

2017-
2019

Strategic Plan & Technology Plan



Bloomfield-Eastern
Greene County
Public Library

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MISSION STATEMENT

The Bloomfield-Eastern Greene County Public Library's mission is to provide access to information, technology, and experiences that enrich the lives of the residents in our community.

VISION STATEMENT

The Bloomfield-Eastern Greene County Public Library's vision is that of a vibrant organization that nurtures both a sense of community and imagination about the surrounding world.



CORE VALUES

- Provide exceptional customer service from a friendly, professional staff.
- Offer comfortable spaces where people of all ages can study, work together, and learn.
- Deliver lifelong learning opportunities to members of our community.
- Collaborate with schools and organizations to make Bloomfield and Greene County thrive.
- Strive to continually improve our service and resources.
- Assume prudent stewardship of taxpayer dollars.
- Supply equitable access to information for everyone in our community.

COMMUNITY NEEDS AND GOALS

Greene County is one of the largest counties in the state, and a beautiful place to live and work. It is primarily a rural county, with Bloomfield as the county seat. In Bloomfield, and in Eastern Greene County, there is a strong sense of civic pride and a large faith community. The county offers a variety of arts, with many individuals dedicated to art, music, and theater. In addition, the Bloomfield school system has a higher than the average graduation rate with colleges and universities within driving distance.

There are also challenges and opportunities facing Greene County. The I-69 expansion has added a lot of potential in the area for growth in both population and economics. There is hope this could revitalize the downtown. In addition, Eastern Greene County neighbors Bloomington, which has seen a steady population rise that is expected to continue. As Bloomington becomes more crowded, Eastern Greene County might see more of Bloomington’s sprawl. There is not a great deal of diversity within the county, with about 98% of residents identifying as white as of the 2010 Census; however, that also may change slightly as Bloomington continues to expand. A 2014 American Community Survey illustrates this with the percentage of residents identifying as white dropping to 96.5%.

As of October 2016, the unemployment rate in Greene County was 5.4%, among the highest in the state, and higher than the state average of 3.9%. The zipcode of Bloomfield, 47424, had an unemployment rate of 15% as of 2014, with 14.6% living below the poverty level. The major industries in Greene County are services, retail, and government, with one of the largest employers, Crane Naval Base just south of Greene County. According to 2014 Indiana Workforce Development numbers, there is a projected disconnect between the needed workforce and projected education. According to a 2014 American Community Survey, about 47% of Greene County residents have a high school diploma or less. Only about 15% of people 25 or older hold a bachelor’s degree with less than 9% holding a graduate degree. About 8% of those Greene County residents 25 or older hold at least an associate’s degree. According to a past Greene County Foundation study, about 75% of jobs will require a postsecondary degree, which will make opportunities scarce for those without higher education. This trend is similar to those seen throughout the state, with workers needed for STEM jobs. As one can conclude from these stats, Greene County does not have enough educated/trained workers for the job opportunities available within the region.

Population Change 2020-2025

Indiana population = 6.6 million
Hoosiers

52 counties increasing population
40 counties losing population

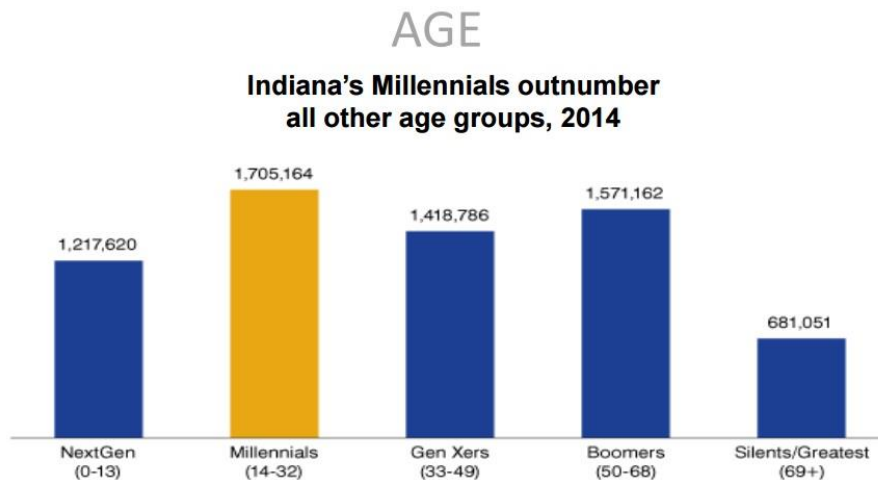
GROWTH and **LOSS**



According to a 2014 American Community Survey, the average age of residents in the Bloomfield area is 41.9. This is up slightly from 2010 Census numbers where the average age was 39.7. A challenge with retaining new graduates entering the workforce is the available housing with about 80% of households owning their own home. While it indicates a stable community, there are little rental opportunities for

those thinking of moving to the area for work. In addition, as of 2013 the average home price is about \$88K, which is considerably lower than the state average of 122k, and may be a drawback to more affluent taxpayers looking to relocate to Greene County.

Demographic Shifts

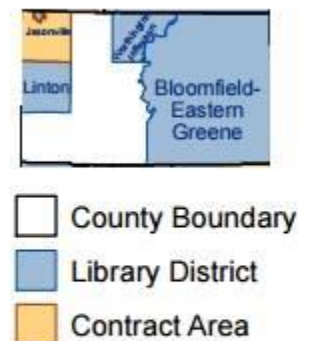


<http://www.incontext.indiana.edu/2016/jan-feb/article2.asp>
<http://www.ibrc.indiana.edu/ibr/2012/spring/article1.html>

Trends:

- Millennials make up largest group.
- Over 85 is fastest growing age group (25% in last 10 years).
- Indiana median age is 37 and will rise to 39 by 2035.
- 70 counties have average age over 40 (mostly rural).

Lastly, Greene County has four different library systems, yet many areas are unserved by a library. This is a major concern because libraries support educational objectives and economic development in the communities they serve. For example, one social service organization aimed at youth is outside library districts. The Bloomfield-Eastern Greene County Public Library serves six townships: Beech Creek, Center, Highland, Jackson, Richland, and Taylor. In addition, a two year grant received from the Greene County Foundation, partnered with the Greene County Literacy Coalition, has allowed us to reach those in unserved areas. Residents in Cass, Fairplay, Grant, Smith, Stafford, and Washington townships have no library service, or only a contract with another library system. By the end of 2017, we hope to have 16 Little Free Libraries placed in the rural and unserved areas of Greene County. More information about Little Free Libraries can be found here: <https://littlefreelibrary.org>. The goal with these Little Free Libraries is to open the lines of communication to have all of Greene County served by a public library.



Source: Indiana Business Research Center, using data from the Indiana State Library, March 2013
www.stats.indiana.edu

Over the next several years, it will be important for Greene County to focus on education and workforce development to ensure that our population can meet the needs of businesses and organizations in the region. With I-69 recently being completed, there is hope that this can eventually help with the growth of industry and opportunities in the region. This may also assist with the revitalization of downtown Bloomfield, Indiana, where the main library is located. Getting all of Greene County served by a public

library, with taxpayer support, is a way for the library to ensure all of Greene County's education and workforce development needs are being met.

MEASURABLE OBJECTIVES AND SERVICE RESPONSES

The Bloomfield-Eastern Greene County Public Library will focus on six service priorities for the years 2017-2019.

1. Welcome.

- a. The library will be a welcoming and safe place for residents to read, meet, or interact with others. Patrons will have open access to the Internet and related technology.
 - i. The library will continue to ensure that the building is safe for all, and patron privacy is protected.
 - ii. The library will improve services for patrons with disabilities by creating a more inclusive environment.
 - iii. Library staff will continue to build and strengthen relationships with patrons.
- b. Residents will have programs and services that promote appreciation and understanding of their personal culture and the cultures of others.
 - i. The library will offer a variety of displays and programs that reflect the diversity of the community and the world.

2. Create.

- a. Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.
 - i. The library will offer a digital creativity station for patrons.
 - ii. Makerspaces will be explored and put together for patron use inside and outside the library.
- b. Residents will stimulate their imagination by reading, viewing, and listening for pleasure.
 - i. Materials offered at the library will be improved to meet the varied needs of today's world.
 - ii. Library staff will be available to assist patrons with choosing among the options offered.
- c. Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.
 - i. STEAM programming will increase for all ages.
 - ii. Patrons will have the ability to explore classes and one-on-one trainings.

3. Learn.

- a. Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.
 - i. The library will continue 1000 Books Before Kindergarten.
 - ii. The library will continue to offer storytimes for this age range.
 - iii. The library commits to promoting early literacy on the library website and social media.
- b. Students will have the resources they need to succeed in school.

- i. The library will explore partnerships with the school systems in providing after school tutoring.
 - ii. The opportunities and services provided to homeschooling groups in the community will be strengthened.
- c. Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.
 - i. The library will go out into the community to where the patrons are to engage them in programming and services.
 - ii. The library will work to improve the structure of volunteer opportunities offered for adults and teens.
- d. Adults will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and members of the workforce.
 - i. The library will continue to collaborate with the Greene County Literacy Coalition and related nonprofit groups.

4. **Connect.**

- a. Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.
 - i. The library will collaborate more with the community in turning outward.
 - ii. Database sponsorships will be a priority to increase the services both the community and library can offer.
- b. Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state and national levels, and to fully participate in community decision making.
 - i. Displays and promotions will be held within the library and community that build civic awareness and responsibility.
 - ii. Shared signage will be explored in a visible part of the downtown area.
- c. Business owners and non-profit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations.
 - i. Little Free Libraries will continue to grow in the rural, underserved, and unserved areas of Bloomfield-Eastern Greene County.
 - ii. Volunteers will be trained and engaged in assisting with the services offered to business and nonprofit groups.

5. **Know.**

- a. Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.
 - i. Information literacy training will be offered at the library.
- b. Residents will have the resources they need to identify and analyze risks, benefits and alternatives before making decisions that affect their lives.
 - i. Displays and/or videos will be developed to keep patrons informed.

- c. Residents will have someone to answer their questions on a wide array of topics of personal interest.
 - i. A social media strategy will be created to ensure the library is putting out a more organized presence.
- d. Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.
 - i. Internet and computer access will be expanded to meeting the continuing needs of the patrons we serve.

6. Discover.

- a. Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.
 - i. The library will make digitization of local history materials a priority, including an improved presence on the library website. Volunteers will be trained and utilized to assist with these efforts.
 - ii. Policies will be developed to ensure patrons have clear expectations of the services provided in this area of the library.

2017-2019 TECHNOLOGY PLAN

1. Bloomfield/Main Library and Eastern Branch Technology Inventories

Bloomfield/Main Library

Inventory Category	Current Count	Projected 2017	Projected 2018	Projected 2019
Networking				
Fiber (20Mb)	1	1	1	1
Wireless	3	3	3	3
Computers/Tablets				
Server	1	1	1	1
Staff Computers	13	13	13	13
Public Internet Computers	17	17	17	17
Multimedia Staff Computer	0	1	1	1
Multimedia Public Computers	4	4	4	4

Backup Staff/Public Computers	10	8	6	6
Public iPads	6	6	6	6
Staff iPad	1	1	1	1
OPAC Computers	1	0	0	0
OPAC iPads	1	2	2	2
Game Tablets	6	7	8	9
Printers				
Receipt Printers	4	4	4	4
Laser Printer	2	2	1	1
Wide-format Printer	1	1	1	1
Printer/Scanner/Copier/Fax	2	2	2	2
Telecommunications				
Phones (Bloomfield)	10	10	10	10
Fax (Bloomfield)	2	2	2	2
Miscellaneous				
Projector	2	2	2	2
Digital Camera	1	1	1	1
Camcorder	1	1	1	1
Slide Scanner	1	1	1	1
Flatbed Scanner	1	1	1	1
External Microphone	1	1	1	1
External Hard Drives	4	4	4	4
VHS to DVD Converter	1	1	1	1
9 inch TV for Video Editing	1	1	1	1
Kindle Fire HD6	2	2	2	2

Microfilm Reader/Printer	1	1	1	1
Security Camera	12	16	16	16

Eastern Branch Library

Inventory Category	Current Count	Projected 2016	Projected 2017	Projected 2018
Networking				
Cable	1	1	1	1
T1	0	0	0	0
Wireless	1	1	1	1
Computers				
Staff Computers	2	2	2	2
Public Internet Computers	5	5	5	5
Gaming Tablets	4	5	6	7
Printers				
Receipt Printers	1	1	1	1
Printer/Scanner/Copier/Fax	1	1	1	1
Telecommunications				
Phone and Fax (Eastern)	2	2	2	2

Items above will be replaced/upgraded according to the following schedule:

- Public Computers 3 years from donation/purchase date
- Staff Computers 3 years from purchase date (incl. 3 year warranty)
- Printers/copiers 5 years from purchase/lease date
- Networking 6 years from purchase date, or as needed for emerging technology
- Other Items As needed

TECHNOLOGY ASSESSMENT

The library has an Integrated Library System through Evergreen Indiana and plans to continue participating in the Evergreen Indiana consortium. The library is also in compliance with the public

library standards for computer access, website, and communications. In addition, the library has made major strides to get better computers and faster Internet service. We have also been moving towards industry best practices by having better backup solutions and hosted website and email.

TECHNOLOGY PLAN GOALS AND OBJECTIVES

1. **Goal – Provide our patrons with the widest range of information possible.**
 - a. **Provide access to information at the library.**
 - i. Provide materials not available at our library facilities for our patrons through the support of interlibrary loan programs like Evergreen Indiana, INfoExpress, and OCLC’s Indiana SHARE.
 - b. **Increase our digital presence.**
 - i. Continue to provide access to Inspire and the Evergreen Indiana catalog at all locations and on our website.
 - ii. Continue to offer access to electronic formats, like eBooks and downloadable audiobooks on our website.
 - iii. Train patrons and the community on digital creativity software and equipment.
 - iv. To provide information about new acquisitions on the website.
 - v. Digitize and provide access to portions of the local history collection.
2. **Goal – Provide our patrons and staff with up-to-date hardware/software.**
 - a. **Maintain adequate technology for staff.**
 - i. Replace obsolete, worn out, and malfunctioning equipment.
 - ii. Purchase cost-effective software and support for business functions, like word processing and spreadsheets, accounting, and public computer management.
 - iii. Keep abreast of, purchase, and implement new, proven technology.
 - iv. Budget yearly funds to meet these goals and seek out grants/donations.
 - b. **Offer equitable access to technology to all members of our community.**
 - i. Replace obsolete, worn out, and malfunctioning equipment.
 - ii. Purchase cost-effective software for word processing and spreadsheets.
3. **Goal – Hire and retain staff that are knowledgeable in the use of technology.**
 - a. **Assist patrons on how to use technology.**
 - i. Offer technology assistance with basic computer use, such as word processing and Internet searching.
 - ii. Offer as-needed instruction to patrons on the use of the public computers and common software through our Book-A-Librarian program.
 - iii. Purchase books, periodicals, etc. on technology topics such as the Internet, computer repair, and software and operating systems.
 - b. **Encourage staff development.**
 - i. Train staff so they can both use and instruct others in the use of equipment and programs at the library.

- ii. Communicate all computer/Internet problems at the adult circulation desk, the children’s circulation desk and at the Eastern branch so every staff person is informed.
 - iii. Hire staff as needed to provide the above services.

- 4. **Goal – Promote the use of the technology the library offers.**
 - a. **Advertise the resources we offer.**
 - i. Advertise the availability of the following:
 1. The library website
 2. Evergreen Indiana
 3. Overdrive
 4. INSPIRE
 5. Genealogy databases like Ancestry.com
 6. Freegal Music
 7. Chilton Auto Repair
 8. World Book
 9. Other databases as they are introduced
 - b. **Advertise the equipment and services we have available.**
 - i. Advertise the availability of the following:
 1. Wireless access
 2. Projector
 3. Microfilm
 4. Digital creativity center equipment
 5. Other items as they are introduced
 - ii. Use the local newspapers, the newsletter, outreach opportunities, and posters in the library to let patrons know what we offer.

- 5. **Goal – Further develop our library web site.**
 - a. **Expand access to library services**
 - i. Continue to keep our calendar, activities, and photos sections current on the website.
 - ii. Include library newsletters, library history, and current board members/minutes.
 - iii. Expand library district service area into unserved areas.
 - b. **Provide more usability and a better user experience.**
 - i. Use the web site to advertise opportunities for employment and volunteers.
 - ii. Continue to include and monitor links to various helpful web sites and other sources of information.
 - iii. Build better navigation and branding to increase user satisfaction and have a better digital presence.
 - iv. Create a library logo.

- v. Create better and neater buttons to increase visual appeal of the library website.

TECHNOLOGY PROFESSIONAL DEVELOPMENT STRATEGY

Staff members will be encouraged to regularly attend relevant training workshops provided by the State Library, MCLS, ILF, ALA, and other libraries in order to keep current on library technology. Leadership staff will develop tutorials and training material to be used to train new staff. Time in monthly staff meetings will also be devoted to discussing new technologies and services, and this will include training on their use.

TECHNOLOGY BUDGET

The library will actively seek additional funding to develop and sustain appropriate and effective state-of-the-art technology for the library.

- Apply for an Indiana Technology Grant for public libraries each year the funds are available.
- Research sources of funding beyond the tax base, including gifts, grants, and endowments. This includes expanding the library service area.
- Maintain adequate increases in the personnel, services, equipment, and material lines of the operating budget to maintain the connections, hardware, and software necessary to meet our technology plan.

These items will be done on an annual basis.

The library also will:

- Dedicate at least 6% of the operating budget to technology.
- Apply for technology grants.
- Apply for Universal Service Fund Discounts every year.

These items will be done on an annual basis.

	2017	2018	2019
Hardware			
Computers/Network	2,500	2,500	2,500
Services			
Overdrive	3,700	3,800	3,900
Library Express	300	350	400
Databases	3000	3,500	4,000
Maintenance and Supplies			
Equipment/Parts	3000	3,500	4,000
Software	1,500	1,500	1,500

Internet service	9,000	9,500	10,000
IT Support			
Maintenance/Support	5,000	5,500	6,000
Equipment Repair	3000	3,500	4,000
Training			
Staff	5000	5,500	6,000
Conference	2300	2,500	2,700
TOTALS	38,300	41,650	45,000

TECHNOLOGY EVALUATION PROCESS

The Library Director, IT Staff, Amplified Tech Services (outside IT support), and the Library Board will review this plan annually to ensure goals are being met. The Director, IT Staff, and Amplified Tech Services will assess progress on goals continually.

Patron computer use statistics will be kept, as will statistics on time spent by staff on training in the use of new technologies. This includes technology LEUs earned by staff during the certification process prescribed by the state library.

The website will be periodically reassessed by IT staff, Library Board, and with patron surveys to make sure that it is meeting patron needs.