



Long Range Plan 2020-2024

**Jasper County Public Library
208 W. Susan Street
Rensselaer, IN 47978**

www.myjcpl.org

Approved November 11, 2019

Our Mission Statement

The Jasper County Public Library's mission is to inform, enrich and empower our diverse community.

Our Role

- The Library provides easy access to:

Books/Audiobooks

Ebooks/eAudiobooks

Magazines

Computer Software

Newspapers

Research Materials

CDs

Wired & Wireless Internet

DVDs/BluRays

Computers/Printers/Scanners

Digital Devices, pre-loaded

Hotspots

STEAM Kits

- The Library offers easy access to our facilities, providing convenient hours and adequate space for materials, programming and quiet study.
- The Library serves as a cultural and community center, providing classes, programs and a place for the community to gather.
- The Library is a center for access to local history and genealogical resources relevant to Jasper County
- The Library is on the forefront of the information age. We make it a priority to continually evaluate rapidly changing technology, selecting those technologies which improve or enhance our service.
- The Library cooperates with other libraries to provide better service to its users and make the most effective and efficient use of its tax dollars.
- Trained staff assists users in making full use of library resources, programs, and facilities.

Our Values

- We provide prompt, accurate and friendly service.
- We treat all library users with equal respect and consideration.
- We consider every question valid.
- We provide information expressing various viewpoints.
- We respect and protect the privacy of our patrons to the fullest extent permissible by law.
- We are committed to Intellectual Freedom. We encourage the exchange of ideas and information. We resist all efforts to censor Library resources.
- We encourage and support the highest level of personal initiative and professional development. We provide creative challenges, financial remuneration and continuing education for all staff.
- We foster and support teamwork, cooperation and involvement at all levels of the organization. We treat each other with respect and integrity and work as a team with the board.

Demographics/Statistics -

The Jasper County Public Library (JCPL), located in northwest Indiana, serves 31,525 county residents with three facilities – the Rensselaer Main Library, the DeMotte Branch, and the Wheatfield Branch. Our community is all of Jasper County, excluding Carpenter Township. Located in northwest Indiana, 90 miles south of Chicago, we are rich in farmland and the arts. We are home to small businesses, manufacturing, and a few entrepreneurs. Our median age is 38. 24% of residents are under 18, and 17% are over 65. Our community is 92% White, 6% Hispanic, .9% Black, and .4% Asian. Like many communities across the country we are feeling the effects of the opioid crisis. In November 2019 JCPL had 23,292 library card holders. The library has a collection of over 200,000 items and a total collection use of over 300,000 items annually.

Facilities

Jasper County Public Library operates from three facilities with the headquarters library in Rensselaer and branches in DeMotte and Wheatfield. The DeMotte (901 Birch St. S.W.) and Rensselaer (208 W. Susan) libraries, built in 1992, are approximately 17,000 square feet each. The Wheatfield Library (350 S. Bierma Street) built in 2005 is 14,900 square feet. All three buildings are in good condition. Our two oldest are beginning to show their age and are in need of a spruce up. The Wheatfield Library has three distinct wetland areas featuring native plants.

Services and Programs

Registered card holders may check out and/or download numerous items from our library: books, magazines, newspapers, audio books, music CDs, computer software, and entertainment and educational movies. The Library does not limit patrons to use of their own agency's collections. It shares material freely among the three locations via daily courier service. It also borrows items from other libraries through IN Share and Indiana's Statewide Remote Circulation Service. The library provides access to numerous databases including Consumer Reports, Overdrive, Opposing Viewpoints, Legal Forms, Tumblebooks, Hoopla, Niche Academy, and World Book. The library offers a large and varied selection of programs for persons of all ages including Summer Reading programs, author visits, book and film discussions, children's story hours, writing programs, STEAM programs, local history and genealogy programs, health screenings, financial programs, and music, arts, and crafts programs.

Technology Assessment

- Technology Skills
 - In 2020 we will develop a Digital Literacies Learning Plan in collaboration with MCLS
 - Self-Service computer help documents are available through JCPL helpdesk software
 - Written Technology Instructions/Procedures are available for staff
 - Monies are budgeted annually for technology-related continuing education
- Technology-related Policies
 - Internet Acceptable Use Policy
 - Audiovisual Equipment Loan Policy
 - Computer & Typewriter Use Policy
 - Debit/Credit Card Processing Policy
 - Digital Access Card Policy
 - Fax Policy
 - Hotspot Policy
 - LCD Projector Policy
 - Microfilm Reader/Printer Policy
 - Patron Tasks and Devices Policy
 - Social Media Policy
- Data Backups are completed for the following:
 - Financial PC
 - Integrated Library System
 - Network Servers
 - Computer Reservation/Printing Software
 - General Milroy TIFF File
 - Staff Helpdesk
 - Self-Check/CircIT PCs
- Computer Security is in place and is comprised of many components
- Technology Purchases
 - We follow the JCPL Public Purchase Policy
- Internal Technology Support

- On-site Systems Administrator
 - Branch Computer Troubleshooters
 - Outside consultants
- External Technology Maintenance is managed by a variety of entities
- Internet
 - Education Networks of America (ENA) provides internet access to JCPL
 - 1G at Rensselaer
 - 100M each DeMotte/Wheatfield
 - Bandwidth management features are provided through ENA to prioritize network traffic to ensure high-priority applications receive top-priority on our network
- Network Equipment
 - Firewall
 - Routers
 - Switches (managed and non-managed)
 - UPSs
 - Wireless Access Points
 - Servers (physical and virtual)
- Patron Technology
 - STEAM kits
 - LeapPads and LaunchPads
 - AWE literacy-focused digital learning PCs and tablets
 - Playaway Audiobooks and Playaway Views
 - Remote online catalog/patron account access
 - Access to online databases that offer exclusive reference material
 - Digital Access Cards for all local school children
 - Age-appropriate database resources available via our Student Portal
 - Game, Internet, Word Processing, Genealogy PCs
 - Office 2013
 - Self-Check PCs
 - PC Signup/Printing
 - Wireless printing
 - Online Training via Niche Academy
 - Fax Services via Fax24
 - Hotspot check-out
 - LCD Projector check-out
 - Microfilm Readers
 - Multipurpose Patron Copiers (Scans, Prints, Copies)
 - Online access to our General Robert Milroy archive collection and school yearbooks
- Staff Technology
 - Library Website
 - Online event calendar/registration
 - VOIP telephone service
 - Grandstream Phones (wired and cordless)
 - Office 2013
 - Remote email access
 - Circulation software, Cataloging, Reports, Online Catalog
 - Adobe Creative Suite and Adobe Photoshop Elements
 - Patron credit card transactions

- JCPL Intranet
- Internal Technology Helpdesk
- Social Media: Facebook, Instagram, Flickr
- Ordering via B&T Title Source 360 and Overdrive
- Hotspot management via Manage Mobility
- efax (via RiverNetworks/NimboIP
- Overdue Notice automation
- Desktop Publishing
- Dell Optiplex desktop PCs/Latitude Laptops
- Dell Latitude laptops
- iPads for staff/program use
- iPads for payment transactions
- Each library has a Pix Star digital photo frame that they upload photos to via the internet
- LCD Projectors
- Printers/Copiers
- Camcorder

Operations

A seven-member board of trustees governs the library, hiring a Director who manages the day to day operations of the library.

Professional Development Strategy

JCPL feels that the professional development of staff at all levels is of utmost importance to the quality of service we can offer to our community. Therefore, we provide a number of different learning opportunities for staff. We encourage staff to expand their knowledge through attendance at workshops and conferences. We also provide mini-workshops and staff development days at the library. We encourage staff to attend regional "counterparts" meetings, where persons doing similar jobs in area public libraries share solutions to problems and work together to improve the service their departments give. We encourage staff to spend a day or ½ day at another library or another branch of JCPL to get a different outlook on how business may be conducted. We encourage staff to further their education. If we can tailor work schedules to allow staff to attend classes, without undue hardship to the library or the public, we will do so. Priority will be given to those pursuing coursework targeting the skills/knowledge necessary to increase the ability to perform optimally in a specific library position or required by the State Library.

Financial Resources and Sustainability

The Jasper County Public Library will provide funding for its Long Range Plan from a combination of the Library's:

- Operating Fund
- Library Improvement Reserve Fund (LIRF)
- Rainy Day Fund

Supplemental funding may also be procured by the following outside sources:

- Gifts
- Grants
- Friends of the Library
- Community Foundation
- Community donations

Equipment Replacement Schedule

As an ongoing activity, the library will evaluate all existing PCs and peripherals, including barcode scanners, printers, copiers, and upgrade when necessary as budget will allow. The Systems Administrator will provide additional PC's, peripherals, and data connections for staff and patrons as budget will allow. Annually, the Systems Administrator will replace the oldest 20% of the PCs in the system. Servers will be replaced every 5 years. Technology needs will be discussed at monthly Management Meetings. Critical needs will be implemented immediately with less urgent needs noted for future planning and budgeting. Other equipment will be evaluated regularly and replaced as budget will allow.

List of Collaborations and Partnerships

Library Groups and Organizations

- Northwest Indiana Directors Group
- Northwest Indiana Public Library Counterpart Groups (i.e. Branch Managers, Childrens Services, Programming, Automation, Business Managers, Reference, Circulation, & Maker Space)
- Friends of the Rensselaer Library
- Friends of the DeMotte Library
- Friends of the Wheatfield Library
- Indiana State Library

- Indiana Library Federation
- Indiana Online Users Group (IOLUG)
- Midwest Collaborative for Library Services (MCLS)
- Northern Indiana Computer Consortium for Libraries (NICCL)
- **Indiana's** Statewide Remote Circulation Service
- IN Share
- Books to Bridge the Region
- Indiana Digital Download Center
- Other Indiana libraries
- Every Library
- Harwood Institute for Public Innovation
- Association for Rural and Small Libraries

Community

- City of Rensselaer
- Town of DeMotte
- Town of Wheatfield
- Jasper Newton Foundation
- Jasper County Extension Office
- Rensselaer Chamber of Commerce
- DeMotte Chamber of Commerce
- Wheatfield Chamber of Commerce
- Rensselaer Rotary Club
- DeMotte Rotary Club
- Jasper County Historian
- Rensselaer Historical Society
- DeMotte Historical Society
- Jasper County Economic Development Organization
- Rensselaer Central School Corporation
- St. Augustine Catholic School
- Kankakee Valley School Corporation
- West Central School Corporation
- DeMotte Christian School
- Covenant Christian School
- Prairie Arts Council
- KV Reading Council
- Area Preschools

- Homeschool Groups
- Local Media
- Parks Departments
- CDC
- Jasper County Community Services
- Headstart
- Senior Centers
- Scouts

Statement of Community Needs and Goals

In 2019 we created and distributed a User/Non User Survey to assess how well we serve our community with our services and programs. 99% of respondents found staff to be friendly and courteous. 98% ranked staff assistance good to excellent. 94% found the layout of library materials good to excellent. 98% indicated that it was easy to check-out materials. We also received high marks (90% or greater) for availability and variety of library materials, overall physical environment, hours of operation, and display areas. One survey comment was particularly affirming, "This library is one of the greatest resources in the community and county."

We are pleased to know that overall respondents are happy with our staff, buildings, collections, and service. However, we have learned that we need to put more emphasis on marketing some of our services. Survey results indicate that only 50% of respondents were aware that we offer wifi, color copying/printing, intralibrary loan (between JCPL libraries), outgoing fax service, interlibrary loan (borrowing from other library systems), ebook/audiobook downloads, and genealogy/local history resources. Less than 50% are aware of exam proctoring services, hotspot checkout, and the availability of e-magazines. Additionally, we need to make our website more user-friendly as nearly 90% found our website easy to navigate but a bit overcrowded and busy. One survey comment struck us, "well, the library looked drab." Two of our libraries are nearly 30 years old. It is time to spruce up our spaces inside and outside.

As a means to assess community needs we conducted several community conversations this year to gather input from constituents and library users. Each conversation was a chance for us to better understand people's aspirations for the community, the concerns they have and what they believe might make a difference in strengthening the community. Our goal was to let people be heard, to look for patterns/themes to reflect the larger community, and find something that we can act upon. We asked – "What kind of community do you want to live in?" We studied the data we received and concluded that people feel unsafe and disconnected. They want to be involved, be engaged, be connected, and feel safe and welcomed. They want to live in a community that is thriving, growing, and offers family-oriented activities, especially outside in nature. Our community is concerned about a lack

of resources and opportunity, communication, safety, cleanliness, and volunteerism (how to find volunteers and where to volunteer). They want to live in a community that is interesting, thriving, and prosperous.

Library Goals/Service Responses

Our library goals and service responses for the next five years have been written in consideration of expressed community need. We have strived to clarify organizational direction and find the sweet spot – that spot that meets needs, strengthens our community, and fits with library assets.

Goal 1 – JCPL is a welcoming community hub.

Objectives: JCPL will provide a well-maintained and welcoming facility that encourages connectedness, uniting generations and different groups in the community.
JCPL will be seen as a safe space for/in the community.
JCPL will provide helpful, friendly internal and external customer service.
JCPL website will be more user-friendly.

Measurable Outcomes:

Increased usage of the library and its services
Improved satisfaction with library website
Evidence of improvements to our facilities inside and out – landscaping, color schemes, furniture, floor coverings, parking
Evidence of continued safety training for staff and evaluation of current safety measures.

Goal 2 – JCPL will collaborate with community partners to contribute to an interesting, thriving, prosperous community

Objectives: JCPL will connect potential volunteers with volunteer opportunities in the community.
JCPL will actively seek opportunities to assist our community schools.
JCPL will actively seek partnership opportunities with community organizations, businesses, and government units.
JCPL will serve as a reliable source of information.
JCPL will continue collaboration with other area libraries.
JCPL will evaluate how it reaches supporters and donors and encourage donations and support for the library and its operations.
JCPL will actively demonstrate that its collections, programs, and services contribute to an interesting, thriving, prosperous community.
JCPL Director will work to establish a community leader round table
JCPL will promote Jasper Newton Foundation Community Calendar
JCPL will investigate feasibility of leadership training courses in collaboration with another community partner

Measurable Outcomes:

- Evidence of new and continued collaboration
- Evidence of continued communication with community school students and faculty
- Evidence of continued communication with community organizations, businesses, and government units.
- Increased volunteerism in the community
- Reviewed and revised policies and practices that are more community-focused
- Evidence of continued collaboration with other area libraries
- Evidence of increased donations and support for the library
- Evidence of improved communication amongst community leaders
- Increased attendance at library events
- Evidence of increased awareness of community events
- Leadership training courses available in the community due to library partnership

Goal 3 – JCPL will evaluate services and collections, and how they are marketed to the public

Objectives:

- JCPL will continue to be visible and recognized as the source for information, recreation, and personal enrichment.
- JCPL will actively demonstrate that its collections, programs, and services improve quality of life.
- JCPL will actively promote itself as a county wide system.
- JCPL will continue to actively seek community input on their aspirations for their community.
- JCPL will actively promote its story on social media, telling what we are doing; what we want to do; and why it is important.
- JCPL will evaluate feasibility of new and expanded services such as going fine free, auto renewals, walking books, hours study, etc.

Measurable Outcomes:

- Maintained or increased number of patron requests acted upon
- Completed Summer Reading Program evaluation
- Logo utilized on marketing and published materials
- Marketing materials made available to welcome centers for new residents
- Evidence of increased community awareness of what the library is doing and why
- Evidence of new and expanded services
- Evidence of community conversations/turning outward.

Goal 4 – JCPL engages its staff and community in lifelong learning.

Objectives:

- JCPL will continue to offer a variety of lifelong learning opportunities on technology, health, finance, security, life skills, literacy, civic-mindedness, and the arts.
- JCPL will be a source of local history and genealogy.
- JCPL will continue to evaluate & provide access to current information and entertainment resources in a variety of formats.

JCPL will seek ways to spark meaningful community conversation.
JCPL will continue to educate staff.

Measurable Outcomes:

- Evidence of staff training on tech competencies, and community engagement
- Increased number of learning opportunities in technology, health, finance, security, life skills, literacy, civic-mindedness, and the arts
- Increased number of opportunities for staff to visit other libraries for educational opportunities
- Increased awareness, promotion, & use of digital resources
- Evidence of continued digitization, making accessible interesting and/or historically significant items
- Evidence of library events where citizens can discuss and learn in a positive environment

Evaluation Process

The Management Team will evaluate the plan and progress with the plan four times annually and provide a report to the Library Board of Trustees.