



# Jackson County Public Library

## STRATEGIC PLAN 2020 – 2022

Approved by the Board of Trustees December 16, 2019

### **Mission Statement:**

The mission of the Jackson County Public Library (JCPL) is to help the community connect, learn, and grow.

### **Library Overview:**

The Jackson County Public Library is a tax-supported organization that has a service population of 35,296 (2010 census) and serves nine townships in Jackson County, Indiana: Carr, Hamilton, Jackson, Owen, Pershing, Redding, Salt Creek, Vernon, Washington. This includes the city of Seymour and towns of Crothersville, Freetown, and Medora.

### **Community Needs:**

From 2016 through 2018, the Jackson County United Way facilitated many community conversations following the Harwood method to discover community issues. Library staff assisted with several of those conversations in order to avoid duplicating their work.

From the conversations, we learned that Jackson County residents' shared aspirations are: 1) a community where people choose to live that is healthy, vibrant with social interaction and engagement, and 2) a community where collaborative works take care of our neighbors and generations.

The concerns with the most critical issues compromising the vitality of our community were: 1) community connectedness and collaboration, 2) growing poverty rates and working poor, 3) safety of children and adults, 4) lack of social gatherings and spaces, 5) stigma of substance use, 6) care for others and supportive services, 7) generational substance use, and 8) accessibility to drugs.

In the fall of 2019, library staff and board members brainstormed ways to help meet those concerns in preparation for this strategic plan.

### **Goals**

Based on the input received, the following goals have been established for JCPL:

#### **Goal 1: Provide support to the community with a focus on underserved groups**

Seymour Library  
303 West Second Street  
Seymour, IN 47274

Tel: (812) 522-3412  
Fax: (812) 522-5456

Crothersville Library  
120 East Main Street  
Crothersville, IN 47229

Tel: (812) 793-2927  
Fax: (812) 793-3721

Medora Library  
27 West Main Street  
P.O. Box 400  
Medora, IN 47260

Tel: (812) 966-2278  
Fax: (812) 966-2229

Outreach Services  
Serving Jackson County  
Tel: (812) 522-3412 x1241

[www.myjclibrary.org](http://www.myjclibrary.org)

**Goal 2: Provide facilities to meet community needs**

**Service Responses to Stated Goals**

**Goal 1: Provide support to the community with a focus on underserved groups**

**Objective 1.1: Better serve the Latinx population**

**Activity 1.1.a.:** Provide assistance to the Latinx community during the 2020 Census

**Activity 1.1.b.:** Investigate options for translation in 2021

**Activity 1.1.c.:** Plan at least one program for the Latinx community by 2022

**Activity 1.1 d.:** Have most publicity in both English and Spanish by 2022

**Objective 1.2: Provide more services to older generations**

**Activity 1.2.a.:** Increase large print offerings in 2020

**Activity 1.2.b.:** Create a variety of programs of interest by 2021

**Activity 1.2.c.:** Offer quarterly outreach programs to all senior facilities by 2022

**Objective 1.3: Improve our relationship with community agencies and the clients they serve**

**Activity 1.3.a.:** Investigate ways to partner with Anchor House and Jackson County Toolbox in 2020

**Activity 1.3.b.:** Educate all staff on community agencies for better referral service in 2021

**Activity 1.3.c.:** Investigate partnering with social services agencies to provide in-house services to library customers in 2022

**Goal 2: Provide facilities to meet community needs**

**Objective 2.1: Investigate options for reallocating existing spaces to better serve the community**

**Activity 2.1.a.:** Investigate improving both small and large group meeting spaces in 2020

**Activity 2.1.b.:** Create a makerspace at the Seymour Library in 2021

**Activity 2.1.c.:** Install an industrial kitchen in the Seymour Library meeting room in 2022

**Objective 2.2: Help meet the need for more social gatherings and spaces in the community**

**Activity 2.2.a.:** Offer more social programs and activities at the library in 2020

**Activity 2.2.b.:** Allow more social events in library meeting spaces in 2021

**Activity 2.2.c.:** Offer after-hours access to Crothersville and Medora meeting spaces in 2022

**Assessment of Facilities, Services, Technology and Operations:**

**Facilities:**

The library operates a main library in Seymour, branches in Crothersville and Medora, and The Discovery Bus that travels throughout the library district.

Of the facilities at JCPL, the most immediate needs are at the Seymour Library: chiller upgrade, LED lighting upgrade, tuckpointing the bricks on the original two sections of the building, replacing carpet behind the checkout desk and upstairs, and creating more group meeting spaces.

The Seymour main library was an original Carnegie library built in 1905 with additions in the 1920s, 1992, and 2005. In 2014 and 2015, the renovation of the Teen Scene at the Seymour Library and the addition of a full-time Youth Services Assistant working with teens created a more vibrant and inviting teen experience. In 2015, a Community Foundation of Jackson County grant purchased discovery stations for interactive play and early literacy support. In 2015 and 2016, adult shelving sections were removed to allow for more seating. In 2016, the Kidz Korner received new carpet, vinyl floor covering, reorganization of shelving for better sight lines and more natural light, and additional interactive areas for younger children. In 2017, a small group meeting media:scape was added in a public area upstairs and meeting room chairs were replaced. In 2018, the 1992 elevator was upgraded and tall periodical shelves were removed and the area was reconfigured to add more table seating. In 2018 and 2019, LED lighting replaced most lighting from previous projects. In 2019, leased parking lot pole lights were replaced with library-owned poles with LED lighting and there was masonry repair to the 1905 former entrance. In 2019 (and finished in 2020), the 2005 chiller unit was upgraded. In 2020, we plan to apply for a Seymour Main Street grant to tuckpoint the 1905 and 1920s areas of the building.

The Crothersville and Medora branch libraries are identical buildings built in 1992 with the Crothersville Library replacing a rented storefront and the Medora Library replacing a weekly Bookmobile stop. Since the 1992 building project, the Crothersville Library has added a storage area and has replaced carpet and wall covering/painting throughout. In 2015, a Community Foundation of Jackson County grant purchased rotating discovery stations for interactive play and early literacy support at both branches. In 2015 and 2016, LED lighting was installed at both branches. In 2017, the Medora Library replaced carpet.

**Services & Operations:**

JCPL offers a variety of programs and a diverse collection for all ages, local history and genealogy services at the Seymour Main Library, and administrative services such as photocopying, digital scanning in Seymour, and laminating. In 2018, library staff offered 2,262 library-sponsored programs at Seymour, Crothersville, Medora and on the Discovery Bus with total program attendance of 38,986.

In 2018, total circulation of all materials was 231,871 with a circulation of 82,291 of children's materials. Total collection use in 2018 was 246,810. Collection size as of November 30, 2019 was 111,676 with

62,563 physical items. Electronic materials are offered through OverDrive, hoopla, and kanopy. The total number of resident registered users in 2018 was 13,049.

Online databases offered are Ancestry Library Edition (in library only), HeritageQuest Online, INSPIRE, and World Book Web.

JCPL has had outreach service through the Bookmobile since the library received a state grant in the 1960s. Service has changed over the years with less community stops due to low interest to service to most licensed daycares and preschools in the library district. The current Discovery Bus was put into service in 2008; is parked outdoors in the Seymour Community School Corporation bus lot; and has more than 40 stops at daycares, schools, nursing homes and assisted living facilities, neighborhoods, and homebound locations on a Monday-Thursday schedule.

Since 1990, JCPL has offered a fine-waiving program with food items going to five different food pantries in Seymour, Crothersville, and Medora. From 2002 through 2011, a second fine-waiving program was offered collecting items for Anchor House, the Jackson County Humane Society, and Jackson County United Way's Stuff the Bus school supply drive.

#### **Technology:**

Since 2013, the Seymour Library has offered self-check machines. In October 2016, older freestanding self-check machines from Seymour were relocated to each branch. All self-checks will be replaced in 2020.

Key staff members have access to security cameras at the Seymour Library and limited access to security cameras at the branches.

In 2019, 10 mobile hotspots were added for public checkout at all three libraries. Chromebooks are also offered for use in all three libraries. iPads are at the Seymour Library in the Teen Scene and Kidz Korner.

The library offers a local history archive online at [www.jacksoncountyhistory.org](http://www.jacksoncountyhistory.org) and maintains a database of local clubs and organizations at [www.seymour.org](http://www.seymour.org).

#### **Equipment Replacement Schedule:**

**2020:** printers and photocopiers, security cameras older than five years, web servers in Seymour

**2021:** public computers, silver van, security cameras older than five years

**2022:** security cameras older than five years

**2023:** security cameras older than five years, staff computers, web servers at Seymour Library

**2024:** public computers, red van, security cameras older than five years

**2025:** networking infrastructure

**Annual Evaluation Process:**

The Board of Trustees will review this plan; evaluate objective successes/failures; update goals; and make other needed corrections/amendments annually at the December meeting.

**Financial Resources and Sustainability:**

The library's two biggest sources of revenue for its operating fund -- property taxes and local income tax (LIT) -- have declined over the years and will continue to do so. The property tax caps, which were voted into the Indiana State Constitution, will continue to lower the amount of property taxes that the library will receive. The Seymour Tax Increment Finance (TIF) District has also helped decrease the library's tax base.

Library administration staff members have successfully decreased spending over the past few years to include sufficient cash flow in the operating fund. Annual transfers from the Operating Fund into the Rainy Day Fund and Library Improvement Reserve Fund (LIRF) have been cut. More cost-cutting measures should be investigated and may include outsourcing cataloging and the elimination of the Discovery Bus by replacing it with a smaller vehicle. Current LIRF and rainy day funds could be used to pay for capital expenditures such as furniture and equipment, and rainy day funds could be used to pay for any operating budget expenditure.

**Collaboration with Other Public Libraries:**

Besides JCPL district residents, the library also serves residents of other Evergreen Indiana libraries, other Indiana residents with a Public Library Access Card, and, to some extent, anyone who visits a library facility or contacts the library.

JCPL collaborates with other public libraries in many ways and will continue to do so. Since 2016, JCPL has and will continue to participate in the Statewide Remote Circulation Service (SRCS), working with both public and academic libraries. As a member of Evergreen Indiana since 2008, the library will continue to participate in 5-days-a-week transits, group purchases, DVD and music CD transits, the e-Indiana Digital Consortium (OverDrive) and acquisitions. Staff will continue to serve on committees (if elected) and participate in roundtables.

JCPL works with the Brownstown Public Library (BPL), since the two library systems serve all of Jackson County. On two days each week when traveling between the Seymour and Medora libraries, our Maintenance Specialist stops at BPL to pick up and drop off Evergreen Indiana transits. JCPL also includes BPL staff in meeting travel and has also included them in staff development day library tours outside of Jackson County.

JCPL annually pays membership dues to the Indiana Library Federation for all managers and American Library Association and Public Library Association dues for the director, administrator, and heads of collection development and youth services. These memberships allow those staff members to attend regional, state and national meetings where they have the opportunity to network with many other librarians and serve in a leadership role.

Professional librarians and managers are currently and will continue their involvement in state and national listservs with other public librarians in their areas of specialization. They will also continue to participate in regional and state roundtables in their areas of specialization and will host these organizations when a location is needed.

### **Collaboration with Other Community Partners:**

JCPL staff is very active in the community, especially in Seymour. Almost all full-time staff members are graduates of Leadership Jackson County, and the library annually selects a staff member to attend the program. Staff members are involved in various boards and committees: Big Brothers Big Sisters of Southeastern Indiana, Boys and Girls Club of Seymour, Caring for Kids Jackson County, Census 2020 Complete Count Committee (Seymour), Community Service Council, Jackson County 4-H Review and Expansion Committee, Jackson County United Way (JCUW) Day of Caring, JCUW Rock'n Ready, Leadership Jackson County Auxiliary Board, Seymour Rotary, and Turning Point Teens for Change Advisory Committee.

The library is also an active member of Greater Seymour Chamber of Commerce and Seymour Main Street and annually participates in Jackson County Industrial Development Corporation's Career Exploration Day at Seymour High School and Career Day at Seymour Middle School. Seymour Library staff members conduct crafts and activities at the Seymour Area Farmers Market opening day and on the third Saturday June-September, participate in Seymour Noon Lions' Pig in the Park, and provide a table and activities for Seymour Park and Recreation's End of Summer Escape. The Seymour Library hosts the Teens for Change HeART Show, a Sertoma Christmas Miracle angel tree, Child Care Network's gingerbread house contest and two movies on the Saturday after Thanksgiving for Seymour's Home for the Holidays.

The Discovery Bus participates in the KidsFest Touch a Truck, Jamestown Apartments National Night Out, Seymour Oktoberfest parade, Crothersville Circle of Service, and Zion Lutheran School's Big Trucks event. Crothersville staff participates in the Red White and Blue Festival parade and Crothersville Elementary School's Literacy Night. The Medora Library hosts the community Christmas Tree, and Santa visits the Medora Library with free refreshments for all after the Medora Christmas parade.

JCPL has a strong partnership with the Jackson County United Way (JCUW). JCUW helps coordinate Family Fun Day at all three locations at the start of the Summer Learning Program. JCPL provides space and technology for United Way employee and volunteer training for Volunteer Income Tax Assistance (VITA) and for implementation of the program. All three library locations have been Day of Caring sites for several years. The library staff conducts a Pacesetter drive before the annual campaign kickoff. Seymour Library staff participate in the Seymour and Medora Rock'n Ready distribution.

JCPL provides display space for other non-profit organizations for special promotions. Some of those organizations include Drug Free Council, Emergency Management, Jackson County Health Department, Jackson County WIC sponsored by New Hope, Mental Health America, and Foster and Adoptive Care agencies. The Seymour Library also often serves as a mobile office for many government and non-profit agencies and business people.

JCPL also provides community and job bulletin boards and pamphlet racks and continues to provide state and federal government handouts including tax forms, Indiana Department of Environmental Management (IDEM) notices, and voter registration forms. The library also participates in National Voter Registration Day each September, and with the closing of the Jackson County Superior Court Building in Seymour at the end of 2018, the Seymour Library has served as the early voting site in the community, creating a "Be a Voter" website to facilitate voting information.

**Communication Plan:**

The library will provide a written copy of this Strategic Plan to all current and future members of the board of trustees and to community stakeholders including Brownstown Central Community School Corporation, City of Seymour, Crothersville Community School Corporation, Jackson County Commissioners, Jackson County Council, Medora Community School Corporation, Seymour Community School Corporation and town boards in Crothersville, Freetown, and Medora. A digital copy of the plan will be posted on the library website and on social media. Print copies will be available in each of the library buildings.

Library staff members will be given copies of the plan and will discuss activities at Staff Development Day on February 17, 2020.