding websites, such as Scratch Ongoing
• Purchase a total of 4 Robots (2) for each library to promote STEM Spring 2019
• Create Makerspace kits for teen area Jan 2019
• Create age-appropriate kits for checkout 2019
Goal 3: Continue our partnership with Eastern-Howard School Corporation and the use of their telecommunications system to provide services to students and library patrons

There are many benefits to the library being housed in Eastern-Howard Schools. The sharing of technology resources is one of those benefits. The library has been able to share the fiber optic connectivity to the Internet/Web, as well as, benefit from school technology.

- Continue to use the fiber optic connection for Internet use 2019-2021
- Upgrade library wireless access points through the school 2019-2021
- Obtain library exclusive login/password that will unblock school related Filters for more library patron access 2019-2021

Goal 4: Provide a positive environment for learning, creativity, and relaxation

- Reallocate adult/teen library space to include teen area, new circulation desk, furniture (casual/tables) and coffee bar Jan 2019
- Reallocate children’s library space to update furniture and layout 2019-2020
- Provide suitable adult seating at the children’s library for parent comfort 2019-2020

Goal 5: Educate users about the library’s services and resources

- Increase awareness of library services through engaging community partnerships 2019-2021
- Continue to market library services, programs and resources through a variety of media Ongoing
- Purchase digital media signage to advertise programming Spring 2019
- Establish and use a new library brand Jan 2019
- Improve community awareness of the library’s outreach/homebound service Ongoing
- Promote specific segments of the collection to assure borrowers with specific needs/wants are aware of library offerings Ongoing
- Collaborate with other community businesses and individuals to promote library services Ongoing

Goal 6: Purchase and maintain up-to-date equipment to adequately support the library program

- Provide computer equipment for patron’s use
  a. Upgrade and maintain computer equipment 2019-2021
  b. Replace elementary Apple computers 2019
  c. Purchase iPad station for early literacy 2020
  d. Replace high school Apple computers (3) 2020
e. Purchase software to support library program 2019-2021
f. Purchase a variety of digital media for checkout 2019-2021

- Upgrade and maintain computer equipment for staff use
  a. Replace circulation computers (2) at elementary 2019
  b. Replace laptop for use with high school projector 2019
  c. Replace staff iPads with comparable technology 2019
  d. Replace high school circulation computers (2) 2020

Goal 7. Provide suitable programming/services to meet a variety of public needs, consistent with the mission and community needs statement

- The library will meet or exceed the state standard of 12 library programs per year per system regardless of population served Ongoing
- The library will offer a variety of adult classes 12 minimum, to include crafts and variety of computer training Ongoing
- The library will offer a minimum of 3 culturally/historically significant programs per year Ongoing
- The library will facilitate a minimum of 3 teen programs that encourage reading, social interaction, and promote leadership skills per year Ongoing
- The library will offer a minimum of 12 after school children’s programs per year Ongoing
- Explore the purchase of updated Cricut to accommodate newer technology and support programming 2019-2021
- The library will offer free notary service Jan 2019
- Create adventure kits to provide a variety of learning opportunities 2019
- Create early literacy kits to promote early learning 2019-2020

Goal 8. Make training available for staff and library patrons

- Provide staff training on library databases and other resources as it becomes available 2019-2021
  a. Provide in-service yearly
  b. Take advantage of State Library training opportunities
  c. Use vendor-provided training if appropriate
  d. Provide LEU opportunities for designated staff members’
  e. Encourage all staff to attend workshops and webinars as often as time and budget allows
  f. Keep staff knowledgeable on current technology, so they can better assist patrons
- Provide staff training to enhance in-house technical support, including cataloging, Evergreen components, web page design, bookkeeping, digital media 2019-2021
  a. Take advantage of State Library Training
b. Use vendor-provided training if appropriate

- Provide training to help library patrons utilize technological resources 2019-2021
  a. Offer instruction, including a variety of computer training, Internet, social media, web design, eReader/app instruction, and other digital media
  b. Offer one-on-one instruction, as needed, in using all available resources
  c. Instruct students and teachers in the use of INSPIRE and digital resources

Goal 9. Maintain staff productivity and morale at a high level

- Provide adequate compensation
- Provide opportunities for professional growth
- Have regular meetings to keep communication open between buildings and all staff

Goal 10. Ongoing evaluation process

- Library administration, staff, and board of trustees will formally review this plan annually. Changes to the plan will be documented in board minutes and sent to the Indiana State Library

Funding

1. Provide library services and resources in multiple formats that meet our users’ needs

Funding for databases, online resources, Overdrive, GoChip Media Packs, hot spots, possible credit card service and electronic door counters will be funded and sustained through the library operating fund.

2. Provide quality library materials and services that support the k-12 curriculum

Virtual headsets and other pertinent technology will be funded and sustained through the library operating fund. The purchase of 4 robots will possibly be funded with an Indiana State Library Foundation Grant. If the grant is not obtained, the purchase will be made through the library operating fund.

3. Continue our partnership with Eastern Howard School Corporation and the use of their telecommunications system to provide services to students and library patrons

All telecommunications are funded by Eastern Howard School Corporation.

4. Provide a positive environment for learning, creativity, and relaxation
The reallocation of the adult/teen space, new furniture and coffee bar will be funded with a donation from a local family, Eastern Howard School Corporation funds and the library operating fund.

The reallocation of the children’s library space will be funded through the library operating fund and rainy day fund.

5. **Educate users about the library’s services and resources**

Digital media signage will be funded and sustained through the library operating fund.

6. **Purchase and maintain up-to-date equipment to adequately support library programming**

All equipment will be funded and sustained through the library operating fund.

7. **Provide suitable programming to meet a variety of public needs, consistent with the mission and community needs statement**

Teen/adult programs will be funded through the gift fund and children’s programs will be funded through the children’s fund. The Cricut and kit contents will be funded and sustained through the library operating fund. The notary service which requires schooling and fees will be funded through the gift fund.

8. **Make training available for staff and library patrons**

Staff training will be funded through the library operating fund.