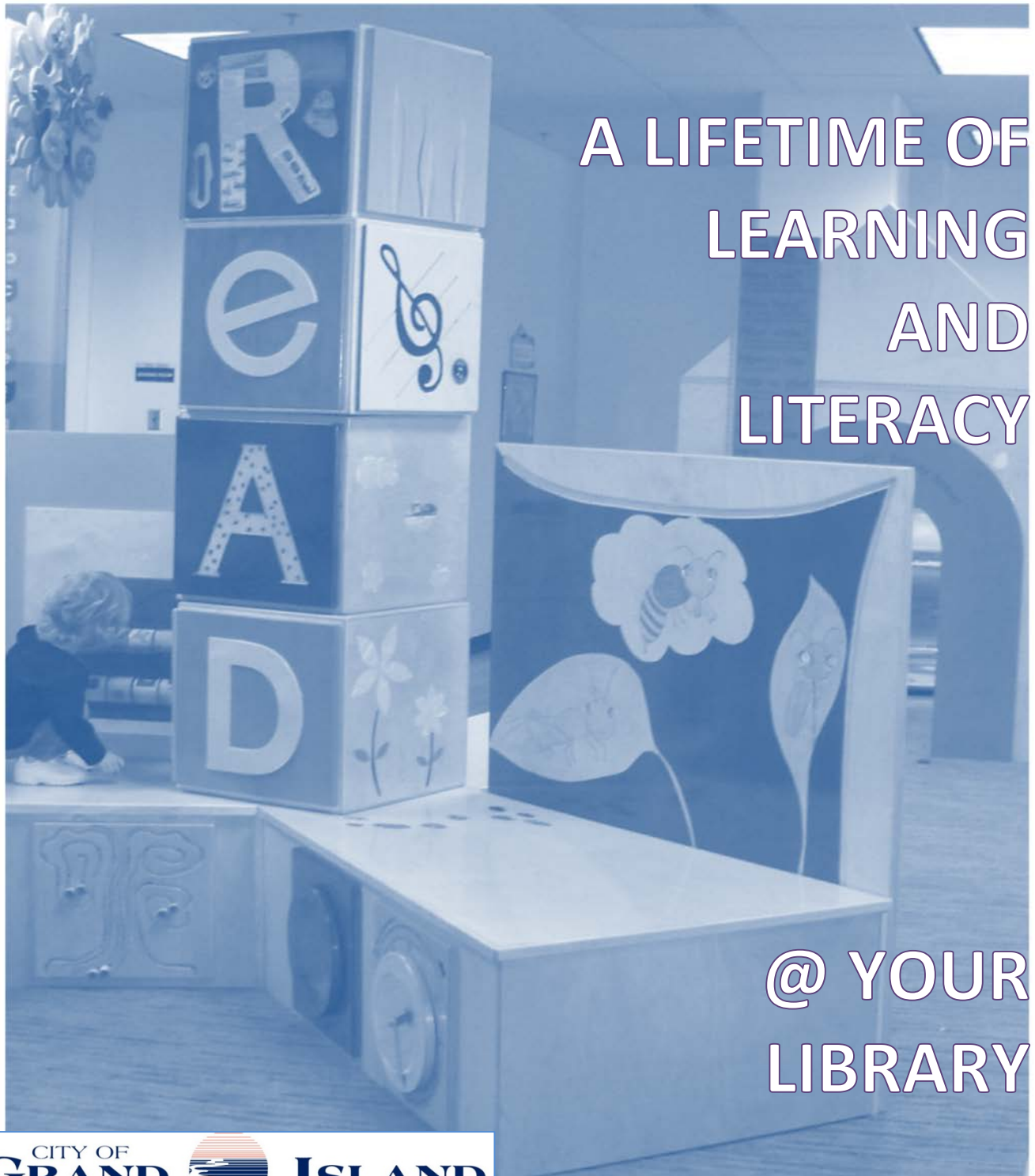# Library Board

Monday, September 24, 2018
Regular Meeting

Item F1

Approval of GILIBRARY 2020 Update for 2018-2020

The attached plan is presented after review by the Library Board and Management Support Team. Approval is recommended as part of the library's accreditation application to the Nebraska Library Commission.

Staff Contact: Steve Fosselman

A LIFETIME OF LEARNING AND LITERACY

@ YOUR LIBRARY

CITY OF GRAND ISLAND
Public Library

GILIBRARY 2020 Update for 2018-2020

For Approval by Library Board of Trustees September 24, 2018

Contents

Section One: Library Mission Statement and Guiding Principles

<u>Mission</u>

The Grand Island Public Library is the gateway for the people of our diverse community to achieve a lifetime of learning and literacy.

A Lifetime of Learning Happens @ Your Library!

<u>Guiding Principles</u>

1) Our Library as a Learning Center

- Facilitating learning for all
- Fostering literacy in all its forms
- Providing access to all types of materials, information, programming and spaces

2) Our Library as a Community Center
- Responding to community demographics
- Engaging in community development
- Enhancing city government
- Practicing democracy and informed citizenry in action

Section Two: GILIBRARY 2020 Planning Team

The planning team for the 2018-2020 update to GILIBRARY 2020 is comprised of the Library Board of Trustees, Library Director Steve Fosselman, Librarians Celine Swan and Shaun Klee, and Library Assistant II's Elle Supencheck, Jeanne Simons, Lori Medlin and Susie Cartwright. Citizen members of the GILIBRARY 2020 planning committee were gathered together in 2011 to produce the basic structure and planning initiatives in place throughout the year 2020.

GILIBRARY 2020 is also focused on a much broader planning effort now in place: Grow Grand Island / A Grander Vision for the Heartland. Library representatives have become partners in implementing several Grow Grand Island initiatives and GILIBRARY 2020 reflects the scope of this broader community plan.

Section Three: Community Needs

With the creation of Grow Grand Island/A Grander Vision for the Heartland, a rich matrix of community needs has been established. GILIBRARY 2020 dovetails our planning initiatives with the Grow Grand Island initiatives.

Collectively, Grow Grand Island has produced the following five pillars representing the foundation of our community. Our public library is an essential partner in keeping this foundation strong as community needs are met.

In large measure or small, our library services touch upon all five of the Grow Grand Island pillars. Following are the ways our community's needs through Grow Grand Island and our library's response through GILIBRARY 2020 most intersect.

1.1   specifically target small businesses

1.6   launch ENGINE - Engaging the Next Generation of Grand Island, Nebraska that cultivates the next generation of business leadership

2.2   enhance existing and potential future entrepreneurs

3.1   develop a positive self-image, encourage the community's own residents to be its best ambassadors, and increase resident engagement in community improvement initiatives

3.2   promote positive stories about Grand Island

3.3   develop long-range Corridor Improvement Plans and signature gateway beautification projects to

promote positive first impressions upon entering the community

4.1   optimize career pathways and programs offered in area schools

4.2   expand the availability of two-year and four-year degree options in Grand Island, with consideration given to the potentially catalytic redevelopment role of a higher education presence and accompanying student population

5.6   continue to advance the development and utilization of unique assets in the community

5.8   work with the City of Grand Island and all relevant partners in the community

5.11   create an early childhood education plan

5.12   support the development of arts and humanities countywide and develop entertainment strategies for all of the communities

5.13   provide public transportation for all

5.14   encourage neighborhood associations to enhance community safety, host community activities, festivals, and reduce crime.

5.15   provide support for the region's most vulnerable populations

5.16   enhance cultural engagement & understanding

Section Four: Strategic Planning Goals and Objectives

Our public library is a learning organization with dedicated, quality service-minded staff, volunteers, and board members. Together we seek continuous improvement and efficiencies consistent with available funding and citizens' needs. Our library's longstanding commitment toward collaborative, cooperative and effective partnerships is also key to the success of GILIBRARY 2020.

This 2018-2020 strategic plan highlights new objectives within seven GILIBRARY 2020 goals. Most of these goals and objectives are also related to Grow Grand Island priorities as noted below. Estimated timelines and measures are provided as known at this time, with attention to short-term work consistent with the library's current renovation project and long-term work that may extend even beyond 2020.

Responsibility for implementation of this plan will rest with the Library Director, with daily operational responsibility delegated to the Librarians in teamwork with our Library Assistant II's.

1. **Getting kids ready to read and supporting them as students**

   a) Create Every Child Ready to Read center, outdoor discovery area, Makerspace opportunities for all students. [2018]

   b) Conduct at least two cooperative projects each year with our Teen Library Corps and community leadership groups and schools. [2019]

   > Grow Grand Island # 5.11 – create an early childhood education plan

   c) Team with Hall County Community Collaborative and other local agencies on existing service partnerships and new ventures. [2019]

   d) Develop more evidence-based connections between library youth programming and services to students' educational attainment and prospects for successful transition after high school. [2019]

2. **Keeping pace with Library technology**

   a) Provide enhanced technology for meeting spaces, Makerspace suite and Wifi. [2018]

   b) Launch new Library sub-site webpage and enhance social media interaction. [2018]

   c) Upgrade ILS (Integrated Library System) modules. [2019]

   > Grow Grand Island # 4.1 - optimize career pathways and programs offered in area schools

   d) Continue partnership with Makerspace anchor agencies and others to support our community's work in optimizing career pathways. [2019]

   e) Determine need to increase bandwidth, reassess network typology and number/type of server and public access computer needs. [2019]

   f) Collaborate with City and Grand Island Public Schools to take advantage of Network Nebraska cost efficiencies through a formal partnership. [2020]

3. Making changes in collections and programs to match our diverse community needs

a) Continue rightsizing print collections and shift collections as needed. [2018]

> Grow Grand Island # 5.6 - continue to advance the development and utilization of unique assets in the community

b) Increase checkout of library eBooks, eAudios, eZines and other downloadable library materials by 20% each year and library card ownership by 10% each year for those who access resources primarily through portable devices.

c) Increase turnover rate (average checkouts of all library circulating collections per year) by 25% each year.

> Grow Grand Island # 5.16 - enhance cultural engagement & understanding

d) Co-sponsor at least 15 diversity-related, multi-lingual programs each year.

e) Increase library card ownership and use of library services by 10% each year for culturally diverse populations.

f) Continually assess and respond to community needs for expanded preschool, grade school, teen, and cultural programming.

4. Reshaping Reference, Teen and other areas as Library Learning Center areas

a) Expand teen spaces and resources, and restructure reference help desk services with one side as the gateway to Makerspace/Teen learning centers and test proctoring. [2018]

b) Provide classes and spaces each year for digital literacy learning, financial literacy, job seekers (in cooperation with NEworks), health information, small business development (in cooperation with U.S. Small Business Administration) and other life skills.

> Grow Grand Island # 1.1 - specifically target small businesses

c) Work with United Way to create a 211-focused Community Information Center in the Meeting Commons. [2019]

d) Review and realign different learning center areas and collections provided through the reference help desk with attention to services in areas designed, programmed and equipped for specific audiences and for intended purposes, as well as reader's advisory, basic patron assistance and dissemination of factual information resources.[2020]

5. Improving meeting rooms and videoconferencing capabilities

a) Restructure meeting rooms and technologies on south side of lobby, add meeting room with videoconferencing capabilities on north side, make use of Digital Media Lab as meeting room/class space when available, add test proctoring rooms and teen teamwork room. [2018]

b) Restructure lobby to become Community Meeting Commons for "meet up", large-group reception and programming purposes. [2018]

c) Increase public meeting usage by 15% each year through new configuration of meeting spaces.

d) Rebrand meeting room services and connect more with community's need for civic spaces for more informed citizenry, including provision of opportunities each year to increase individuals' capacities to engage in community building conversations through TED Talks, Humanities Nebraska or other initiatives. [2019]

6. Taking our services out to our youngest and eldest / better transportation to the Library

a) Develop improved parking lot access via new entrance plaza, establish dropoff/pickup lanes and public transit access. [2018]

b) Make use of a library van or small bookmobile for city-wide delivery and checkout of materials and programs to neighborhoods, child care facilities, senior care facilities, the homebound and community outreach opportunities such as Neighborhood Night Out. [2019]

c) Partner with schools each year to bus students to the library for after and out-of-school activities.

> Grow Grand Island # 5.14 - encourage neighborhood associations to enhance community safety, host community activities, festivals, and reduce crime

d) Continue collaboration with Metropolitan Planning Organization on next stages of Bike and Pedestrian plan and Public Transit plan as they relate to library access. [2019]

e) Shepherd improved pedestrian access to library across Highway 30. [2020]

> Grow Grand Island # 5.13 - create a regional transportation plan to serve the local communities and beyond, provide public transportation for all

7. Establishing Library Branch and expanded Internet Branch services

a) Complete Library subsite project with City's webmaster; expand discussions with City Administrator about library branch opportunities. [2018]

b) Work with City, citizen feasibility task force, and Library Foundation to analyze funding, (co)location, and service aspects of library branch operations, depending on analysis determine master plan and execute. [2020]

Section Five: Strategic Plan Evaluation

Staff members work in teams to take responsibility for achieving results. We track quarterly progress toward completing objectives and establish baselines for any measures indicated. These quarterly reports will be shared with the staff and Library Board for any follow-up action needed. Previous accomplishments are summarized in annual GILIBRARY 2020 progress reports and can be found in Additional Resources.

Section Six: Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

Internal Environment	Strengths	Weaknesses
HR	friendly, knowledgeable, helpful staff; well trained; director with years of experience; strengthened Management Support Team with two Librarians and four Library Assistant II's, existing staff are well focused on community needs and library responses	understaffed due to lack of funding; need to regain staffing for GILIBRARY 2020 implementation; time for advanced staff training
Facilities	new building w/some room to grow; very adequate parking; high traffic location; easy to use layout; renovation underway affects several services	decreased hours with funding
Technology	good number of computers and wifi access; Network Nebraska membership for internet and potential videoconferencing; expanding digital collections; renovations underway with improved videoconferencing and meeting room equipment; strong social media presence	mobile device access to all library services; website has been identified as needing improvement (underway)
Funding	maintained adequate service and made internal adjustments to strengthen library priorities that were not city program-budget priorities; successfully negotiated household library card program with county; e-rate funding for internet access	loss of funding over the last several years; not enough funding to fully staff and hours of operation
Collection	wide variety; staff knows needs; growing collection development emphasis; expanding digital collections	satisfying all patrons in this major collections shift from deeper collections to wider range of current offerings
Services, Programs & Outreach	a wide variety of services for all different ages and segments of our community; library considered a model of community diversity; all ages enjoy interactive learning (maker culture) and we are renovating with attention to maker spaces; very strong partnerships with community agencies	lack of outreach vehicle and its connection to neighborhoods, child care, senior care, and homebound; need more programming to get every child ready to read; more cultural programming needed
Operations	learning organization approach to making continual improvement; organized, creative staff; strengthened Management Support Team; improvements in several processes and best practices in past year	daily operations has been more of a struggle without adequate time to identify and resolve issues
Governance	strong library board; City supportive of the value of library services despite assigned program-budget priorities	quality of life priorities needs to be rebuilt
ANALYSIS	**It is imperative that our highly dedicated staff and board continue to prioritize efforts, programs and services in the face of budget stagnation and staff cutbacks.**	

External Environment	Opportunities	Threats
Economy	improving economy after great recession; Grow Grand Island outlook on increasing business and educational opportunities	poverty-level indicators, low percentage of educational attainment for adults; higher levels of low paying jobs and lower levels of white collar employment
Technology	expansion of digital content and patron use; information broadcast via social media; collaboration with Pioneer Consortium and Central Nebraska Digital Coop; more bandwidth and video possibilities with Network Nebraska	expensive to upgrade and maintain equipment and technology services; increasing reliance on networks that always need infrastructure improvements; third party tech support problems
Social Climate	diversity is part of our community and all segments appear comfortable using our library; learning and literacy have high value	ever-changing demographics indicate unique needs; much more community building work ahead for Grow Grand Island
Community Relations	working side by side with Grow Grand Island community individuals, businesses, and agencies to build a stronger community	Continual struggle with informing the public of library services and programs
ANALYSIS	**Cultivating partnerships and attending to changing community needs for learning and literacy will keep our library vital and relevant for the future.**	

Section Seven: Community Profile and Demographics

Grand Island is Nebraska's largest city outside of the Omaha & Lincoln Metropolitan areas. Grand Island's 2017 U.S. Census population estimate was 51,390, an increase of 6% over the 2010 population count of 48,520.

Incorporated in 1872, the vital city services of fire, police, gas/electric and public library were carved out during the town's first decade and by 1884 the formal establishment of the Grand Island Public Library took place. As recounted in "History of Hall County Nebraska" by A. F. Buechler, "A board appointed by the city took charge and the service and equipment were gradually improved from year to year". From its humble beginnings without a home but with a committed group of visionary board members, its first home within a law office above a bank building, a long term home as a Carnegie library, on through dedication of the Edith Abbott Memorial Library in 1974, expansion in 2007 and renovation in 2018 , the Grand Island Public Library maintains a vital role in serving our community through continual improvements.

According to Buechler's work, a party of thirty-five persons were engaged for the settlement of Hall County. Thirty in this party were "Germans from the Schleswig-Holstein territory, who had been a few years in the United States". This immigrant heritage continues today with Grand Island as a wonderfully diverse place with its own unique demographics and community development prospects.

Between 1990 and 2010 the composition of our community changed considerably, with our city's Hispanic/Latino (of any race) population increasing from 4.79% to 15.8% in 2000 and up to 26.8% in 2010. Since 2010 this measure has increased further, with the most recent estimate at 29.6%. This compares to a statewide average of only 10.7%.

Another unique aspect of our community is educational attainment. The percentage of Grand Island's population 25+ years of age with a 4-year college degree or higher is 18%, compared to a statewide average of 30%.

Lifelong learning in a highly diverse community has its challenges and is at the heart of our mission and actions. Census, Nebraska Department of Education and Voicesforchildren.com resources (table below) point out several disparities between our community and county and statewide averages. This includes English Language Arts, Math and Science testing in 5th, 8th and 11th grade as well as high school, B.A. and M.A. degree attainment. As our children move into their teen years we see a much higher than average arrest rate and then as our youth graduate they move away in larger numbers. We have become increasingly diverse with a much higher than average percentage of Hispanic or Latino, with even larger differences in the diversity of our children, and of foreign born and non-English speaking persons.

One reason this matters to our community: Grand Island Public Schools has indicated an enrollment that is increasingly diverse with over 52% of the student population being of Hispanic descent. Additionally, over 69% of their students are eligible for free and reduced priced meals. While GIPS's graduation rate is around 90%, only 65% of our students are continuing on to college and fewer into a successful career.

Selected Demographics and Community Needs Table
Grand Island, Hall County and State of Nebraska
Compiled from Census, Nebraska Department of Education and Voicesforchildren.com

	Nebraska	Grand Island	Hall County
Persons under 5 years	7.0%	7.9%	7.6%
Persons under 18 years	24.8%	27.4%	27.3%
Youth arrest rate (per 1,000 children age 10-17)	50.9		82.7
Emerging Adults (18-24 years)	10.2%		8.8%
Hispanic or Latino	10.7%	29.6%	27.1%
Children under 19 years	14.1%		34.1%
White alone, not Hispanic or Latino	79.6%	64.8%	67.7%
Foreign born persons	6.7%	16.4%	14.4%
Language other than English spoken at home, age 5 years+	11.0%	24.9%	21.7%
High school graduate or higher, age 25 years+	90.7%	81.4%	83.2%
Bachelor's degree or higher, persons age 25 years+	30.0%	18.0%	19.0%
Master's Degrees or Higher	9.3%		5.8%
Persons without health insurance, under age 65 years	9.9%	17.5%	13.9%
Per capita income in past 12 months (in 2016 dollars)	$28,596	$23,544	$24,617
Persons in poverty	11.4%	16.4%	12.7%
Children under 18 years	16.8%		22.5%
Children of color under 18 years			38.0%
English Language Arts 5th Grade Assessment (not proficient)	49%	61%*	
8th grade	49%	58%*	
11th grade (reading 2016 scores)	28%	39%*	
Math 5th Grade Assessment (not proficient)	24%	27%*	
8th grade	35%	54%*	
11th grade (2016 scores)	38%	53%*	
Science 5th Grade Assessment (not proficient)	28%	53%*	
8th grade	32%	41%*	
11th grade (2016 scores)	26%	41%*	

* Grand Island Public Schools District

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A Strong Public Library Strengthens a Community

FIGURE 57: PERCEPTION OF CULTURAL AND EDUCATIONAL SERVICES
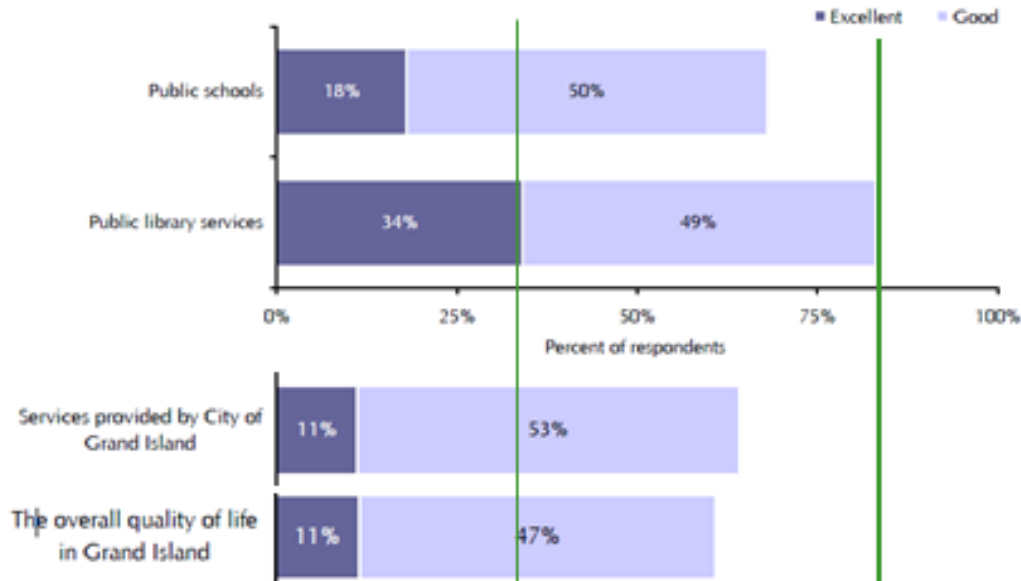
FIGURE 55: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES

Percent of respondents who did each at least once in last 12 months
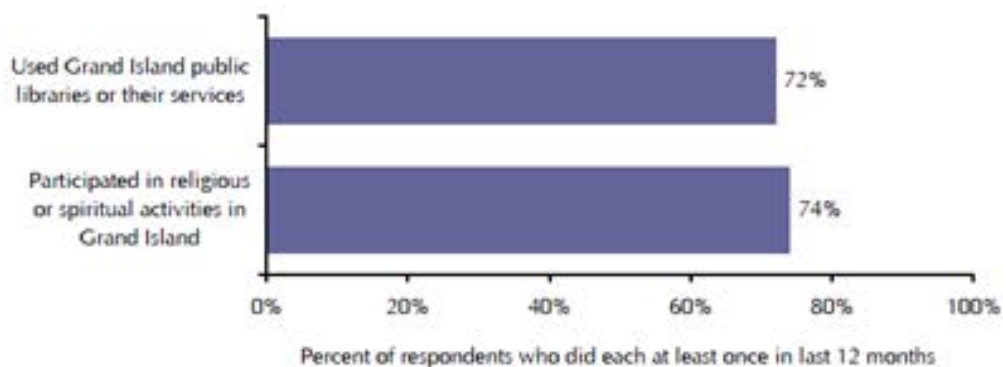
FIGURE 56: PARTICIPATION IN CULTURAL AND EDUCATIONAL OPPORTUNITIES BENCHMARKS

	Comparison to benchmark
Used Grand Island public libraries or their services	Similar
Participated in religious or spiritual activities in Grand Island	Much more

from the 2011 National Citizen Survey Conducted for the City of Grand Island

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Library Use Survey
August 27 – September 17, 2018

Residence

Grand Island	84%
Hall County	8%
Other	7%
No Response	1%

Age

Adult	69%
Senior	26%
Teen	5%
No Response	0%

Have Library Card

Yes	98%
No	1%
No Response	1%

How Often Do You Visit the Library or Use the Library Electronically?

	Visit Library	Use Electronically
Every Day	8%	6%
Every Week	34%	25%
Every Other Week	19%	11%
Every Month	25%	21%
At least monthly	**86%**	**62%**
Twice/Year	9%	7%
Once/Year	4%	4%
Less than once/year	0%	6%
Never	1%	20%
No Response	1%	1%

What kinds of library materials do you use/check out?

	Books	Magazines	Videos	Audios	Other
Physical format	91%	19%	41%	28%	10%
Online format	33%	7%	12%	18%	4%
Physical format only	61%	16%	33%	15%	7%
Online format only	4%	4%	4%	6%	1%
Both formats	30%	3%	9%	12%	3%
No response	6%	78%	55%	67%	88%

What are your thoughts on our hours of operation?

Work as they are	78%
Open Earlier	7%
Stay Open Later	11%
Other	4%
No response	1%

Have you or a family member ever attended one of our library programs?

Childrens	54%
Teen	14%
Adult/Cultural	23%
Computer or Online Resources	11%
Viewed Art Exhibit	22%
Other	7%
No response	23%

When you think of our library, how likely are you to think of …

	Books	Meeting Rooms	Computer / Wifi	eBooks, Downloads, Streaming	Supporting Youth Ed	Children's Discovery Center	Every Child Ready To Read
Extremely	86%	24%	38%	32%	33%	36%	35%
Likely	11%	33%	30%	26%	35%	28%	29%
Extremely/Likely	**97%**	**57%**	**68%**	**58%**	**67%**	**64%**	**64%**
Not So	0%	26%	20%	25%	18%	20%	19%
Unlikely	0%	11%	5%	9%	6%	8%	8%
Not so/Unlikely	**0%**	**37%**	**25%**	**34%**	**24%**	**28%**	**27%**
No response	3%	6%	7%	8%	9%	9%	9%

	Factual Information Sources	Future Branch Locations	Life Skills	Lifelong Learning and Literacy	Partnering with Community Agencies	Taking Services out into the Community	
Extremely	42%	20%	17%	34%	18%	20%	
Likely	36%	18%	23%	33%	27%	27%	
E/L	**78%**	**38%**	**41%**	**67%**	**45%**	**47%**	
Not So	11%	36%	39%	21%	35%	36%	
Unlikely	4%	17%	12%	4%	11%	9%	
N/U	**15%**	**53%**	**51%**	**25%**	**46%**	**46%**	
No response	7%	9%	8%	8%	9%	7%	

How satisfied are you with our:

	Customer Service	Collections (Physical)	Collections (Online)	Pro-grams	Web site	Internet & Wifi Access	Social Media	Online Catalog	Public com-puters	Over all
Excellent	75%	52%	33%	44%	27%	36%	24%	39%	41%	58%
Good	17%	38%	32%	33%	26%	33%	25%	33%	25%	30%
E/G	**92%**	**90%**	**65%**	**78%**	**53%**	**69%**	**49%**	**72%**	**66%**	**88%**
Fair	4%	6%	8%	7%	17%	9%	14%	9%	7%	7%
Poor	2%	1%	0%	0%	11%	1%	1%	2%	1%	0%
F/P	**6%**	**7%**	**8%**	**7%**	**28%**	**9%**	**15%**	**11%**	**9%**	**7%**
Don't Know/NA	0%	1%	21%	11%	14%	16%	30%	12%	20%	1%
No Response	2%	3%	6%	4%	6%	6%	6%	4%	5%	4%

Response Format

Paper	63	46%
Online	75	54%
Total	138	