Nelson County Public Library

where the community comes together

**STRATEGIC PLAN
FY 2017-2020**

NELSON COUNTY PUBLIC LIBRARY
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The Nelson County Public Library's scope of services to the community has changed over time. Our approach to address the current planning process was to review the changes, accomplishments, and overall usage by the Nelson County community. Our goal is to coordinate a plan of ongoing review, with the focus on maintaining a high level of services for our existing customers, and to set the stage for engaging new customers and new initiatives.

The Nelson County Public Library Board of Trustees approved the 2017-2020 Strategic Plan on January 12, 2017.

MISSION STATEMENT

The Nelson County Public Library provides the community with free, open, and equal access to general information on a broad array of topics; resources to promote personal growth and lifelong learning; popular materials to meet cultural and recreational needs; and the assistance needed to find, evaluate, and use information effectively.

METHODOLOGY

This Strategic Plan was prepared following a process adapted from the American Library Association under the guidance of a planning facilitator. It creates a framework for looking at both the community (Nelson County) and its public library. The Library conducted a community focus group and a community survey, both online and in paper format. Information gathered was looked at by the various staff planning committees. A draft plan was prepared based on those discussions and refined before final adoption by the Board of Trustees.

Collection Development

Although the printed book continues to be the primary medium for recreational reading, society is rapidly adapting to digital media, such as the Internet, for information needs. While the open Internet is a wonderful resource, the Library needs to be in the forefront in providing the public with reliable, authenticated sources of information. The Library will adapt their collection development policy to include new technologies and methods of delivering recreational and informational content.

GOAL: The Library will be a vital, relevant, and responsive community resource by adding new offerings to the materials collection that will be valued by the local community.

Objective: To continue developing and maintaining a dynamic collection of books and materials, in a variety of formats, to meet the informational, educational, and recreational needs of the community

Objective: To ensure that library materials are purchased, processed, and made available to the public in as timely a manner as possible

Objective: To review and revise collection policies and procedures as needed to ensure the Library is responding to community needs and desires

Children/Youth Services

The Nelson County Public Library fully recognizes that a love of reading, lifelong learning, and intellectual curiosity begins at a very young age and that children's services is an essential role. We offer services beginning with toddlers and extending through young adulthood. We supplement curricula and are the school library for homeschooling. After school, our facilities serve as centers for youth social activity. The Nelson County Public Library will continue to look for ways to expand on these activities.

Goal: The Library will provide children of all ages with an array of materials and a variety of programs that foster a love of reading and intellectual inquiry.

Objective: To promote kindergarten readiness with early literacy opportunities for babies and preschoolers

Objective: To provide materials, programs, and activities to foster a love of learning for school age children during the academic year and during school breaks

Objective: To increase access to technology and technology programming

Objective: To develop a stronger presence in schools throughout the county, including homeschooling associations

Goal: Teens will view the Library as a welcoming place that supports their special interests and developmental needs and invigorates their interest in reading for pleasure.

Objective: To provide materials, programs, and activities to foster a love of learning during the academic year and during summer vacation

Objective: To increase access to technology and technology programming

Adult Programming

Programs and services are the connection between users and the Library's collections. They support the Library's mission of "providing a variety of library materials and services, access to innovative technologies and a wide-range of programs to meet the informational, educational and cultural interests of residents and visitors of all ages.

GOAL: Adults in Nelson County will have ready access to a wide variety of programs, events, and displays that will enrich the informational, educational, cultural, and recreational life of the community.

Objective: To increase new programming by 5% each year of the plan that is targeted for working adults

Objective: To increase multi-cultural programming by 5% each year of the plan

Objective: To provide technology awareness, training, skills, etc

Objective: To continue successful programming for all adults, experimenting and developing new programs as needed

Bookmobile Services

The Library functions in a community, not just as a resource, but as the focal point for responding to a community's literacy and informational needs. As such, it is our aim to actively provide county-wide library services through our vehicular service to some area schools, homeschoolers, community stops, and individual house stops within our community.

Goal: The Library will increase outreach services to underserved segments of the community with Bookmobile stops at schools, community stops, and neighborhoods as scheduled.

Objective: To make the community more aware of Bookmobile services and promote them to new users

Objective: To collaborate with other community organizations/agencies to reach more underserved segments of the community

Objective: To evaluate annually the Outreach Services program

Technology

Rapid changes in technology continue to drive patron expectations. The Library needs to be aware of how such changes impact library services in the provision of materials in different formats, in providing access to information and library materials, and in communicating with the residents of the community. We need to aggressively expand digital resources while guaranteeing patrons have access to material in formats with which they are comfortable.

GOAL: The Library will foster a culture of innovation for emerging technology and information literacy.

Objective: To keep staff members abreast of changing technology, community needs, and ways of finding and providing information

Objective: To provide library patrons with up-to-date technologies and devices in the provision of materials, information, and access

Objective: To build a strong digital presence for the Library to supplement its physical presence and engage patrons on-line

Promotion/PR/Advocacy

Library materials and services are worthless if people are unaware they exist. Responses to the survey that was conducted in conjunction with this Strategic Planning process indicate that many patrons are unaware of even some of the basic library services we provide. In addition, there are many residents who are not users of the Library who might become patrons if they were made aware of the many materials, programs, and services the Library provides. To this end, the Library needs to move beyond traditional methods of publicizing its services and programs and enter into a more comprehensive marketing program.

GOAL: Using various forms of communication, the Library will inform residents of resources and programs to encourage use of library services.

Objective: To grow and strengthen the methods of communicating the library's message to patrons and the community-at-large

Objective: To promote the general reputation of the library and its place in the community

Objective: To create and leverage partnerships with government agencies and promote good relationships with local government

Administrative

Libraries today are more than just warehouses for books; they are information utilities. Service needs have altered as a result, requiring continuous staff training and a governing board that is aware of its responsibilities to the Library and the public. The Library recognizes its governmental accountability to the people and embraces it with full frugality and transparency.

GOAL: The Library will build and sustain a highly professional staff responsive to the needs of library users.

Objective: To strengthen the customer service skills of all staff and foster pride and respect for excellent job performance

Objective: To provide training that enhances the staff's ability to deliver excellent library service

Objective: To create a positive work environment for all employees of NCPL

Goal: The Library will recruit and develop a Board of Trustees knowledgeable in library governance.

Objective: To have all board members certified by the Kentucky Department for Libraries and Archives within 6 months of appointment

Objective: To recruit new trustees that will make significant contributions to the Board, be representative of all parts of the county, and represent the diversity of the county

GOAL: The Library will maintain an exterior and interior environment that is safe, energy efficient, and welcoming for patrons and staff.

Objective: To continue to explore ways to keep the facilities safe, secure, efficient, clean, and up-to-date

Objective: To continue to explore ways to make the facilities welcoming to users

GOAL: The Library administration will provide careful stewardship of the Library's financial and operational resources to make the most efficient and effective use of public funding.

Objective: To meet state requirements for submitting reports
- Annual Statistical Report to KDLA and County Judge-Executive
- UFIR to Department for Local Government
- Budget to Department for Local Government, County Judge-Executive, & County Clerk
- Annual audit to the Department for Local Government
- Annual tax rate certification to County Clerk
- All reports are on file for public viewing at the Library pursuant to KRS 61.870-.884

Objective: To provide transparency in conducting public business
- Provide names and contact information for library board members on the library's website
- List date, time, and location of library board meetings on website and in local media
- Provide approved minutes for viewing on library's website
- Provide library's long-range plan on website
- Establish a feedback option on the library's website
- Publish required information regarding library governance and finances in local newspaper

Objective: To explore ways for the most efficient and cost effective delivery of library services

COMMUNITY PROFILE

Nelson County (KY) has a total area of 424 square miles, of which 418 square miles (99%) is land and 6.6 square miles (1%) is water. The county seat, Bardstown, is located at 37°48′56″N 85°27′47″W.

According to the United States Census Bureau, the 2015 estimated population of Nelson County was 45,126 residents, with 16,826 households. The average household size is 2.5. 19% of households are single-parent.   97% speak English only, with 2% speaking Spanish only.

Population distribution, with median age of 37.9, was:

under age 5	6.9%		35-54	27.6%
5-14	13.8%		55-64	13.2%
15-19	6.7%		65-84	11.3%
20-34	18.9%		85 and up	1.5%

The median income for a household was $49,298. The per capita income was $24,699, with 17.3% below the poverty level. 63.5% of workforce lives in the county; 35.3% commute to work out-of-county, with most going to Jefferson County, and 85% of these are driving alone (not carpooling); 3.2% work at home. The mean travel time to work was 26 minutes. The unemployment rate for Nelson County is 4.6%, while it is 4.8% for Kentucky.

The percent of adult residents with a high school diploma or higher was 87%; with a bachelor's degree or higher was 16%.

LIBRARY PROFILE

The Main Library in Bardstown is open 7 days a week for a total of 61 hours; branches in Bloomfield and New Haven are open Monday through Saturday for a total of 55 hours at each. System-wide, the library houses over 103,000 books and circulates more than 313,800 items annually. Each year more than 132,500 visits are made to the Library and more than 25,800 people attend special programs. On average, over 47,750 reference questions are answered annually.

The Library moved to its current 25,842 sq ft location at 201 Cathedral Manor in 2007 and constructed new branches of approximately 5,000 sq ft each in 2012. The current facilities, in addition to housing collections of relevant materials, provide community meeting space and high-speed Wi-Fi connection. The Library also operates a bookmobile serving residents throughout the county at their homes, schools, daycares, nursing homes, and other facilities. Additionally there is a virtual branch open 24/7 online.

The Nelson County Public Library was established as a special taxing district in 1967 and is supported with funds generated primarily from property taxes.

ACKNOWLEDGEMENTS

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Rachel Miller

Peggy Smith

Bernadine Strange

John Trager

Christy VanDeventer

LIBRARY BOARD OF TRUSTEES

Barbara Headdy, President

Molly Mattingly, Vice-President

Bonnie Cecil, Secretary

Aaron Boles, Treasurer

Kathleen Hertel-Baker, Member-at-Large

LIBRARY STAFF

Sharon Shanks, Director

All staff members contributed their expertise to the planning process

PLANNING FACILITATOR

Nelda Moore