



JOHNSON COUNTY
PUBLIC LIBRARY

Strategic Plan 2014-2018

Recommendation to the Board

December 2013



Why Plan?



- The 2008-2013 Plan is coming to its end
- Indiana requires a new plan in 2013
- County population is growing, changing
- It is time to reconnect with library partners to agree on county-wide needs

Who Has Been Involved?

Research, Input

Library staff

Community stakeholders

Public

Recommendations

The Core Team

Final Decision

Library Board



Intended Outcomes



- A Plan that is wise, responsible, appropriate for Johnson County citizens
- A Plan that honors and includes the library's county-wide partners in government, community organizations, business
- A Plan that builds a sense of public mindedness during the process and throughout implementation

The Process



- ✓ Summer 2012
 - ✓ Fall 2012
 - ✓ Winter 2012
 - ✓ Spring 2013
 - ✓ Summer 2013
 - ✓ Fall 2013
 - ✓ December 2013
 - December 2013**
 - January 2014
- Host 4 Public Forums
 - Research Library Trends
 - Interview 200 County Leaders
 - Create Vision Hypothesis
 - Create Feasibility Study Teams
 - Host 11 County Focus Groups
 - Host 2 Public Forums
 - Finalize Plan**
 - Approve, Begin Implementation

Red: Public Input

Our Public Themes



- We are “One County” with several networked communities
- We need to address the **unique needs** of each community and each audience it serves as well as the **county-wide commonalities**

The Charters



- Participate proactively in collaborations for planning in towns and the county
- Develop the library's role in local economic development
- Form ongoing educational partnerships to support children, teens and families
- Making each branch a community hub for adults as a gateway to civic participation
- Transform and repurpose library spaces for efficiency and to support each town's emerging culture and identity

The Charters



- Establish the library as a social services provider in accord with government and community expectations
- Take the digital branch to the next level; structure for ongoing electronic product development and management
- Manage the collection for customer access and resource conservation
- Structure to initiate and manage new funding streams:
Library Foundation

The Products/Services

- Early Literacy Initiatives
- Elementary School Partnerships
- Your Resource Connection
- Library Services for Middle School Students
- JCPL Business/Entrepreneurial Center
- Library Services for High School Students



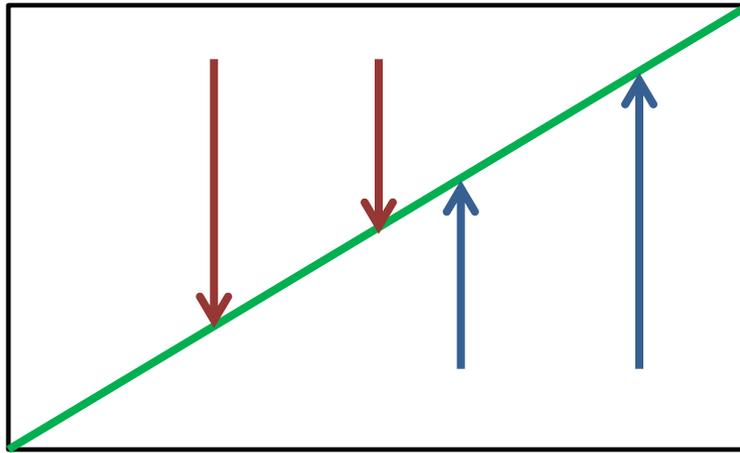
The Products/Services

- The Library's Link to Social Service
- Creating a Library Foundation
- The Digital Shift
- Collaborations with
Towns/County/Business Planners
- Library as a Civic Hub



Fiscal Responsibility

Decreasing Underutilized Services



Goal:
Return
On
Investment

Increasing High Demand Services

- Right-size
- Repurpose
- Replace



The Core Team Commitment

With excitement and pride, we present the Johnson County Public Library Strategic Plan for 2014-2018.

As we, the Core Team, invested time over the past **14 months** developing this plan, it was refreshing to witness the **community enthusiasm** and support for the Library.

Starting with four public forums in 2012, we have been listening to and analyzing **input** from our **leaders** across the county as well as from **residents** in communities served by the Johnson County Public Library.

Guided by the **Library Board's eight priorities**, we have studied our county's demographics. We have examined **library trends** at the local, state, and national levels and reviewed the Indiana **state mandates** and **standards** for libraries.



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At the heart of our discovery was the wealth of knowledge gleaned from the **one-on-one interviews** that library staff conducted with nearly **200 stakeholders** in education, business, government, cultural and social service organizations. Several of them, not originally familiar with the many services offered by JCPL, are now open to **partnerships** with the library as we go forward.

Based on the public input and our research, we have formed **10 strategic directions** supported by **36 initiatives** formatted as projects with measureable outcomes. These projects were detailed by staff in **Feasibility Study Teams** and then critiqued by the full staff and by **community focus groups**.

This plan is the culmination of what we learned as we have listened to the voice of the **public** and the wisdom of **library professionals**.



The Core Team Commitment

Throughout the process, we, the Core Team, have shared our discoveries and the resulting work with the JCPL Library Board in a series of **special board sessions** and via the Library's designated strategic planning website, **JCPLNEXTCHAPTER.com**.

Board members, staff and the public have followed the entire process through this invaluable digital tool.

We believe that this plan is in the **best interests of the public** and that the proposed initiatives can be accomplished within the **fiscal realities** of JCPL.

A 2013 study by the Pew Internet & American Life Project found that **91 percent** of Americans age 16 and older feel that **public libraries are important to their communities**. Throughout the planning process, we have witnessed this same enthusiasm and look forward to continually enhancing the library's role in the public life of Johnson County.

Respectfully submitted,

The JCPL Strategic Planning Core Team, December 17, 2013

Next Steps



www.JCPLNEXTCHAPTER.com