Strategic Plan and Technology Plan
2020 to 2022

Contents

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.

MOTTO

A World of Information at Your Fingertips!

CORE VALUES

- Provide exceptional customer service from a friendly, professional staff.

- Offer comfortable spaces where people of all ages can study, work together, play, and learn.

- Deliver lifelong learning opportunities to members of the community.

- Collaborate with schools and organizations to make Bloomfield and Greene County thrive.

- Strive to continually improve our services and resources.

- Assume prudent stewardship of taxpayer dollars.

- Supply equitable access to information for everyone in our community.

COMMUNITY NEEDS AND GOALS

The middle and eastern side of Greene County is rural, with winding streams scattered throughout rolling hills. It has a unique topography with the American Bottoms, small caves, and underground streams, making it different from most of the rest of Indiana. The White River acts as a dividing line in the county, not only physically but also in the population's mind.

The eastern section of the county is influenced by Bloomington, with people tending to work, shop, and play there. This also means that there is some outward movement from Bloomington to rural areas to take advantage of less crowding and offering more room to build. The average home value in Greene County in 2018 was $95,600 as compared to $155,000 for the state, making it seem like a great place to buy, but houses don't go up for sale that often, as they stay family-owned. Rent averages about $421/month, but the county does not offer many homes or apartments to rent.

Greene County has an older population with 48.3% over the age of 45, while the state percentage for the same population is 41.9%. At the same time, the school age population is slightly lower than the state average. 2018 poverty rates in Greene County were 14% which is slightly higher than the state at 13%, but for

children under the age of 18 it is 18.7%, again, higher than the state average of 17.5%. The lower economic situation of the county also can be seen by the differences in the median household income in 2018 with Greene County at $46,835, whereas the state is at $55,725. This all plays into why we see the population in the ages from 18 to 45 being 5.5% less than the state average. The people who do stay in Greene County work for Crane Naval Base or the government about 18.1%, private business about 17.7%, and 13.4% retail jobs. Greene County was hoping to see an increase of jobs due to I-69 coming through the lower section of the county but, other than a few low paying positions, these have not materialized.

Greene County does have natural resources and wildlife potential. Tourism and hunting might help bring in people to Greene County. The county has diverse tourist interests from the Sculpture Trail, Observation Deck for the Tulip Trestle, The Richland-Plummer Bridge, Goose Pond, and access to the White River, along with opportunities for hunting and fishing.

The Bloomfield-Eastern Greene County Public Library provide services for six townships in Greene County, with three other libraries providing service for three other townships, leaving six townships having no library services or only on a contractual basis with another library system. Even in the townships that do have library services, there are often obstacles with the size of the county and lack of transportation to get patrons to the libraries. The four library districts plus Greene County Literacy have added fifteen Little Free Libraries to the county with more planned. While this doesn't replace the need for people in the underserviced and unserved townships to have libraries that provide materials, guidance, programs, and other resources that libraries offer, they do have access to books.

To improve the library standing in the community and to add needed space, the library purchased the Annex in September of 2017. This has allowed the Friends of the Library to conduct ongoing book sales. It has also helped with finding space needed for Greene County Literacy to have a permanent office and space. The Annex provides a central, discreet area for the Middle Way House in Greene County. In addition, the Annex gives the library more meeting room space for local organizations to use. It also gives the library more visibility to the public as it is on the courthouse square.

Bloomfield-Eastern Greene County Public Library is in a position to lead the community into a new decade. The library will continue to reach into the town and the county. The library has partnerships with Greene County Tourism, Community Revitalization, Apple Festival, Greene County Literacy, Greene County Library Roundtable, and Bloomfield Chamber of Commerce, Bloomfield Schools District, Eastern Greene County Schools Districts and the White River Valley School District as well as many of the youth, school organizations.

In the past two years, the library has received grants from Rural Initiative that have allowed us to purchase Makey-Makey Kits, telescopes, and robots to help our patrons learn about science. While these are not huge grants, they have helped the library purchase materials that are not normally associated with libraries but are the future of libraries. Libraries continually reinvent themselves to stay current, and viable. They also need to keep the traditional values of helpfulness and access to knowledge, so the community can meet the increasing educational needs of area workforce and pass the joy of reading on to others. These are the goals of the Bloomfield-Eastern Greene County Public Library and the Strategic Plan to accomplish them.

MEASURABLE OBJECTIVES AND SERVICE RESPONSES

The Bloomfield-Eastern Greene County Public Library will focus on these six objectives from 2020 to 2022.

1. ## WELCOME

    A. The library will provide a warm, welcoming, and safe place to meet, interact, read, and exchange ideas with others. Patrons will have access to materials, in all its forms.

    1. The library buildings will be safe and accessible to all patrons.

        * Increase lighting in the parking lot

        * Make the area between the library and Annex cleaner and safer

        * Comfortable seating

        * Upgrade in security cameras

    2. Patrons will be acknowledged during their visit, strengthening the bond between the library staff and the patrons.

        * Library hours will be consistent.

    3. The library staff will ensure privacy of the patrons in all forms.

    B. Residents of all ages will be provided with programming and services that reflect interests of the community and invite learning of different cultures and ideas.

    1. Using programming, displays, and materials to promote local, state, country, and world diversity, views, and cultures.

Implementing and funding of the Welcoming section.

The library community will be invited to do a short survey one week every year, with the week being at different times of the year to get a better idea on how the library's friendliness, cleanliness and overall atmosphere of the library. We will also have an online comment box on the library website along with the comment boxes that are located in both of the branches.

The library is currently looking into providing one more dusk to dawn light for the parking lot, after the initial cost this will be part of the ongoing electric expense.

The library hours will remain the same throughout the year. By watching the employee budget during the winter and spring months, we may need to adjust hours. Hours would be changed for a set period of time for the entire summer. A decision would be made by the end of May.

Ongoing staff training from MLS staff members on privacy and ethic issues relating to the library.

Programming will be sought out as free, through the programming budget or by seeking grants for special programs.

2. CREATE

A. All patrons will be provided services, materials, and opportunities to express themselves through visual, audial, and textural means.

    1. The library will provide and sponsor a digital creativity station, programming, displays and examples for the patrons.

        * Art, cooking, digital creativity station, card and flyer-making

        * Social media help

    2. Makerspaces will be used by the residents to explore and discover the world around them both in and out of the library setting.

B. Patrons will increase their imagination, pleasure and creativity by using their different senses.

    1. Materials and programs offered by the library will meet the diverse needs of today's residents.

    2. A knowledgeable library staff will help in determining the best option for the patron based on that person's wants and needs.

C. Residents will have access to materials and resources for exploration and mastery of their personal interests throughout their lifetime.

    1. STEAM and other programming will be available for the community.

    2. Classes and one-on-one trainings will be provided on a variety of topics.

        * Saturday Genealogy, Family Science Days, Gardening

D. Children will have access to toys that promote imagination and creativity at the library.

Implementing and funding of the Create section.

Current and future staff will provide workshops for all equipment that is located at both branches. New equipment and programs for the Young Adults that will be taking place and staffing of the area will be partially funded by the YA programming budget and by the 21st Century Scholars Grant for the library and the school. Young Adults who come will increase their knowledge of the library and what it has to offer.

Leap into Science is a cooperative venture with the library, 4-H extension, and the Leap into Science program based out of the Franklin Institute. This program is growing with 4-H, extension and the library children's program budget. The number of participants will be entered after each program.

Genealogy Saturday will be part of the duties of staff and the ongoing genealogy budget. A count of how many people use the genealogy section, during the special Saturdays and the number of requests of genealogy questions will be kept.

Eastern Branch is looking into a community garden and has a staff member who is an authority on small farming to help guide us in this direction.

Both branches will purchase toys, puzzle and other furniture for patron in-house use. Items will be purchased using funding from the Friends of the Library. Observation and comments on the use of the toys, puzzles will be considered.

3. LEARN

A. Children from birth to age 5 will be provided with programs and services to ensure that they will enter school ready and looking forward to reading, writing, listening, and learning.

  1. Continue with 1000 books before Kindergarten

  2. The library will continue to offer storytimes for preschool and elementary age groups.

  3. Promote early literacy in and out of the library, on the library website, and on social media.

   * Little Free Libraries will have picture books, board books, Easy Readers

B. Students will have access to and be introduced to materials and resources that are needed for them to succeed in school.

  1. The library will collaborate with area schools on programs designated as student interest.

  2. The library will explore partnership with the schools in providing help with after school tutoring and projects.

  3. The library will provide opportunities and resources for homeschoolers, job seekers and other groups.

C. Residents will have the skills and resources to identify career and life skills that are needed for their individual learning paths.

  1. The library will seek to engage patrons in and out of the library through programming and services.

  2. The library will encourage volunteerism in and out of the library by both students and adults.

   * Volunteer board similar to the "job board."

D. Residents will have the support they need to become more confident in their literacy skills to meet their personal goals, whether at the student, parent, citizen, or workplace level.

  1. The library will continue to collaborate with the Greene County Literacy and other related nonprofit organizations to obtain the person's learning goals.

Little Free Libraries are donated by various individuals and organizations both inside and outside our library district with the Greene County Literacy Coalition. The library uses books that have been donated or weeded out of the collection to maintain them. The rate and the number and type of items that need to be replaced will be collected for each location.

Information on library programs for elementary and high school levels will be given to the area schools. The library will reciprocate by promoting their programs. Surveys on how people learn about programs for children will be given out.

Homeschoolers will have monthly programs that will be advertised in the library and through local social media sources. The number of students that are reached, will be collected.

4. CONNECT

A. The library will provide a centralized place where organizations, schools, and community agencies can advertise and collaborate programs, resources and services.

1. The library will invite others to come to the library to promote services, and the library will go out into the community to promote its programs, resources, and services.

2. The library will contact others in the community to determine what databases are needed.

B. The library will provide information that will help encourage democracy for residents to fulfill their civic responsibilities in local, state, and national matters. Residents will also learn how to participate in community decision-making.

1. Civic awareness and responsibilities will be displayed and promoted. Different viewpoints on topics will be offered.

2. Signage that promotes the library and others will be considered.

   * New signage for the library is funded through a grant.

C. The library will have the resources to assist business, non-profit organizations, and community clubs to develop, maintain, and thrive as a strong organization.

1. Little Free Libraries will continued to be built and maintained in underserved and unserved areas of the Bloomfield-Eastern Greene County .

2. Volunteers will be trained and assigned to help with different businesses and organizations.

Promoting an increased involvement with the local school will be measured by the number of new students that come to the library. Some of this will be due to the 21st Century Scholarship Grant that the local school and we are doing together. The branch and the Eastern School are already trying to promote each others activities and allowing for Minecraft games to be played at the library.   This is continuing on and has brought new students into the library. The funding for the gaming at the branch is through a non-print fund and the programming fund.

Increase awareness by attending local festivals. Costs will be staffing, and new publicity flyers, magnets and other materials that will remind people about the two libraries, where they are located and other information.   The outcome is to see an increase of new patrons and awareness of programs in the library.

The library can be a help to local organizations by providing space for training of volunteers, such as eye screening by the Lions Club, CPR training and other instructive volunteer programs at no cost.

5. KNOW

A. Residents needing answers or the ability to solve a problem will know how and where to locate the information and to determine if that information is current, accurate, or able to solve the problem.

1. Information training and website fact-checking will be offered and displayed at computer desks.

B. Residents will have resources available to them to determine questions, analyze information, and make informed decisions on benefits and risks that affect their lives.

1. Programs, displays, and informational materials will be available at the library in a variety of formats.

C. The library will answer questions from patrons on topics of personal interests.

1. The library will provide answers in the format requested by the patron in a timely manner.

D. Residents will be kept informed of programs, new materials, and library information by numerous means.

1. The library will maintain a reliable and up-to-date website and social media presences for different communities of the library.

2. The library will reach out to local social media sites to promote and inform residents as to what is happening at the library.

E. Residents will have high-speed access to the digital world without unnecessary restrictions or fees so that everyone can have the advantages of the resources and services of the Internet.

The funding for this area will be from the budget for staffing and by providing the staff the opportunities to attend training in information gathering, bias, and programming. New formats on the same topic will be encouraged, time for small groups to discuss new topics that need to be addressed in the monthly staff meeting.

The library website, Facebook pages and other social media will be updated and made clearer, with less clutter. Feedback from library patrons and the general public will be sought.

The Eastern Branch has Comcast Internet access that is slow and clunky. New funding and newer technology will be considered for improvement of that area. The Main Branch will continue to seek out new and faster internet access, also. A new method of tracking people who use our internet when we are not open will be explored and determined if it is cost efficient.

6. DISCOVER

A. Residents and visitors will have the resources they need to connect the past with the present through family and local histories and traditions of the area.

1. Collaborate with local historical societies in digitalizing local materials, publishing on the library website in more user-friendly manner.

2. Develop policies that define what will be covered in genealogy.

B. Residents will be able to discover new interest at the library through programs, displays, and materials.

1. The library will offer diverse programming and displays on different and trending topics.

The library is planning to hire a new staff person with a strong genealogist background to coordinate and understand the local historical and genealogy of the area. This person will be reaching out to the other genealogist and the past two persons from our staff to learn about the area.   The funding will be from both the staff funding, genealogy fund and programming fund. The outcome will be an increase in the number of people using the library and the two main historical societies as well as visiting and learning about the different historical sites that are in our county. The library will continue to explore using out website as an online informational center for genealogy.

Bloomfield will look at bringing programs that promote the local area both inside and outside of the library district. The library will continue to sponsor political forums in a respectful manner without bias.

Bloomfield-Eastern Greene County Public Library with local nutritionists, will provide demonstrations, tips and other resources in small groups in the kitchen part of the Annex.

2020 to 2022 Technology Plan

Inventory Category	Current Count	Projected 2020	Projected 2021	Projected 2022
Networking				
Fiber (20Mb)	1	1	1	1
Wireless	3	3	3	4
Hot Spots	3	3	3	3
Computers/Tablets				
Server	1	1	1	1
Staff Computers	12	12	12	12
Public Internet Computers	20	20	20	20
Multimedia Staff Computer	3	3	3	3
Multimedia Public Computers	4	4	4	4
Backup Staff/ Public Computers	6	6	4	4
Public IPads	4	4	8	8
Staff IPads	1	1	1	1
OPAC IPAD	1	1	0	0
Raspberries	2	2	2	1
Game Tablets	5	6	6	6
Printers				
Receipt Printers	4	4	4	4
Laser Printer	2	2	2	2
Wide-Format Printer	1	1	1	1
Printer/ Scanner/ Copier/ Fax	2	2	2	2
Telecommunication				
Phones	15	15	15	15
Fax	2	2	2	2

Inventory Category	Current Count	Projected 2020	Projected 2021	Projected 2022
Miscellaneous				
Projector	2	2	3	3
Digital Camera	1	2	2	2
Camcorder	1	1	0	0
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 in TV for Editing	1	1	1	1
60 in TV Screen	2	2	2	2
Microfilm Reader	1	1	1	1
Security Camera	16	16	16	16

Eastern Branch

Inventory Category	Current Count	Projected 2020	Projected 2021	Projected 2022
Networking				
Cable	1	1	1	1
Wireless	1	1	1	1
Computers				
Staff Computers	2	2	3	3
Public Internet Computers	5	5	6	6
Gaming Tablets	6	6	6	7
IPAD	0	1	1	2
Tablet	1	1	0	0
Printers				
Receipt Printer	1	1	1	1
Pinter/Scanner/Copier/Fax	1	1	1	1
Telecommunications				
Phone and Fax	2	2	2	2

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

Public Computers — 3 years from purchase/donation 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

Technology Assessment

The library has an Integrated Library System through Evergreen Indiana and plans to continue participating with the Evergreen Indiana consortium. The library is also in compliance with the public library standards for computer access, website, and communications. The library will continue to seek better and faster Internet Services. The library purchases of new computers that are faster and with better capabilities. The library will strive towards the industry's best practices by having better backup solutions and hosted website and email.

Technology Plan Goals and Objectives

1. Provide our patrons with the widest range of information possible

    A. Provide access to information at the library

        1. Materials not found at the library for our patrons will be supplied through interlibrary loan programs such as Evergreen Indiana, Info Express, OCLC

           Indiana Share, and Indiana Statewide Remote Circulation Service.

    B. Increase our digital presence

        1. Provide access and promote Inspire and the Evergreen Catalog to all locations and through our website.

        2. Provide access to electronic formats, like ebooks, downloadable, and audiobooks on our website.

        3. Train the community on digital creativity software and equipment.

        4. Provide information on new acquisitions, programming and community information on the website and social media.

        5. Digitize and provide access to the library's local history collection.

2. Provide our patrons and staff with up-to-date hardware/software

    A. Maintain adequate technology for staff and patrons

        1. Replace obsolete, worn out, or malfunctioning equipment.

        2. Purchase cost-effective software and support for business functions, word processing, spreadsheets, accounting, and public computer management.

        3. Learn about and purchase new proven technology.

        4. Budget yearly funds to meet the goals through grants/donations

        5. Adult Catalog Computer

        6. New Gaming System for the Teens

Technology Plan Goals and Objectives

3. Hire and retain staff that are knowledgeable in the use of technology.

    A. Guide patrons on how to use technology

        1. Basic computer use, such as word processing, and accurate Internet searching

        2. Offer as-needed patron help through scheduled one-on-one instruction.

        3. Keep the staff and public aware of hardware/software and the Internet by purchasing current books and periodicals on the subject.

    B. Encourage staff development

        1. Train staff on the use of the software/hardware so they can assist the public in learning the subject.

            A. IU training of Google and other software

            B. Back up server if needed, secondary anti-virus program

        2. Communicate hardware/software/printing problems to the IT person and inform the rest of the staff.

        3. Promote the use of all technology that the library offers.

            A. Advertise the following throughout the library and the community

                Website, Evergreen Indiana, Libby, INSPIRE, Ancestry.com, World Book, and other databases as we acquire them.

            B. Advertise the equipment and services that the library has

                Wireless access, Projector, Microfilm, Digital Creativity Center, and others as they become available.

5. Further develop the library website

    A. Expand access to library services

        1. Up-to-date calendar, activities, and photos.

        2. Add newsletter and library history.

    B. Provide more usable website

        1. Clean up and up-date the website.

        2. Provide a platform for community events.

        3. Provide a location for job and volunteer announcements.

        4. Provide links for accurate information for the patrons.

Technology Professional Development Strategy

Staff will be encouraged to attend relevant workshops provided by ILF, Indiana State Library, ALA, and other libraries to keep current on technology standards. Develop in house training materials for new staff and the public. IU Technology Software courses are free.

Technology Budget

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

1. Apply for Indiana Technology Grant for public libraries each year the funds are available

2. Look beyond the tax base for funding opportunities, such as gifts, endowments, and grants.

3. Maintain adequate increases in personnel, services, equipment, and materials lines of the operating budget, including maintaining connections, hardware, and software necessary for the library's technology goals.

The library will annually:

1. Dedicate at least 6% of the operating budget to technology.

2. Apply for Technology Grants.

3. Apply for Universal Services Fund Discounts every year.

Technology Evaluation Process

The Library Director, IT Staff, and the Library Board will review this plan annually to ensure goals are being met. The Director, and IT Staff will access progress on our goals continually.

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

The website and other social media sites will be periodically reassessed by the IT staff, Library Board, and by patron surveys to make sure it is meeting the needs of our community local and otherwise.

	2020	2021	2022
Hardware			
Computers/Networks	2500	2750	3000
Services			
Overdrive	4000	4100	4200
Library Express	500	550	600
Databases	3500	3500	3500
Maintenance and Supplies			
Equipment/Parts	7500	8000	8000
Software	1500	1750	2000
Internet Services	8000	8500	9000
IT Support			
Maintenance/Support	6000	6500	6500
Equipment Repair	4000	4500	4750
Training			
Staff	3000	3000	3500
Conference	1500	1500	1750
Total	42,000	44,650	46,800