

Strategic Plan 2014-2017

Mahomet Public Library District

Approved October 13, 2014

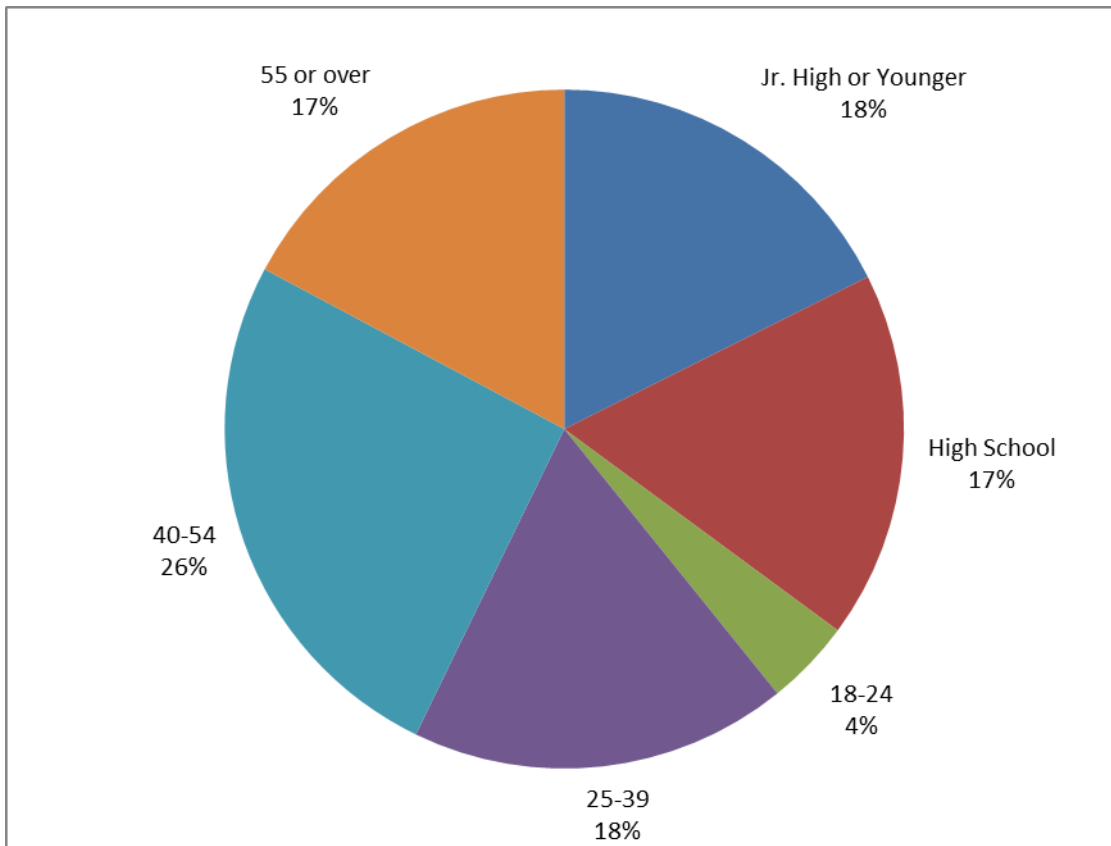
Mahomet Public Library Board of Trustees

Contents

Executive Summary.....	0
The Library in 2014	Error! Bookmark not defined.
The Strategic Planning Process	Error! Bookmark not defined.
Mission Statement.....	Error! Bookmark not defined.
Goals and Objectives	Error! Bookmark not defined.
Advocacy Committee and Alternate Sources of Revenue	Error! Bookmark not defined.
Looking Beyond 2017.....	Error! Bookmark not defined.
Appendix A: Public Survey Results Summary	
Appendix B: Trends that Affect Public Libraries	

Appendix A: Public Survey Results Summary

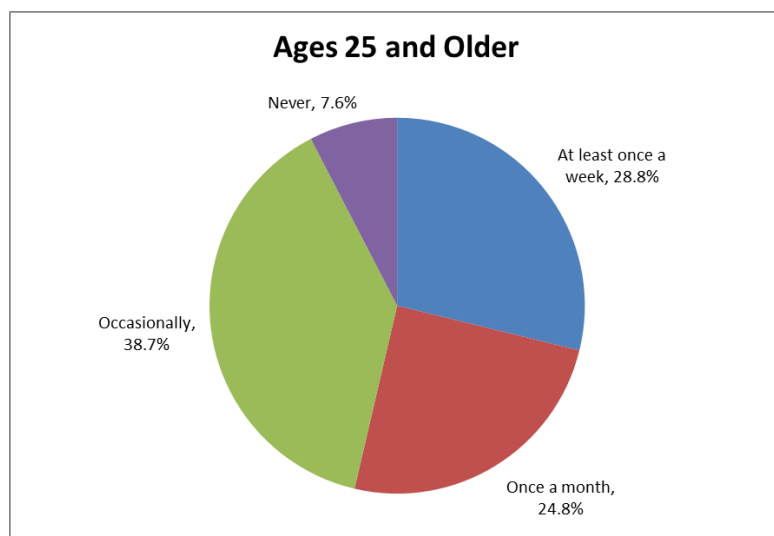
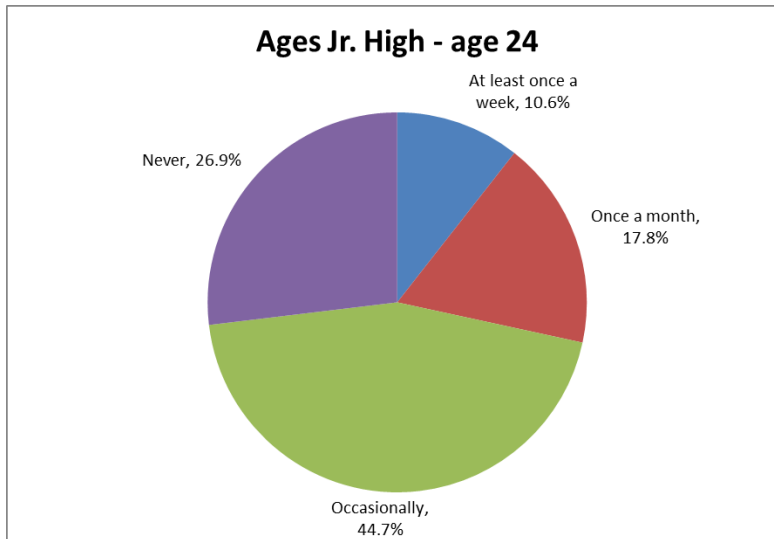
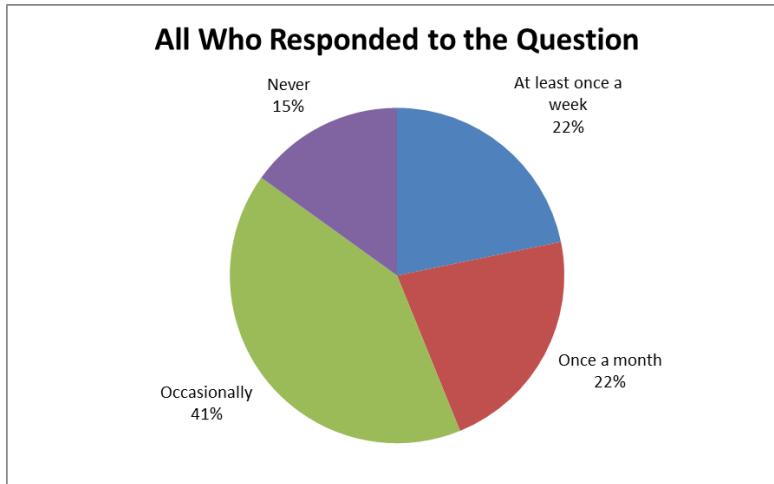
Question 1: In what age range do you fall?



	Responses
Jr. High or Younger	153
High School	152
18-24	36
25-39	157
40-54	223
55 or over	150
Total	871

This represents 6.9% of our district population

Question 2: How often do you visit the Mahomet Public Library?



Question 3: Here is a list of library services and programs. Please indicate your use of these resources.

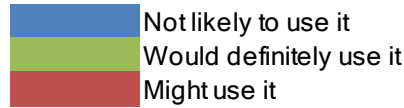
Most Often Marked "Use it Now"	Number	%
Checking out books or magazines	579	71%
Checking out music or DVDs	461	56%
Requesting items from other libraries	434	53%
WiFi	344	42%
Meeting and/or study rooms	242	30%
Graphic novels	200	24%
Public Computers	198	24%
print/copy/fax	197	24%
Downloadable eBooks, audiobooks, magazines	182	22%
Book News (booklists about new titles on our shelves)	157	19%

Most Often Marked "Might Use in Future"	Number	%
Downloadable eBooks, audiobooks, magazines	316	39%
Online research and homework help tools	271	33%
Adult programs	268	33%
Notary public	248	30%
Meeting and/or study rooms	248	30%
Family programs	243	30%
Print/copy/fax	243	30%
Wi Fi	219	27%
Young adult programs	217	26%
Public computers	215	26%

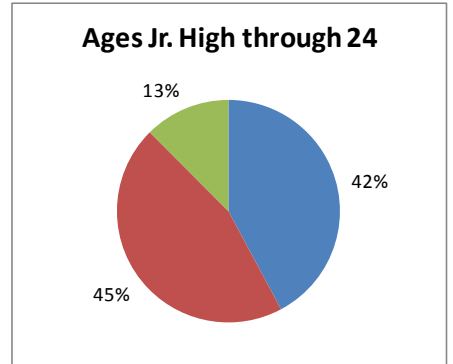
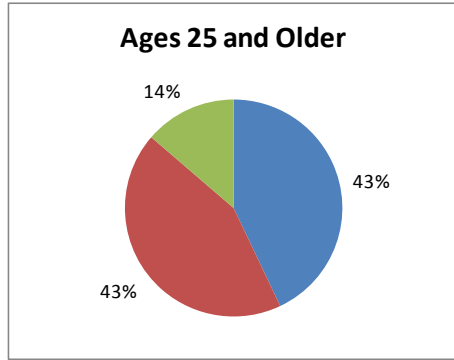
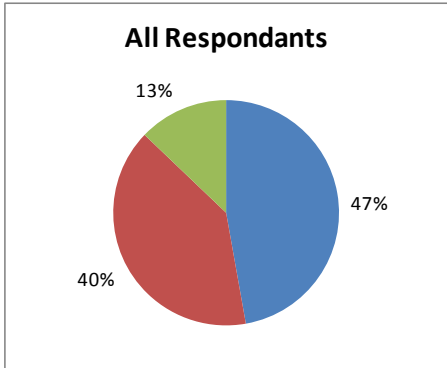
Most Often Marked "Not Likely to Use"	Number	%
Story times	452	55%
Other children's programs	396	48%
Young adult programs	381	46%
Public computers	360	44%
Income tax forms	358	44%
Graphic novels	354	43%
Technology help	337	41%
Family programs	328	40%
Adult programs	313	38%
Homebound delivery	311	38%

Most Often Marked "Did Not Know About It"	Number	%
Notary public	319	39%
Homebound delivery	298	36%
After hours pickup lockers	273	33%
Voter registration	241	29%
BookNews booklists	185	23%
Technology help	173	21%
Income tax forms	171	21%
Adult programs	169	21%
Young adult programs	146	18%
Family programs	138	17%

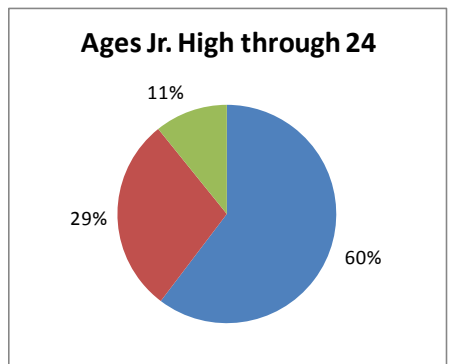
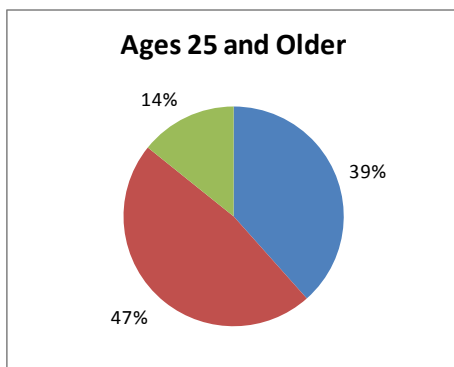
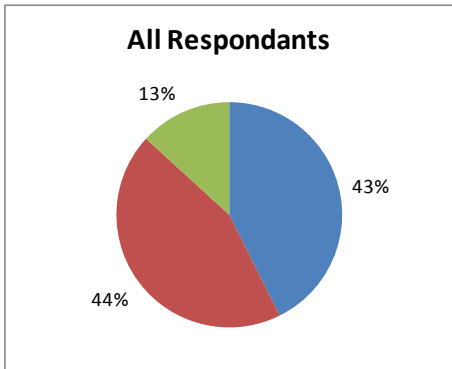
Question 4: Here is a list of services the library MAY CONSIDER adding in the future. Please indicate your potential use of these resources



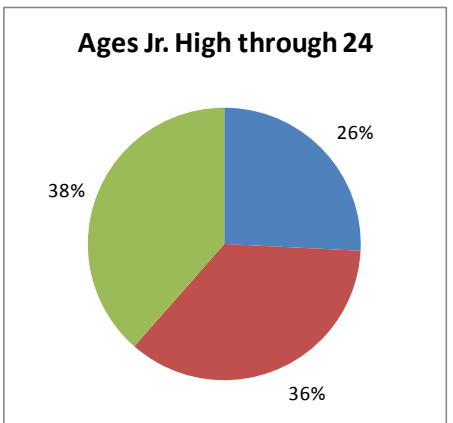
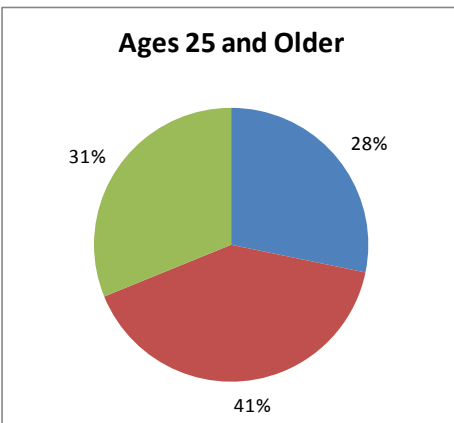
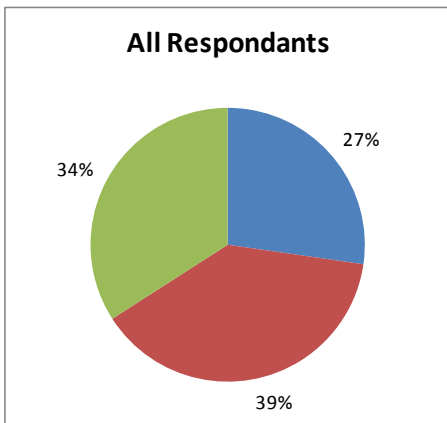
Technology Classes

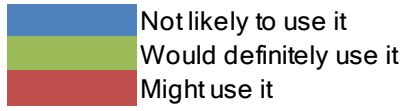


Checking out eReaders and other Devices

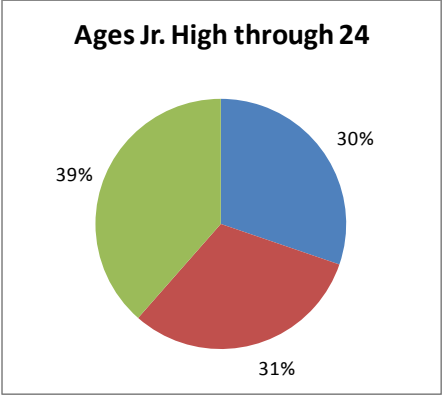
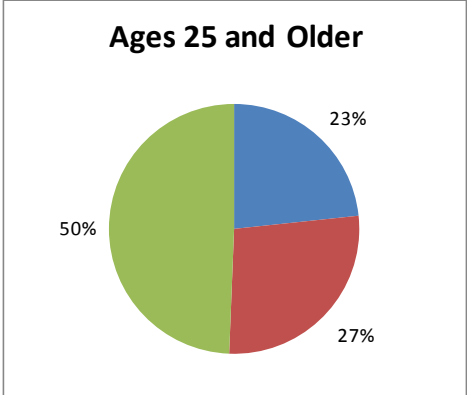
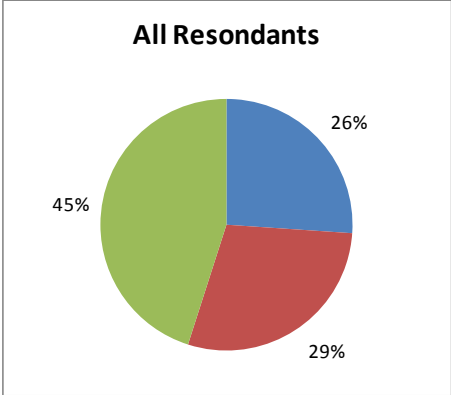


Downloadable Music

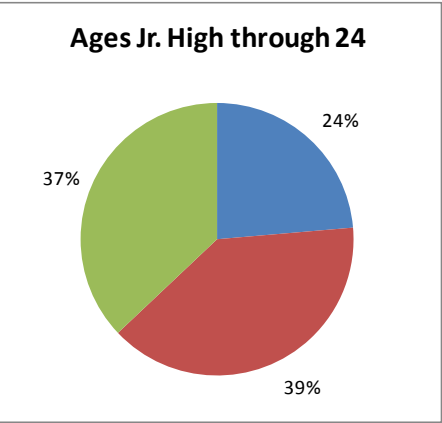
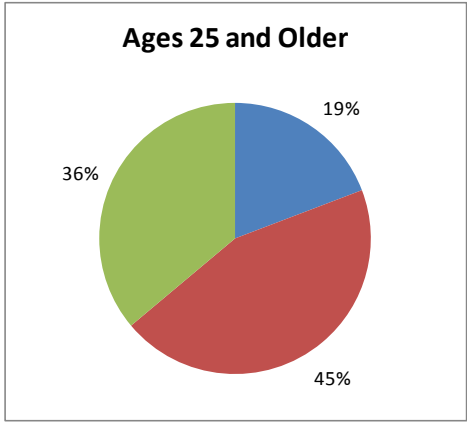
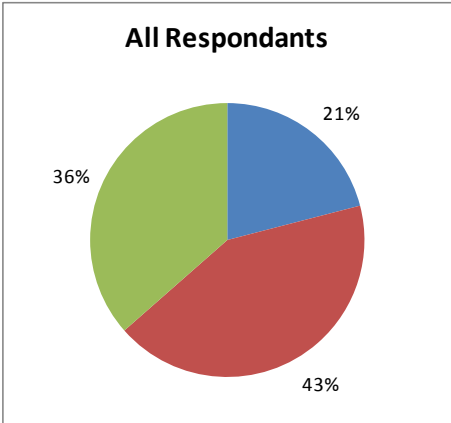




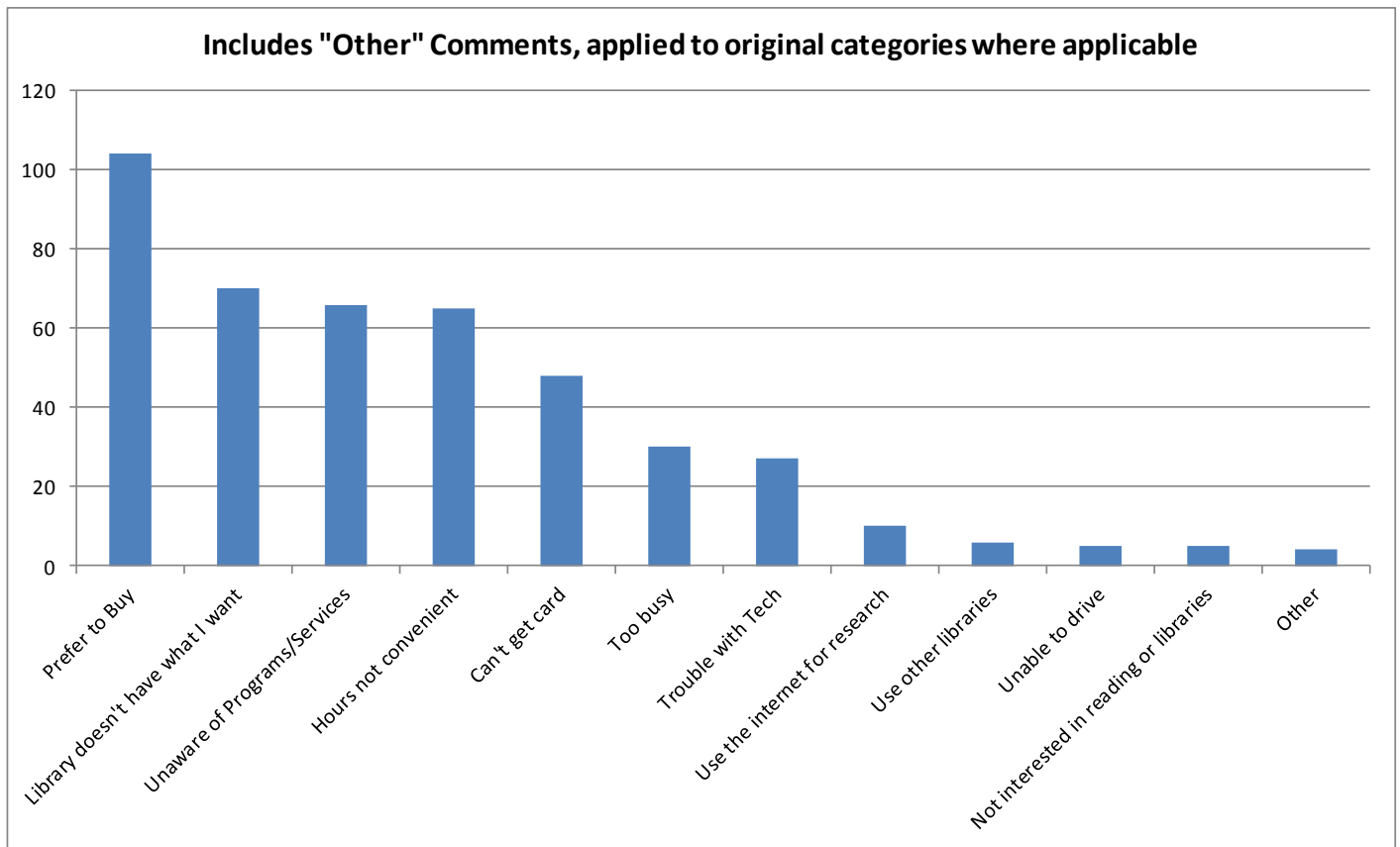
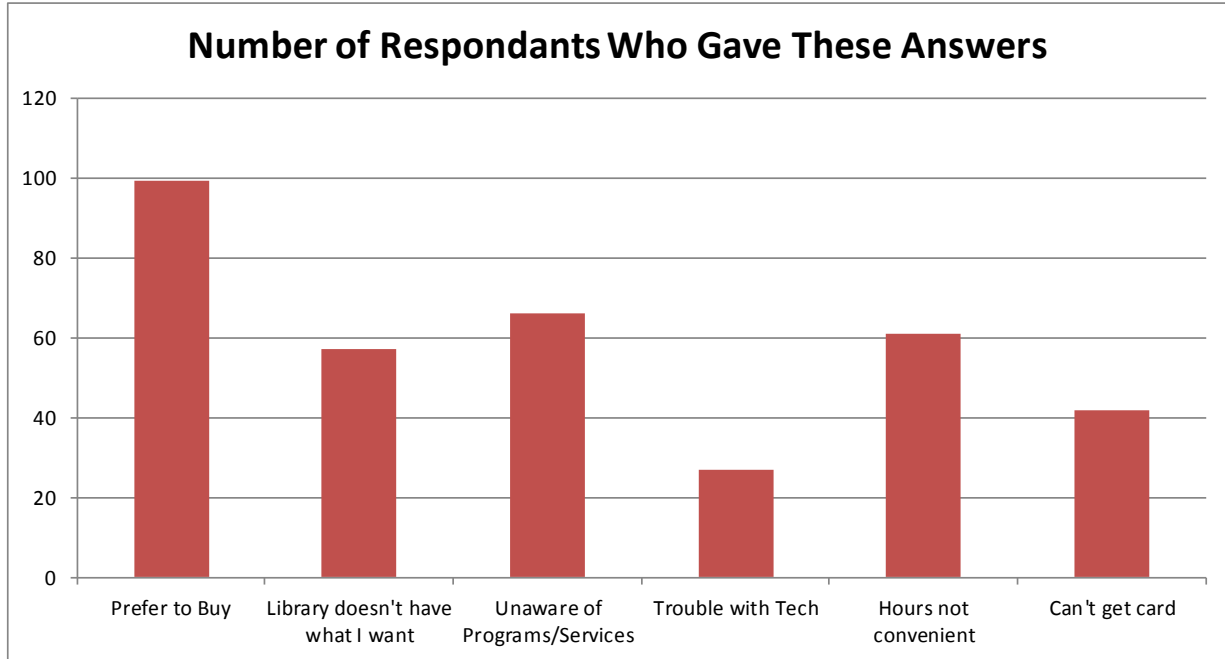
Storing Library Cards on Smartphones



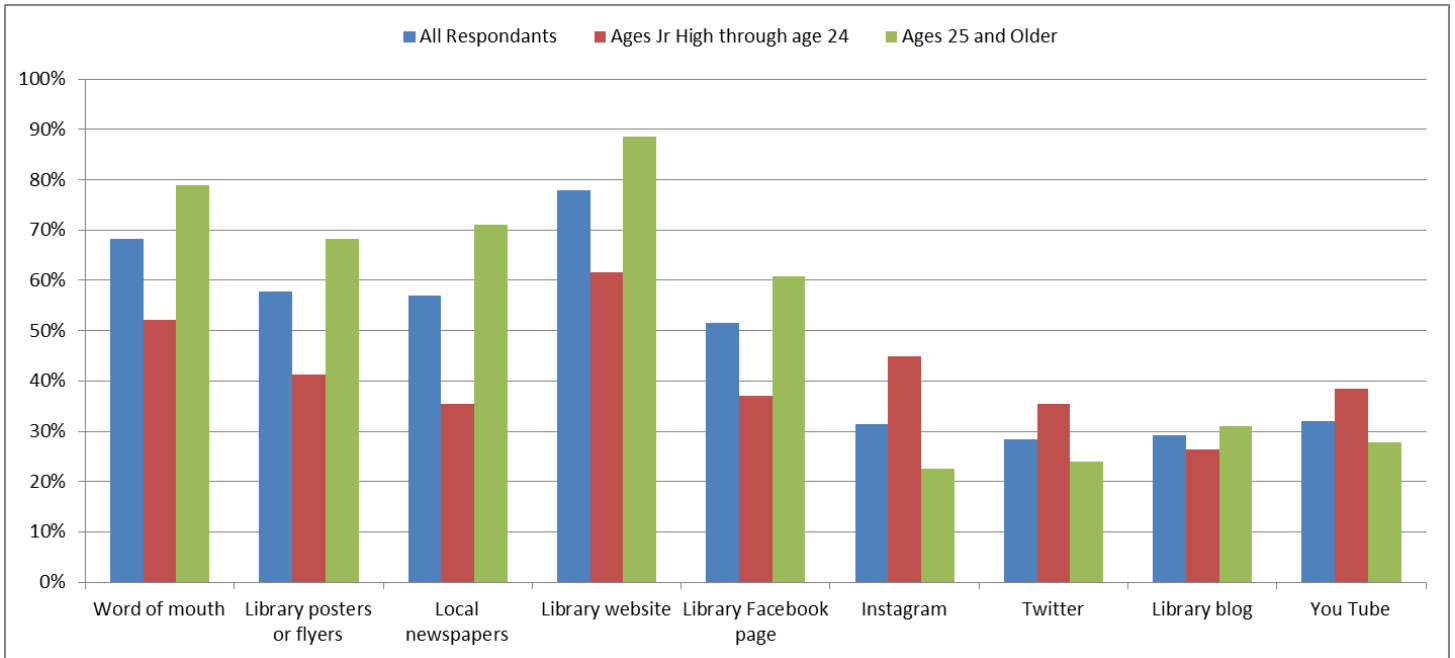
Downloadable Movies



Question 5: If you have NOT visited the Mahomet Public Library or used its programs and services in the past year, which of the following reasons describes why?



Question 6: Here is a list of communication methods the library uses or may use in the future. Please indicate your use of these methods.



Other answers given: email (7), commercials/ads (2) text message, (1) newsletter (1), Circles or Google+ (1), Snapchat (1)

Question 7: What is most important to you about the library?

These are some of the most representative comments by category:

Technology – 66 Comments

- Computers
- Internet
- WiFi
- Online renewals
- Copy/print/fax

Physical Collection – 301 Comments

- Books
- DVDs
- CDs
- Audiobooks
- Children’s materials

Digital Collection – 16 Comments

- eBooks
- Magazines

Hours – 25 Comments

- Convenient hours
- Weekend and evening hours important
- 7 Days per week

Facility – 115 Comments

- Quiet/good place to work
- Study room and meeting room
- Convenient location
- Children’s section
- Family/kid friendly
- Comfortable, cozy, clean
- Coffee
- Place to study/do homework alone or in groups – 38 comments on this

Programs and Services –101 Comments

- Story times and children’s programs – most of the comments were on these
- Notary public
- Summer reading program
- Interlibrary loan – 53 comments on this service alone

Staff – 43 Comments

- Friendly
- Helpful
- Efficient

Question 8: What additions or changes would you suggest for the library of the future?

These are some of the most representative comments by category:

Library District and Cards – 15 Comments

- Expand district
- Give free cards to all M-S students
- Non Resident fee too high

Technology – 48 Comments

- More computer time/Not signing up to use computers
- Check out books online/through phone app/etc.
- More user friendly website
- Loans of devices
- Better Wi Fi

Physical Collection – 120 Comments

- More books, DVDs, CDs; some comments with specific suggestions by genre
- More nonfiction/research materials for school age children (juvenile section in general received the most requests for expanding the collection)
- Longer checkout period for DVDs
- Layout collection by category [instead of Dewey system]

Digital Collection – 29 Comments

- More online services
- Easier ways to download eBooks
- Downloadable music and/or movies

Hours – 49 Comments

- Later in the evenings/More weekend hours
- Need to better accommodate students
- Need to better accommodate working parents and busy lives

Facility – 61Comments

- Suggestions that involve construction – more study rooms, more meeting room space, café or coffee bar, change children’s space to be more private, downtown branch for students, west entry door, etc.
- Quiet room for computer use
- Food, vending machines
- Pick up holds myself (instead of having staff member hand to me)
- More reading corners/comfy chairs/tables
- Outside changes: covered canopies, picnic tables, decorate a little more, lower drive-up book return

Programs and Services – 52 Comments

- More children’s and family programs, especially on weekends and evenings
- Toddler/preschool programs in afternoon
- Public events – exhibitions, lectures, etc. Community events that bring people together
- Don’t force registration for programs
- Book clubs for adults
- Host LAN gaming parties, Lego/STEM education programs, etc.

Staff – 11 Comments

- Need to smile, be cheerful, say “hello”
- Feel they are inconveniencing staff when they ask for help
- Sometimes standoffish and a little rude, especially in the evenings

Promotions—10 Comments

1. Community calendars
2. Ads/commercials
3. eMail list about upcoming events
4. Social media

Appendix B: Trends that Affect Public Libraries

Changes in How People Receive and Use Information

- **More is Available:** More information is available and available directly to users.
- **More is Connected:** Information increasingly is enhanced and linked in a range of ways.
- **More is Shared:**
 - The social nature of information enables stronger and more integrated ties between people, communities, information sources, information providers.
 - Crowdsourcing enables more uses, sharing, problem solving through concentrated bursts of information sharing
- **More is Created:** User created information and content is growing rapidly.

Overall Trends in Public Libraries

- **Technology:** There is no way around it. Most of the research and reports on library trends reflect changes in how libraries provide information and connect with users through technology tools and online resources.
- **Community Space:** The library as a central meeting space, a social center, etc. is a growing trend. Meeting rooms, reading spaces, coffee shops, etc. reflect this. The “bookstore model” of the library, with more reading and meeting spaces and material organized by subject matter, rather than by Dewey Decimal, is another example of the “library as community space” concept.
- **Collaboration with Community:** Driven in large part by economic factors, collaboration among community groups, including public libraries, is growing. School districts and public libraries in particular are collaborating increasingly to provide programs and services to the community, especially as school districts are forced to cut library programs and services from their budgets.
- **Interactive Information:** Younger patrons are not passive users of information; they expect to participate in creating it. (See section on Digital Natives.) Such interactive collaboration can be online (e.g., websites and social media) or in the physical space (e.g., interactive art displays).

The Evolving Public Library

The evolving public library is less about the number of resources and services and more about:

- Just in time (provide information as needed), as opposed to just in case (store information in case it’s wanted)
- Delivery of services, resources, and materials that are at patron fingertips, any time, any where
- Engaging users through social technologies
- Knowledge management, rather than collection management
- Digital and other literacies for diverse populations
- Building digitally inclusive communities
- Libraries and librarians changing their communities through innovative services

The new library will be one of community services, creative spaces, technology access and training, in addition to physical resources and the reference assistance for which libraries have always been known.

It is difficult to predict what new services libraries might offer in 5 years, but the general focus must be on:

- Tearing down barriers to information access
- Making resources available to patrons as simply as possible
- Providing the media patrons want in the mediums they desire
- Making maximum usage of library space
- Allowing communities to define their libraries based on their needs

What Does the Public Say About Libraries?

2012 Pew Internet and American Life Study

- 58% of Americans 16 and older have a library card
- 69% say the library is important to them
- Divided on what to do with print books
 - 20% said libraries should “definitely” move some printed books and stacks out of public locations to free up space for tech centers, reading rooms, meeting rooms, and cultural events.
 - 39% said libraries should “maybe” do that
 - 36% said libraries should “definitely not” do that.
- Changes Public Libraries should make:
 - 85% recommend coordinating more closely with local schools
 - 82% recommend literacy programs for young children
 - 59% recommend more comfortable spaces for reading, working, relaxing
 - 53% recommend a broader selection of eBooks

2013 Pew Library Services in the Digital Age Report

- Americans say libraries are important to their families and their communities, but often do not know all the services libraries offer
 - 91% say public libraries are important to their communities
 - 76% say libraries are important to them and their families
 - 22% say they know all or most of the services their libraries offer now
 - 46% say they know some of what their libraries offer
 - 31% say they know not much or nothing at all of what their libraries offer
- Changes in Library Use
 - 53% visited a library or bookmobile in the past 12 months
 - 25% visited a library website
 - 13% used a handheld device to access a library website
- Reasons given by the 22% of respondents who say their use of libraries has decreased in the past 5 years
 - 40% “Can get books, do research online and the internet is more convenient”
 - 16% “Library is not as useful because my children have grown, I’m retired, I’m no longer a student”
 - 12% “Too busy, no time”

Technology and Public Libraries

Pew 2012 National Survey

Large proportions of Americans ages 16 and older say they would embrace even wider uses of technology at libraries and would be likely to use the following services:

- 73% Online research services allowing patrons to pose questions and get answers from librarians.
- 69% -- Access to technology “petting zoos” to try out new devices.
- 64% -- “Amazon-style” customized book/audio/video recommendation schemes that are based on patrons’ prior library behavior.
- 63% -- Apps-based access to library materials and programs.
- 63% -- “Redbox”-style lending machines or kiosks located throughout the community where people can check out books, movies, or music without having to go to the library itself.
- 62% -- GPS navigation apps to help patrons find local materials inside library buildings.

Technology Challenges for Libraries

- Making the correct decisions about the technologies in which to invest their resources
- Determining what platforms most effectively reach their target audience and aggressively building sustainable presences there.
- Being platform builders, not trend spotters. Technology is vital to today’s libraries, but should not be an end in itself.

Specific Trending Library Technology Services

- Makerspaces: Technology-based “creation spaces,” including 3D printers, print presses, rapid prototyping, and manufacturing services.
- Gaming: Encompassing both hosting traditional video games and events and creating learning-based or library-based online games.
- Bookless libraries, with only computers, devices, and eBooks

Digital Natives

“Technology is not technology if it was invented before you were born.” Sir Ken Robinson

A **digital native** is a person who was born during or after the general introduction of digital technologies and through interacting with digital technology from an early age, has a greater understanding of its concepts.

In short, digital natives are the present and future of information users and, therefore, library users.

Digital natives...

- Think of technology as a set of tools and use these tools as naturally as earlier generations use telephones or microwaves. There is no sense of a real learning curve/barrier to use.
- Prefer to participate in creating information, not just using it passively. Think Wikipedia, social media, constant comments on everything online. A more recent trend: MOOCs, in which much of the information shared in the course comes not from the professor/instructor, but from the participants.
- Prefer to collaborate on work (in person or online) and want workspaces (physical and digital) that allow this.

How This Affects Library Use Trends

- Digital natives are at the forefront of today's technology and they want to do as much as they can using these tools. For example:
 - Asking reference questions via text message or online chat programs and expecting quick responses
 - Expecting library websites and library-provided databases to be as easily navigable as sites they use for everything else. If it's too slow or cumbersome to use, they will lose interest and go elsewhere.
 - Expecting to get information quickly. (Wait for a week for a resource to come from another library? Are you kidding?)
 - Expecting to work when and where they want to do so. Access via mobile devices and 24/7 services are required.
- This group wants to work together. They want collaborative physical workspaces and areas to collaborate online, including:
 - Physical spaces that allow them to work together and also let them eat and socialize
 - Physical spaces well equipped with computers and new technology, making the library a place where they go not only to read and research, but also to create and share
 - Collaborative (interactive) online sites where librarians and patrons participate.
- This group is used to having information at their fingertips, which presents opportunities and challenges to libraries:
 - Libraries do not need to provide or store as many physical reference materials as needed in the past, since much of what was once in books (encyclopedias, government publications, etc.) is now available online.
 - The quality of the information available online is mixed; some information is available from reputable sources and other information is of poorer quality.
 - Digital natives believe they know more about sifting through the mass of information available to them than they really do. They see no value in the assistance of those trained to do research (i.e., librarians).
 - At the same time, digital natives receive less and less training in school regarding research skills.

Sources

- ALA State of America's Libraries 2013
- Pew Reports – Multiple reports from 2012-13
- MOOC on "Hyperlinked Libraries" taken in 2013
- 2012 PLDS (Public Library Data Service) report