Peabody Public Library   Strategic Road Map 2020-2022

MISSION STATEMENT

Connecting people and inspiring ideas

VALUES AND BELIEFS

We believe:

- Everyone has the right to library services.

- Everyone using the library has the right to privacy and diversity.

- The library is more than just books, materials and technology.

- The library will strive for excellence in serving the community with a friendly and inviting environment.

- The library is the community's center for life-long education.

- The library must be responsive to the current and future needs and requests of the community.

- In operating the library as a fiscally responsible organization.

- The library is a vital component to the quality of life in the community.

VISION STATEMENT

The Peabody Public Library will participate fully in promoting the vitality and growth of a community of readers, learners, doers and dreamers by providing access to ever evolving technology, resources and educational opportunities.

PURPOSE

The Peabody Public Library Strategic Road Map provides a shared image for the direction the organization is moving. The Plan delivers clear, defined goals that enable sustainability, continuous improvement, broader marketing outreach and increased community connections. The plan consists of defined priorities for implementation and benchmarks to measure performance.

Introduction

The Peabody Public Library has provided invaluable programs and services to the Columbia City community for over 119 years. Nestled inside a 14 acre wetland, the Library property rests within a vibrant area of Columbia City. Our neighborhood consists of a hospital, local parks, industrial area, community clubs, residential areas and non-profits. Recent road renovations have made the area very esthetically pleasing and a wonderful entrance to the downtown community.

As a tax supported institution, the Library has been a good steward of taxpayer dollars. The Library does receive an abundant amount of book donations that permit the Friends of the Library to have successful book sales throughout the year. However, a more disciplined approach to explore and acquire revenue for the Library is needed to continue serving our area with the most state-of-the-art tools.

The educational, cultural and entertainment needs of the Peabody Public Library community are becoming more sophisticated as technology continues to evolve. The Library must continuously improve our personnel training, technology equipment and the building infrastructure to remain relevant to the patrons we serve. High-tech needs and expectations translate into an increased demand for the Library Staff to deliver the most accurate and up-to-date resources - in an ever widening array of formats - in an efficient and friendly manner. The Library's seasoned staff has provided invaluable service to the community. Processes must be in place to allow for a seamless transition when current staff members retire.

The community utilizes our building to checkout materials, attend classes, use the Internet and access meeting space. However, there are many resources that are available at the Library of which the community is unaware. The Library needs to continue marketing all of the resources, space and services to the public. Building a larger social media presence is necessary to engage younger audiences.

The Library has a strong outreach program bringing library services outside of our building. We are fortunate to have built relationships with area non-profit organizations, regional library systems and local schools. There are ample opportunities for collaboration and partnerships to further develop and expand Library services to the community. Our patrons must have a valuable customer service experience whether on or offsite in order for growth or expansion to continue. We are committed to providing exceptional customer service to everyone.

The Board of Trustees and the staff of the Peabody Public Library have outlined the following areas starting in January 2020 – December 2022:

- **Explore and acquire revenue sources**
- **Continuously improve our personnel training, technology equipment and facility infrastructure**
- **Develop a broader marketing reach**
- **Develop and expand Library services**

A D H E R E

A. Public Tax Funds

As a tax supported entity, the Peabody Public Library Board of Trustees and staff adhere to the Uniform Internal Control Standards for Indiana Political Subdivisions by the State Board of Accounts and IC 5-11-1-27(g). The Director and Board of Trustees will continue to use resources wisely and transparently. The Library receives disbursements from the following tax funds.

1. Property Tax

2. FIT (Financial Institution Tax)

3. License Excise

4. CVET (Commercial Vehicle Excise Tax)

5. 7. LIT - Local Income Tax

B. Private Funding

Although the Library is a tax supported entity, private funds are needed to add a new service or provide program supplies. The Friends of the Library have consistently used book sale money to pay for Summer Reading Program expenses. The Library will continue to investigate avenues for private funding options, like Amazon, Kroger Rewards Program and Discover Books.

1. Community Foundation of Whitley County

   a. Simon J. Peabody Fund
   The Simon J. Peabody Fund was established in May, 1933.
   The funds are to be used for capital projects.

   b. Peabody Public Library Fund
   The Peabody Public Library Funds are to be used to support Library programs, materials and services.

2. Dekko Foundation

   The Dekko Foundation has funded several projects for the Peabody Public Library.
   Their areas of focus include early childhood development, middle childhood development, adolescent development and community development.

3. Book Donations

   The Library receives book donations from the community. The donations are used to build the collection, assist with Wait and Read baskets, prizes for programs and the Friends of the Library book sales.

4. Memorial Donations

   The Library has been the recipient of memorial donations. Our longevity is a tribute to the caring community that supports us.

5. Grant Opportunities

   A more concerted effort is needed to access and determine the grant dollars available for libraries at the federal, state and local levels. There may also be funds from area businesses available to support the Library.

I N V E S T I G A T E

The Peabody Public Library Director has been assigned the task of reviewing and updating the fundraising plan.

GOAL #1 (con't) – EXPLORE and Acquire Revenue Sources

C. Create a Comprehensive Funding Plan

Evaluate Current Funding Options

1. The Peabody Public Library Director has been assigned the task of reviewing and updating the fundraising plan.

2. The Library Director will continue to submit the annual tax supported and Board approved budget through Gateway.

D. Evaluate the Funding Model

1. Bi- annual evaluations on funding options and improvements (June, December)

2. The Director will update the Board of Trustees with tax allocation changes during monthly Board meetings.

GOAL #2 – Continuously IMPROVE personnel training, infrastructure, and technology

Personnel Training

1. Certified Staff

The Peabody Public Library requires that the Director, Assistant Director, Department Heads and Professional Assistants to hold LEU certifications. The Library will provide opportunities for training. This will enable the staff to acquire the appropriate level of LEU certification.

A. Training
All certified staff may access training opportunities through a variety of venues.

1. Indiana State Library Training

a. Using ISL calendar staff members are encouraged to register for webinars.

b. The ISL hires Regional Coordinators to provide a variety of instructional, LEU certified classes.

2. Independent Training Opportunities or Webinars

3. Vendor Training Webinars

4. Utilize Staff Expertise

B. All LEU certificates are recorded. It is up to the individual staff member to know their certification level and LEU requirements. The Indiana State Library conducts audits to ensure compliance standards are met.

2. Competency Training

In order for all staff members to remain proficient with technology, they are required to participate in the competency program at the Peabody Public Library.

a. The Peabody Public Library provides onsite competency training for staff. The schedulers incorporate training time into each individual employee's schedule. Competency classes are

conducted regulary throughout the calendar year.

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b. The Director meets with each employee to verify completion and competency ability.

c. All staff members must meet all competency standards as a part of the employee's annual evaluation.

d. The Director evaluates the competency training as needed.

3. Staff Responsibilities

Develop clear understanding among Library employees of their responsibilities as an employee of the Peabody Public Library.

a. Staff Evaluations

1. Staff evaluations are to be given on the anniversary date of the employee by their immediate supervisor.

2. Evaluations are to include goals and areas for improvement.

3. Goals should align with PPL mission statement.

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b. The Peabody Public Library Personnel Manual clearly outlines employee conduct, benefits, expectations and grounds for termination.

c. Monthly meetings are held to update the staff on Board of Trustee meeting information, committee updates and department updates.

d. Staff Development Days are held throughout the year to educate the staff on issues relevant to public libraries. Evaluations are completed by the staff to determine the effectiveness of the training.

4. Succession Planning

a. Identify key positions for succession planning.

b. Identify areas where potential employees can be reached.

1. Create opportunities with local colleges to provide student internships.

2. Grow relationships with employment offices.

3. Use library listservs to advertise needs.

4. Use marketing contacts to list employment needs.

5. Identify job requirements

1. Use current job description to identify requirements

2. Identify current trends to update requirements

B. Technology

1. Patron Services

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Acquire and maintain technology that meets the challenges of delivering information services to the public while supporting the Library's mission and plan for services.

a. Maintain and improve the Library's website (ongoing)

b. Continuously improve video classes and online tutorials. (ongoing)

c. Continue to develop a social networking presence. (ongoing)

M A I N T A I N

   d. Maintain and continue to add local digital histories online. (ongoing)

   e. Research and acquire additional databases and online resources (ongoing)

   f. Perform software upgrades of various applications used by the public (ongoing)

   g. Upgrade and replace public computers designated in the replacement schedule (annual)

   h. Repair and upgrade equipment in the meeting rooms to keep up with current technologies (annual)

   i. Continue to grow the gaming collection

2. Network Services

Improve and maintain network connections by ensuring the network resources are up-to-date and continuing to provide adequate and reliable services to staff and patrons.

   a. Maintain access to Evergreen Indiana catalog (ongoing)

   b. Conduct yearly review of the Disaster Recovery Plan

   c. Assess fiber optic needs annually

3. Evaluation Process

   a. The Library staff will monitor computer and equipment usage through records and observation.

   b. Evaluation will be done through training and monitoring staff and patrons on new technologies.

   c. New technologies will be reviewed as needed by the Director and Systems Technician.

A S S E S S

C. Infrastructure

1. Parking Lot - Evaluate resurfacing the parking lot

2. 2. Wetlands

Develop the wetland area of the property with a view to provide educational opportunities and a contemplative quiet area for patrons.

   a. Determine area partners to assist with trails maintenance.

   b. Develop and update guides to the ecology of the property, including resident flora and fauna as well as visiting wildlife.

U P D A T E

3. Building

Tentative plans are underway to improve specific areas of the Library infrastructure including but not limited to:

a. Unfinished basement area (2020)

b. Flooring replacement for original 1999 carpet (2020)

   The Director and the Peabody Public Library Board of Trustees will review quotes for

improvements and determine a course of action once the information has been reviewed. (Winter 2019, Implement 2020)

   c. Shelving reorganization

   d. Create small seating areas

   e. Departmental or Library reorganization

R E V I E W

A. Create marketing strategies

1. Evaluate the comprehensive marketing plan.

2. Determine course of action, update plan

GOAL #3 – DEVELOP a broader marketing reach

4. Present marketing plan to the Board of Trustees

5. Update,& Implement changes in marketing plan

6. Use marketing plan timeline to initiate activity.

7. Monitor timeline for effectiveness and adjust activity to maximize success.

B. Bi-Annually evaluate marketing plan (June/December)

1. Use statistical analysis to determine effectiveness of marketing campaign on circulation, program attendance, meeting room usage, outreach program attendance, and other Library services. (Monthly statistics)

2. Communicate with media contacts to determine the best methods for advertising Library services and programs. (Quarterly activity or as needed)

3. Celebrate/recognize marketing plan accomplishments (Quarterly assessments)

4. Collect testimonials from Library patrons in response to marketing efforts/or in an effort to enhance Library outreach. (Quarterly assessments)

C. Increase public awareness of the Peabody Public Library and all it has to offer the community.

1. Increase the use of social networking shares by 5% annually. (Monitor monthly)

2. Increase the number of registered card holders by 10% .(Monitor monthly)

3. Increase the Library's participation in community activities as staffing levels allow. (Quarterly)

C O M M U N I C A T E

A. Create a Community Partnership Plan

1. Evaluate current community partnerships (Quarterly)

2. Determine community needs in order to assess other community partnership possibilities (Annual)

3. Speak to community groups promoting library services

GOAL #4 – EXPLORE and EXPAND Library services

4. Collaborate with other Whitley County library systems in resource sharing, program promotion and staff training.
5. Continue statewide presence on Evergreen Indiana Committees
6. Develop/maintain relationships with northern Indiana libraries consortiums

B. Customer Experience

Customer experience is the focus of any service entity. Whether profit, non-profit or

Government, the customer must feel welcome, respected and well-served.

1. The Peabody Public Library strives to provide a welcoming, friendly environment for all our customers.
2. The Peabody Public Library will be responsive to community needs.
3. The Peabody Public Library will be available off campus to provide Library assistance anywhere within our service area.
4. The Library will use a variety of tools to evaluate customer experience and determine strategies for improvement. (Quarterly)

C. Explore New library services

1. Explore utilization of wetlands and outside yard areas (sensory/community gardens)
2. Evaluate feasibility of car side to go pick up
3. Evaluate and implement new classification system, without Dewey system.
4. Explore new collections.
5. Expand existing (non-traditional) collections
6. Determine feasibility of offering literacy assistance.