

MUTPL Strategic Plan

2013-2017

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Mission Statement

The Monticello-Union Township Public Library (MUTPL) is a service institution that seeks to inform, educate, and culturally enrich the community.

Create—Engage—Discover

Community Planning Committee Members

MUTPL Planning Committee Members	
<i>Names</i>	<i>Affiliation</i>
Rose Begley	Jordan Manufacturing
Lily Bouwkamp	Hispanos Unidos
Joe Crivello	Rotary International
Ruth Davis	Tri Kappa
Janet Dold	Monticello Chamber of Commerce
Leslie Goss	White County Community Foundation
Robert Hanni	Retired TL School Superintendent
Mary Hargitt	Homeschool Teacher
Jerry Kolter	Former MUTPL Board Member; Retired Principal
Michelle Kyser	Monticello Eye Center
Stephanie Long	IU White County Memorial Hospital
Dorrie Luck	Rotary International
Bill Madden	Literacy Volunteers of White County
Susan Manahan	Twin Lakes High School
Jim Mann	City Councilman
Art Morgan	MUTPL Board of Trustees
Gale Spry	White County Council on Aging
Tony Vantwoud	Prophetstown State Park
Kaitlyn Willbanks	Twin Lakes High School

Jodi Zapata	Twin Lakes High School
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Community Needs and Goals

MUTPL is located on Broadway Street in downtown Monticello, Indiana. MUTPL serves a population of 10,561, according to the 2010 U.S. Census. The library district is composed of Monticello City, Union and Jackson Townships. Monticello is the county seat of White county with a population of 5,378, but doubles in size during the summer season. Monticello is a lakes community, with high tourist traffic during the summer. The 2010 Census count revealed that Monticello and White County lost population in the last decade.

The MUTPL Planning Committee Members, staff, and facilitator, Martha Catt met twice in May and June 2012 to identify community needs/goals and select service responses for the library. The planning committee identified several community needs:

NEEDS	GOALS
Lack of free/inexpensive fun	Satisfy Curiosity
Dying downtown	Stimulate Imagination
Lack of youth activities	Create Young Readers
Lack of education for workforce	Lifelong Learning
Financial restrictions	
Aging population	Lifelong Learning

Service Responses

Along with the Planning Committee, MUTPL staff and the board of trustees selected the following library service responses:

Service Response #1 Create Young Readers: Early Literacy

Children from birth through the preschool years will have programs and services designed to help them enter school ready to learn to read, write, and listen.

Service Response # 2: Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Service Response #3 Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Goals, Objectives, and Selected Activities

Create Young Readers: Early Literacy

Goal #1: Children from birth through preschool will have programs, services and an environment that will develop a desire to read, learn, and explore.

- **Objective #1:** Youth staff will provide an early literacy program for an outside preschool group at least six times per year. The programs will include promotion of relevant selections from the library collection.
- **Objective #2:** Increase the number of children from birth through preschool participating in the Youth Services Summer reading programs by 5% annually.
- **Objective #3:** Increase the number of AWE computers from two to four. Configure AWE computers for patrons' use and efficient use of space.
- **Objective #4:** Continue funding Books for Babies program. Evaluate using parent surveys and update programming information annually.
- **Objective #5:** Start new themed preschool kit program by FY 2014.
- **Objective #6:** Add the Read to Me program for the Summer Reading Program for babies and toddlers by FY 2013.
- **Objective #7:** Include the participation of preschool children in the Winter Reading program by FY 2013.

Selected Activities:

- Assess the library environment once each quarter for safety and educational inspiration.
- Request that attendees evaluate library programs.
- Do an annual evaluation of early literacy storytimes.

Goal #2: Parents and caregivers of preschool children will be encouraged and supported in the development of their child's reading and learning skills.

- **Objective #1:** Do an early literacy program annually for parents and caregivers of preschool children. The program will offer insights on how to encourage early readers and will highlight materials the library has in the collection.

- **Objective #2: Make a Resource Guide for Parents for parents of children birth through the preschool years including book lists and music lists, series programs for young children, and rhymes and fingerplays.**

Selected Activities:

- Partner with IU Health White Memorial Hospital prenatal classes for parents.
- Partner with daycares and preschools to distribute information on the six foundational skills that children must master in order to become good readers along with activities parents can do to with their children to learn these skills.
- Use all available technology to market library early literacy programs to parents.

Goal #3: Parents and caregivers of children birth through preschool will learn and understand the methods and benefits of early literacy and its connection to success in school and beyond.

- **Objective #1: The children's services outreach staff will train at least fifty parents and/or caregivers each year based on Every Child Ready to Read.**
- **Objective #2: 80% of parents and caregivers polled will rate the Library's services for children birth through preschool as very good or excellent.**

Selected Activities:

- Offer early literacy training inside and outside of the Library to introduce the benefits of early literacy training.
- Advertise early literacy training to the public.
- Display posters, etc. in the Children's Department that promote the benefits of early literacy and its connection to success in school and beyond.

Goal #4: Children birth through preschool will be exposed to the joy of literacy and learning through interaction, communication, and fun.

- **Objective #1: Attendance at story times will increase by 10% annually between January 1, 2013 and December 31, 2017.**
- **Objective #2: Circulation of materials for children birth through preschool will increase by 7% over the period of the plan.**

- **Objective #3: Evaluate all library services that are offered to daycare and preschools in the library district each fiscal year.**

Selected Activities:

- Start a story time program for children birth through 2 years old. The program will run in six week increments, congruent with other story time programming.
- Purchase more interactive, manipulative games and toys to be used during library programs and in the library.
- Designate a display area in the Children's Department where materials suitable for use by the birth through preschool age group will be showcased.

Service Response # 2: Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Goal # 5: People of all ages, abilities and interests will have a wide array of library resources to answer their educational, cultural, and entertainment needs.

- **Objective #1: Circulation of new items will increase by 5% each year.**
- **Objective #2: 80% of library users surveyed at the end of the FY 2017 will indicate that they were satisfied or very satisfied with the staff assistance they received to help them find material to read, view or listen to for pleasure.**
- **Objective #3: 80% of library users surveyed at the end of the FY 2017 will indicate that they were satisfied or very satisfied with the time required to receive material they requested.**
- **Objective #4: Circulation of new technologies will be implemented at the end of FY 2013 and increase by 5% annually through 2017.**
- **Objective #5: The total number of cardholders will increase to 10,000 by the end of FY 2017.**
- **Objective #6: Total attendance at entertainment/cultural programs for all age groups will increase by 5% annually through 2017.**
- **Objective #7: 80% of library users surveyed at programs will report they are satisfied or very satisfied with the quality and quantity of library programs.**

Selected Activities:

- The Adult Services Manager will review the holds lists for bestselling titles to maintain the proper holds ratio.
- The Adult Services Manager will review media journals each month to update materials needed for purchase.
- The Management Team will create informal book discussions or book clubs for all ages through a blog or other online formats.
- The Management Team will develop a marketing plan utilizing social media and traditional outreach methods (signage, read-alikes, newspaper).

Goal #6: Patrons of all ages will have materials and programs that respond to their current interests.

- **Objective #1: The circulation of non-fiction items will increase by %5 annually.**
- **Objective #2: By FY 2017, 75% of adults surveyed who were looking for information or materials on a topic of personal interest will indicate that the library non-fiction collection is very good or excellent.**
- **Objective #3: By FY 2017, 80% of program attendees will report that the library provides programming that helps them learn more about a topic of personal interest.**

Selected Activities:

- The Management Team will market the collection with displays, programming and better use of physical space.
- The Management Team will design visual displays that will inform/encourage patrons to pursue new interests.
- The Management Team and selected staff will regularly participate in community events to showcase what the library has to offer.
- The Management Team will collaborate with schools and community organizations to increase communication about our materials and resources.
- The Adult Services and Children's Services staffs will create general subject and special interest bibliographies.
- The Programming and Publicity Aide will investigate having public service announcements on the radio.
- The Adult Services Staff will develop a plan to involve patron input on the collection and programs.

- The Adult and Children's Services Managers will maintain statistics that enable more effective collection development, such as the number of requests for a certain topic.
- The Management Team will review materials regularly and create an annual rotating collection library-wide weeding schedule to maintain a collection tailored to community interests.

Service Response #3 Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Goal #7: People of all ages will have the opportunity to participate in programs on a variety of subjects that encourage learning and exploration.

- **Objective #1: Increase by 200 annually the number of patrons receiving program information by Constant Contacts (or equivalent technology).**
- **Objective #2: Annually offer at least 65 teen programs, 225 adult programs, and 245 youth programs.**
- **Objective #3: Market the library at community functions/events a minimum of 12 times per year.**

Selected Activities:

- Annually offer at least 2 programs that highlight different cultures and the collections of the library.
- Work with local organizations to cosponsor demonstrations on topics of interest to various age groups.
- Survey library patrons to determine the types of programs and demonstrations they would like to see that would meet their learning and exploration needs.
- Use new technology as it becomes available to publicize programs.

Assessment of Facilities, Services, Technology and Operations

2013-2017	Assessment of facilities, services, technology, and operations						
	Currently Have	Required by Standards	Identified by Community Needs	Indiana Public Library Standards Compliance Level			
				Basic	Enhanced	Exceptional	Improve
Facilities							
Main Building	Handicap accessible doors	compliance with Americans with Disabilities Act		x			
Services							
Adult Services	1 full-time adult services librarian, certified The adult services department provides educational classes, including computer classes twice annually	Programs/Reference Services offered by a qualified individual holding the appropriate librarian certificate Knowledge of and access to reference materials, including INSPIRE A collection of materials for adults Space designated in the	Educational opportunities for the workforce			x	

		library for adult services					
Young Adult Services	<p>1 full-time youth services manager, certified</p> <p>The library provides at least 90 teen activities each year, with a popular weekly program on Thursday nights during the school year that is well attended</p>	<p>Programs and reference services offered by a qualified individual</p> <p>Knowledge of and access to reference materials, including INSPIRE</p> <p>A collection of materials for adults</p> <p>Space designated in the library for young adult services</p>	<p>Accessible teen activities</p> <p>One part-time Young Adult Librarian</p>				
Children’s Services	<p>1 full-time youth services manager, certified</p>	<p>Programs/Reference Services offered by a qualified individual holding the appropriate librarian certificate</p> <p>Knowledge of and access to reference materials, including INSPIRE</p> <p>A collection of materials for adults</p> <p>Space designated in the</p>					

		library for children's services Annual Summer Reading Program for a minimum of six weeks					
Library Sponsored Programming	954 programs (2011), including a mix of educational and entertaining, most of which are offered for free The annual art show and evening and weekend programs bring people to the downtown area	5 library programs for every 1,000 people served per year, with a minimum of 12 library programs per year	A need for free/inexpensive fun Dying Downtown		x		
Collections	Expending 15% of operating expenditures for library collections	7.5% of the library's operating fund expenditures for library collections			X		
	MUTPL has a Large Print collection Patrons needing Braille books are connected through the ISL	Provide access directly or through the Indiana State Library to large print books, Braille books, audio books, and enhanced media to patrons who are unable to read regular print		x			

ILL	Evergreen Indiana	ILL is free of charge within IN Class B Library: Two days/week delivery		x			
Copies, Scanner & Fax Machine	Copier, scanner, scan to email, & faxing service	Means to provide copies to the public for a fee not to exceed a fee est. by IN law Technology available to transmit documents electronically or through phone lines		x			
Technology							
Telecommunications	Telephone listed in library's name An answering machine providing operating hours of the library Email address for contact on library's website	Public Library Standards		x			
Website	Library website	Must include: hours of operation, physical address, map, phone		X			

	Adding NoveList database in January 2013	number and email address Electronic resources provided free of charge Public Service policies Online Public Access Catalog Calendar of events					
OPAC (Online Public Access Catalog)	Evergreen Indiana	Integrated Library system with an online public access catalog available on the library's website		x			
Public Access Computers	MUTPL has 4 Mbps of Fiber Guest passes are granted to patrons who have no library card	Minimum Internet connection speed of 1.5 Mbps Computers shall be provided for the free use of all persons regardless of residency		x			
Staff Computers	MUTPL has 13 staff computers equipped with Microsoft Office and Windows 7.	Library shall have a base level of at least 1 staff computer w/ office software and OS.		X			

Operations							
Hours	MUTPL is open 60 hrs/wk, four evening hours, and one weekend day Evening and weekend hours keep people downtown past the work day	40 hrs./wk. including four evening hours and one weekend day	Dying downtown		x		

Annual Evaluation Process

MUTPL management will monitor progress towards goals on a continual basis and will report to the Director as needed. The Director will present an official progress report to the Board of Trustees and the public annually.

The Director will work with the youth services librarian on continual evaluation of collection area goals to determine whether increased programming in areas of baby/lapsit and teens should be continued, increased, changed or discontinued totally. Will use in-house evaluation forms to gather feedback from new program attendees and take in account suggestions on ways to improve. When evaluating new programs MUTPL will look at attendance and patron evaluations. Will also evaluate the marketing and PR of the new programs and whether it is reaching the intended audiences.

The Director will work with both children’s librarian and adult librarian on assessment of their collection areas to determine what if any shifting and adjustment of layout is necessary to facilitate ease of use for patrons.

Financial Resources

YEAR: [2013]	Assessed Resource or Service	Funds					
	<i>[list facility, service or operations item]</i>	Operating	LIRF	LCPF	Rainy Day	Fund 5	Fund 6
Facilities							
Main Building	Assess layout in children's area to accommodate technology	\$1,200					
Services							
Community Need	Support aging population through Lifelong Learning programs and large print non-fiction	\$1000					
Library Services	Increase marketing of events and services	\$500					
Adult Services	Look into additional resources for marketing the collection and increasing patron involvement with the collection	\$1000					

Adult Services	Assessment of non-fiction collection and databases to include materials of community interest	\$1000					
Teen Services	1 part-time Teen Services Manager (2 days per week)	\$6000					
Teen Services	Teen Programs	\$200					
Children's Services	Purchase interactive, manipulative games and toys to be used during library programs and in the library	\$200					
Children's Services	Additional Programs: Lapsit Storytimes, Winter Reading Club for more ages, Read-to-Me Summer Reading Program	\$300.00					
Children's Services	Themed Preschool Literacy Kits	\$250					
Children's Services	Resource Guide for Parents based on <i>Every Child Ready to Read</i>						
Technology							
Adult and Youth Services	Increase allocated amount for Overdrive; add separate line item budget	\$500					

Children's Services	Add 1 AWE Computer; replace 2 current AWE Computers with upgrades						
Operations							

Collaboration

MUTPL collaborates with other libraries, schools, daycares, the Parks Department and other community groups and will continue to do so.

Libraries

The directors of all four library districts meet in a quarterly basis to share information and collaborate on joint programs such as a one community read.

Schools

MUTPL has a good working relationship with the Twin Lakes School system. They help the library publicizing upcoming programs in their newsletters, put up flyers in their buildings, and announce library programs over their PA system.

MUTPL offers tutoring to students and students take full advantage of the service, thanks in part to the promotion of the service by teachers.

Community Organizations

The library is a member of the Monticello Chamber of Commerce and partners with other organizations such as the Parks Department and Historical Society.