

# Strategic Long Range Plan 2022-2024



**Greentown Public Library  
(GPL)**

Adopted: October 25, 2021

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## **Greentown Public Library Long Range Plan 2022-2024**

### **Slogan:**

Endless possibilities to create, discover & connect

### **Introduction**

During 2021, the library staff and the board of trustees reviewed and updated the 2022-2024 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. Residents are aware of the variety of collections, services, and programs that are offered by GPL
2. Offer programs, services, and materials that meet the needs of residents of all ages
3. Provide quality library materials and services that support the curriculum k-12
4. Continue our partnership with Eastern-Howard School Corporation and the use of their telecommunications system to provide services to students and library patrons
5. GPL users have access to the most current information technology.
6. Upgrade elements of library services and facilities to improve patron experience
7. Create Young Readers
8. Maintain staff productivity and morale at a high level
9. Ongoing evaluation process

**Goal 1: Residents are aware of the variety of collections, services, and programs that are offered by GPL**

Objectives	Timeline
<p>Utilize community services to communicate Library programs, services, and workshops</p> <ul style="list-style-type: none"> <li>• First Farmer’s Bank &amp; Trust Marquee</li> <li>• Post/Share events on Mainstreet Association’s Facebook Page</li> <li>• Participate in Greentown’s 3<sup>rd</sup> Sunday events to promote library services and programs</li> <li>• Participate in area Farmer’s Market</li> <li>• Post/Share events on Eastern Howard School Corporation’s Facebook page</li> <li>• Post events to Greentown’s community calendar</li> <li>• Services/Program Brochure @ counter</li> </ul>	<p><b>2022-2024</b></p>
<p>Continue to increase visibility of library, its collections, programs, and services through website.</p>	<p><b>Ongoing</b></p>
<p>Continue to update, maintain, and expand the library’s web site</p> <ul style="list-style-type: none"> <li>• Add new links as appropriate</li> <li>• Add content of community interest</li> <li>• Provide links to library social media outlets</li> </ul>	<p><b>Ongoing</b></p>
<p>Continue to increase visibility of library, its collections, programs, and services through social media outlets. Add new social media outlets as deemed appropriate</p>	<p><b>Ongoing</b></p>
<p>Continue community partnerships to create awareness of library services</p> <ul style="list-style-type: none"> <li>• First Farmer’s Bank &amp; Trust</li> <li>• Century Villa</li> <li>• Revival’s Fiber Arts &amp; Gatherings</li> <li>• Greentown Mainstreet Association</li> </ul>	<p><b>Ongoing</b></p>

<p>Advertise events/programs in Kokomo Tribune/Kokomo Perspective</p>	<p><b>Ongoing</b></p>
<p>Continue to promote programs on digital signage</p>	<p><b>Ongoing</b></p>
<p>Continue to promote children's programs on outside sign @ elementary school</p>	<p><b>Ongoing</b></p>
<p>Continue to promote programs on school announcements</p>	<p><b>Ongoing</b></p>
<p>Create displays to showcase collections, upcoming events/programs</p>	<p><b>2022-2024</b></p>
<p>Provide welcome kits to new patrons which will include:</p> <ul style="list-style-type: none"> <li>• "Welcome to Greentown Public Library" trifold that has the library's hours, contact information, and an overview of the library's services and collections</li> <li>• a Libby brochure that describes the various eResources available through the library</li> <li>• a bookmark that highlights the databases available at GPL</li> <li>• community information, e.g. a voter registration form and town information</li> <li>• GPL book bag</li> </ul>	<p><b>2022-2023</b></p>
<p>Provide Books for Babies kits to new parents</p> <ul style="list-style-type: none"> <li>• Library preschool programs times/dates (birth to kindergarten)</li> <li>• Library location &amp; hours</li> <li>• Books for Babies brochure with reading tips.</li> <li>• Kindergarten readiness checklist (75-in-5 initiative)</li> </ul>	<p><b>2022-2023</b></p>

<ul style="list-style-type: none"> <li>• Board book selected specifically for babies. Title may vary and is subject to change.</li> <li>• A bookmark with tips on reading to babies.</li> <li>• Baby's First Library Card to exchange for the real thing @ the library</li> <li>• Early literacy information</li> <li>• Area preschool information</li> </ul>	
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**Goal 2: Offer programs, services, and materials that meet the needs of residents of all ages**

Objectives	Timeline
Continue to provide patrons with services through Evergreen & SRCS using InfoExpress	<b>Ongoing</b>
Continue to create a variety of adult programs	<b>Ongoing</b>
Collaborate with other organizations to establish successful teen programming	<b>2022-2023</b>
Collaborate with other libraries to promote services and programs	<b>2022-2024</b>
Create more activities for over 12-year-olds	<b>2022-2023</b>
Find/create activities to reach teen boys	<b>2022-2023</b>
Provide free community programs (give back to the community) <ul style="list-style-type: none"> <li>• Drive-In Movie (provide food, snacks, drinks)</li> <li>• Community carnival</li> <li>• Community interest events</li> </ul>	<b>2022-2024</b>
Investigate options to better serve homebound population <ul style="list-style-type: none"> <li>• Grab &amp; Go Crafts</li> <li>• Continue delivery/pickup of library materials</li> </ul>	<b>2022-2023</b>

<ul style="list-style-type: none"> <li>• Explore technology options for extended checkout</li> </ul> <p>Create adventure kits to provide a variety of learning opportunities</p>	<p><b>2023</b></p>
<p>Offer technological training for individuals of all ages, abilities, and interests</p> <ul style="list-style-type: none"> <li>• Emerging technologies and trends</li> <li>• Libby App instruction for e-materials</li> <li>• Coding</li> <li>• Web design</li> <li>• Phone use instruction (older patrons)</li> <li>• Canva instruction</li> <li>• Photoshop</li> <li>• Google Suite</li> </ul> <p>Explore and evaluate the purchase of gaming system for teen area</p> <p>Explore and evaluate the purchase of a gaming system for children’s library</p> <p>Explore and evaluate the cost of a gaming collection for checkout</p> <p>Continue to create online content (virtual programming)</p> <p>The library will meet or exceed the state standard of 12 library programs per year per system regardless of population served</p> <p>The library will offer a variety of adult classes 12 minimum, to include crafts and variety of computer training</p> <p>The library will facilitate a minimum of 3 teen programs that encourage reading, social interaction, and promote leadership skills per year</p>	<p><b>Ongoing</b></p> <p><b>2022</b></p> <p><b>2022</b></p> <p><b>2022</b></p> <p><b>Ongoing</b></p> <p><b>Ongoing</b></p> <p><b>Ongoing</b></p> <p><b>Ongoing</b></p>

<p>The library will offer a minimum of 12 after school children's programs per year</p>	<p>Ongoing</p>
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<b>Goal 3: Provide quality library materials and services that support the k-12 curriculum</b>	
<b>Objectives</b>	<b>Timeline</b>
<p>Explore and evaluate the cost of creating a Makerspace</p>	<p>2022-2024</p>



Alignment with and enhance offerings to school curriculum	<b>2022-2024</b>
Explore and evaluate the purchase of virtual reality headsets as multi-sensory educational tools	<b>2022</b>
Explore the purchase of pertinent technology that will allow teens access to digital literacy skills.	<b>2022-2024</b>
Create and maintain a vibrant and well-attended afterschool program for children in grades 6-12	<b>Ongoing</b>
Offer a variety of STEM programs (afterschool & passive programs) for grades 6-12	<b>Ongoing</b>
Work with key school staff to expand opportunities to collaborate with Eastern schools to improve student achievement in all grades.	<b>2022</b>
Collaborate with Eastern schools and local businesses to fund author visits for grades 6-12	<b>2022-2024</b>
Instruct students and teachers in the use of INSPIRE and digital resources	<b>Ongoing</b>
Instruct students and teachers on library databases	<b>Ongoing</b>

<b>Goal 4: Continue our partnership with Eastern-Howard School Corporation and the use of their telecommunications system to provide services to students and library patrons</b>	
<b>Objectives</b>	<b>Timeline</b>

Continue to use the fiber optic connection for Internet use	<b>2022-2024</b>
Upgrade library wireless access points for stronger signals in library parking lots	

<b>Goal 5: GPL users &amp; staff have access to the most current information technology.</b>	
<b>Objectives</b>	<b>Timeline</b>
Upgrade and maintain computer equipment for staff use	
<ul style="list-style-type: none"> <li>• Replace circulation computers (2) at elementary</li> </ul>	<b>2024</b>
<ul style="list-style-type: none"> <li>• Replace staff iPads with comparable technology</li> </ul>	<b>2023-2024</b>
<ul style="list-style-type: none"> <li>• Replace high school circulation computers (3)</li> </ul>	<b>2023-2024</b>
Purchase 4 iPad air for High School Library	<b>2022</b>
Purchase tablets, laptops, etc. for patrons to use in-house	<b>2024</b>
Purchase (2) iMac (8-Core GPU 256GB Storage) for High School	<b>2022</b>
Purchase (2) iMac (8-Core GPU 256GB Storage) for Elementary	<b>2023-2024</b>
Meet community needs for tools and technology by creating a "Library of Things" collection	<b>2023-2024</b>
Provide staff training on library databases and other resources	<b>2022-2024</b>
<ul style="list-style-type: none"> <li>• Continue to provide in-service yearly</li> <li>• Continue to take advantage of State Library training opportunities</li> <li>• Use vendor-provided training if appropriate</li> <li>• Provide LEU opportunities for designated staff members'</li> </ul>	

<ul style="list-style-type: none"> <li>• Encourage all staff to attend workshops and webinars as often as time and budget allows</li> <li>• Keep staff knowledgeable on current technology to enhance in-house technical support, including cataloging, Evergreen components, web page design, bookkeeping, digital media</li> </ul> <p>Provide training to help library patrons utilize technological resources</p> <ul style="list-style-type: none"> <li>• Offer instruction, including a variety of computer training, Internet, social media, web design, eReader/app instruction, and other digital media</li> <li>• Offer one-on-one instruction, as needed, in using all available resources</li> <li>• Increase public access to software programs</li> </ul>	<p><b>2022-2024</b></p>
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<b>Goal 6: Upgrade elements of library services and facilities to improve patron experience</b>	
<b>Objectives</b>	<b>Timeline</b>
Westinghouse - 75" Class LED 4K UHD Smart Roku TV for Community Room	<b>2022</b>
HP Color LaserJet Pro M255dw Wireless Laser Printer (7KW64A) for public use (High School)	<b>2022</b>
Explore and evaluate the cost of accepting credit cards from patrons	<b>2022-2024</b>
Upgrade STEM Robot iPads (4) (Elementary)	<b>2023-2024</b>
Explore and evaluate the cost of electronic door counters to keep track of user statistics	<b>2022-2024</b>
Explore Evergreen Indiana self-checkout option	<b>2022-2024</b>

Add digital signage to Children's Library	<b>2022</b>
Continue to increase Overdrive eBook budget annually and explore additional options	<b>2024</b> <b>Ongoing</b>
Explore and evaluate cost effective streaming services	<b>2022-2024</b>
Explore and evaluate cost of new sliding/lock down door for community room	<b>2024</b>
Upgrade current community room smart board to Promethean Interactive Screen	<b>2022</b>
Purchase laptop compatible with Promethean screen (strictly for community room use)	<b>2022</b>
Purchase laser jet printer (strictly for community room use)	<b>2023</b>
Create a welcoming entry lobby for users that will be an introduction to the adult/teen library as a whole	<b>2022-2023</b>
Purchase new drop box and return slot at the adult/teen branch	<b>2022-2023</b>
Purchase new drop box for children's library	<b>2022-2023</b>

<b>Goal 7: Create Young Readers</b>	
Children and their caregivers will have access to resources that encourage and foster literacy, leading to life-long learning	<b>2022-2024</b>
Market 75-in-5 kindergarten readiness initiative to area preschools	<b>2022</b>

Upgrade/replace AWE early literacy computer stations at children's library	2023
Upgrade iPads/tablets with early literature apps in the children's library	2023
Create YouTube videos of preschool programs to post on website & other library social media outlets	2022-2024
Network with local preschools and encourage parents to visit the library and utilize early literacy programs and services	2022-2024
Develop early literacy reading lists brochure to <ul style="list-style-type: none"> <li>• Handout to caregivers</li> <li>• Post on website</li> <li>• Post on library social media outlets</li> <li>• Post literacy tip of the week on library social media outlets and website.</li> </ul>	2022

<b>Goal 8: Maintain staff productivity and morale at a high level</b>	
<ul style="list-style-type: none"> <li>▪ Provide adequate compensation</li> <li>▪ Provide opportunities for professional growth</li> <li>▪ Offer staff incentives</li> <li>▪ Provide staff fun day</li> <li>▪ Have regular meetings to keep communication open between buildings and all staff</li> <li>▪ Provide continuous training in all areas of the library, including digital resources, procedures, policies, equipment, technology</li> </ul>	Ongoing Ongoing 2022-2023 2022-2023  Ongoing  Ongoing
<b>Goal 9: Ongoing evaluation process</b>	

<ul style="list-style-type: none"> <li>▪ Library administration, staff, and board of trustees will formally review this plan annually.</li> <li>▪ Changes to the plan will be documented in board minutes and sent to the Indiana State Library</li> </ul>	<p><b>Ongoing</b></p>
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## Funding

### **Goal 1: Residents are aware of the variety of collections, services, and programs that are offered by GPL**

Funding for advertising, digital signage, welcome kits & Books for Babies kits will be funded and sustained through the library operating fund. The cost to update the library website is included in staff salary. Advertising in the Kokomo Tribune will be funded through the library operating fund. Kokomo Perspective provides free advertising.

### **Goal 2: Offer programs, services, and materials that meet the needs of residents of all ages**

Evergreen and InfoExpress services will be funded and sustained through the library operating fund. Adult programs, teen activities, and community programs will be funded through the library gift fund (fundraiser monies) and through the library operating fund. Children's programming will be funded through the children's fund and library operating fund. Homebound service items will be funded through the library gift fund. Adventure kits, gaming systems, and gaming collection will be funded and sustained through the library operating fund. The cost for technology training is included in staff salary. If outside trainers are hired, the cost will be covered through the gift fund.

### **Goal 3: Provide quality library materials and services that support the k-12 curriculum**

Makerspace items will possibly be funded through donations from area businesses. If funds are not donated, purchases will be made through the library operating fund. Virtual headsets and other pertinent technology will be funded and sustained through the library operating fund. STEM programs will be funded through the gift fund.

### **Goal 4: Continue our partnership with Eastern-Howard School Corporation and the use of their telecommunications system to provide services to students and library patrons**

Eastern Howard School Corporation funds all telecommunications.

### **Goal 5: GPL users & staff have access to the most current information technology.**

Circulation computers, staff iPads and elementary iMacs will be funded through the library operating fund. The 4 iPad air and iMacs for the high school will be funded by the ARPA grant. The Library of Things collection will be funded and sustained through the library operating fund.

**Goal 6: Upgrade elements of library services and facilities to improve patron experience**

The Roku TV and Color LaserJet will be funded by the ARPA grant. STEM robot iPads, door counters, digital signage, Overdrive eBooks, community room sliding door, and community room laptop and new drop boxes/slot will be funded and sustained through the library operating fund.

Eastern Howard School Corporation will fund the Promethean Interactive Screen.

**Goal 7: Create Young Readers**

AWE computers and iPads/tablets will be funded through the library operating fund.

**Goal 8: Maintain staff productivity and morale at a high level**

Staff training will be funded through the library operating fund. Staff fun days and incentives will possibly be funded through staff, incentive money donations.

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