

**CITY OF
GRAND ISLAND**
Public Library
GILIBRARY 2020



Fiscal Year 2013-2014 Update

**as approved by
Grand Island Public Library Board of Trustees**

September 16, 2013



I. Library Board in City Government & Community

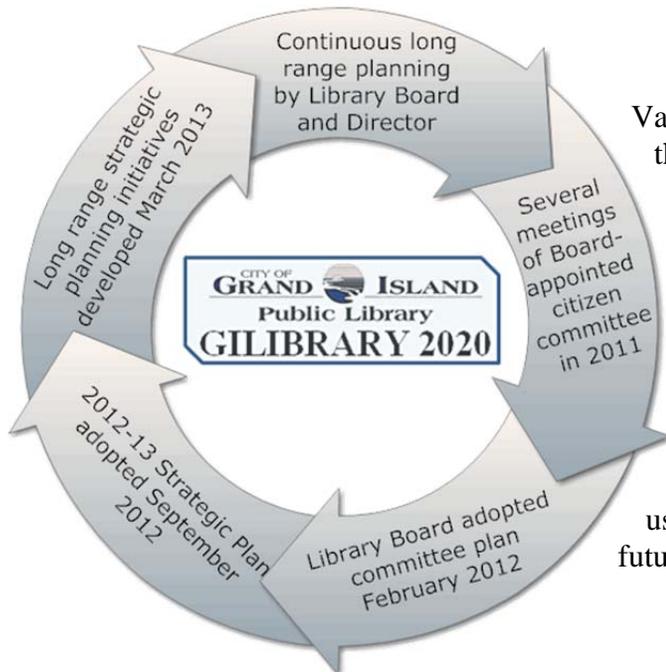
The Grand Island Public Library board of trustees derives its authority to represent the library to our community from Chapter 19 of our city code. Here are a few segments of city code:

The library board shall consist of seven members, to be appointed by the mayor and confirmed by the city council. The members shall be residents of the city of Grand Island. Neither the mayor nor any member of the city council shall be a member of the Library Board. Terms of office shall be a four (4) year period, with board positions terminating on June 30 of the year their respective term expires.

Among its powers are to establish regulations for the government of such library as may be deemed necessary for its preservation and to maintain its usefulness and efficiency and to exercise such power as may be necessary to carry out the spirit and intent of Neb. Rev. Stat. §51-201 through §51-219 and to carry out the provisions of this chapter in establishing and maintaining the public library.

NAME	TERM START	TERM EXPIRATION
Kristine McElligott	07/1/2008	06/30/2016
Angela Aldana	06/12/2012	06/30/2016
Rob Czaplewski	11/24/2009	06/30/2016
Karl Kostbahn	04/12/2004	06/30/2014
Nancy Jones	07/01/2006	06/30/2014
Rebecca Rosenlund	07/01/2010	06/30/2014
Alan Lepler	07/01/2010	06/30/2014
City Councilwoman Julie Hehnke	01/08/2013	12/31/2013

II. GILIBRARY 2020 Planning Cycle

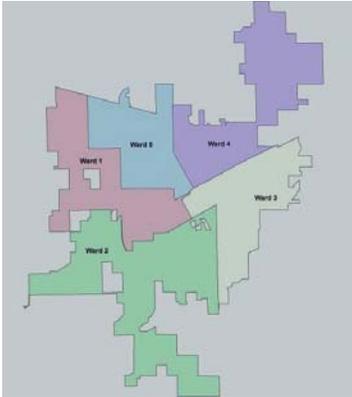


Various ongoing planning cycles have been in place at the Grand Island Public Library since before 1990. We consider this to be a continuous process with periodic refocusing efforts. Since 2011 we've been involved in GILIBRARY 2020. We appointed a citizen committee that met several times, making a recommendation for action that was approved a little over a year ago. Since then we have used GILIBRARY 2020 to produce our current fiscal year strategic plan and to develop long range strategic planning initiatives. This is a good time for us to update you on our process as we look into the future of the library by the year 2020.

III. Planning Committee Work

A. 2010 Census

Part of the planning committee’s work centered around learning about our wonderfully unique community. We took a good look at the 2010 census data noting an increasingly diverse population with very diverse patterns for those under 18 years of age.



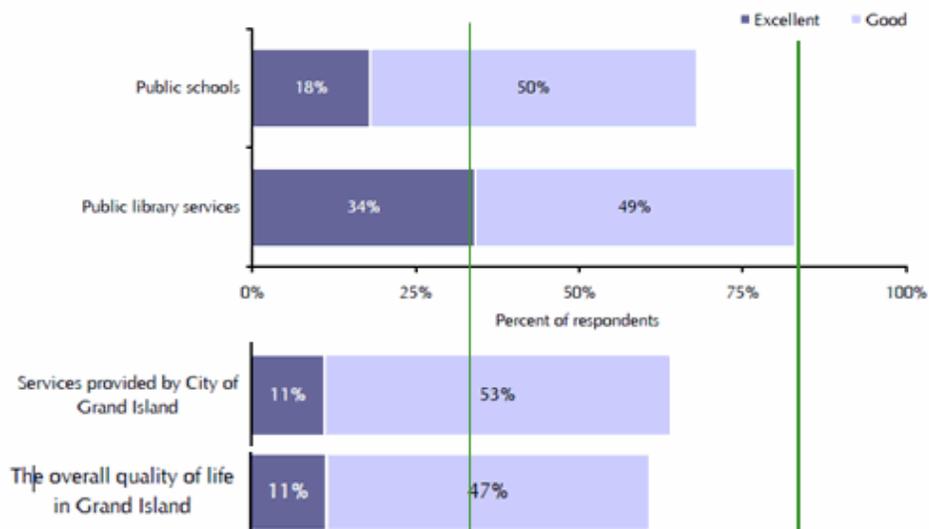
Examples:

- 28% are under 18 years old
 - Of those, 40% are Hispanic or Latino (of any race)
- 13% are 65 or older
- 27% of our total population are Hispanic or Latino (of any race)
 - 42% of Hispanic or Latino (of any race) are under 18

B. 2011 National Citizen Survey

We were able to glean valuable information from this analysis done by the city pertaining to the:

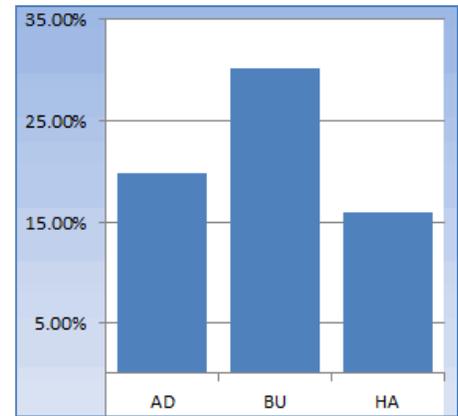
- High percentage of citizens making use of library services and their perception of our services
- Need for additional opportunities to attend cultural activities
- Need for enhanced sense of community
- Need for enhanced openness and acceptance of the community towards people of diverse backgrounds
- Need for enhancement of Grand Island as a place to raise children and for services to youth
- Need for enhancement of Grand Island as a place to retire
- Need for enhanced opportunities to participate in social events and activities
- Need for enhanced reputation of Grand Island and rating of city services



C. Additional Measures

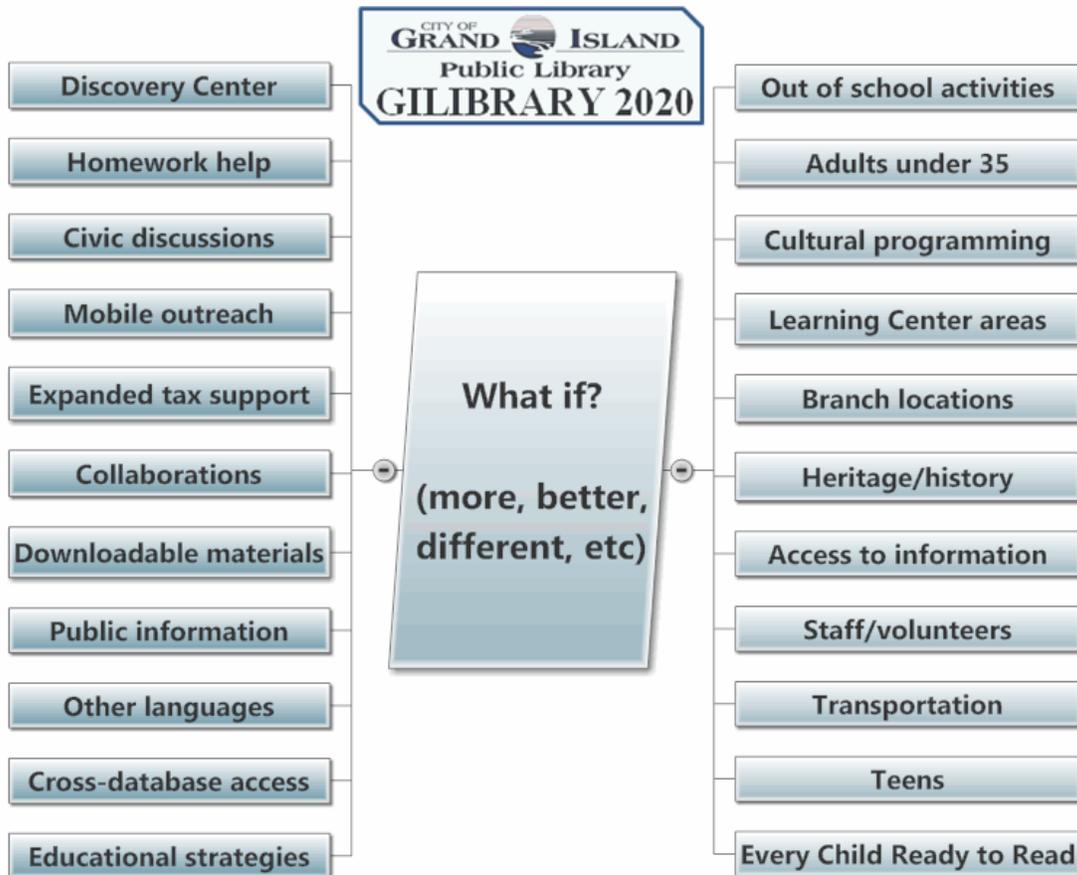
We are different from other communities in a variety of ways, including:

- Our percentage of college degreed adults
 - Hall County’s population 25+ years of age with a 4-year college degree or higher lags behind other counties
- The needs of our youth
 - The “2010 Kids Count Data Book” for Nebraska indicated Hall County’s conditions related to poverty and basic living needs
- And “County Health Rankings” for Nebraska noted significant needs in our county related to various health outcomes and factors



D. Applications for Future Library Service

Committee-inspired possibilities for future library services arose during discussions and were offered to us for our consideration. These were phrased in a “What If” format as in “What if the Discovery Center became Grand Island’s Children’s Museum?” and “What if every child REALLY entered school ready to read and learn?”



IV. Components of GILIBRARY 2020 Plan

A. Mission Statement

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

B. Guiding Principles

1) Our Library as a Learning Center

Facilitating Learning for All. Library users' definitions of learning vary widely. For some, it is to study, for others to experience. Grand Island citizens learn through imagination, information, knowledge, curiosity, leisure, observation, serendipity, research, teamwork, fun, collaboration, stumbling upon, head, heart, gut, facts, opinions, absorbing, wisdom, attainment, opportunity, discovery, understanding, history, living in the moment, envisioning, diversity, community, and of course reading. Such definitions share attributes of joy of discovery and attainment of knowledge, and come to life in many of the library's goals that relate directly to learning.



Fostering Literacy in All its Forms. Our library's role in literacy will always relate to our community's need for citizens who can read and write. In addition, our library is essential in computer literacy, information literacy, visual literacy, health literacy, financial literacy, global literacy, multilingual literacy, cultural literacy and so many other 21st century skills that equate with successfully deciphering and making successful use of that which is deciphered.

Providing Access to All Types of Materials, Information, Programming and Spaces. The library goes far beyond often-noted book checkout and story hour activities. We are uniquely qualified to assemble and provide an ever-increasing variety of "containers" the people of our community make use of to learn and grow throughout their lives. Among these containers are books, audios, videos, databases, digitized resources, eBooks and magazines, social media, library staff assisting users with information needs, and computer and mobile device use to access library information and databases. Literacy and learning enrichment can be accessed through the containers of library programming for children, teens and adults. And learning and literacy are assured through the very spaces within the Edith Abbott Memorial Library, out in the community through mobile outreach, online at our Internet branch, and through other present and future physical and virtual means.

2) Our Library as a Community Center

Responding to Community Demographics. We live in a wonderful, unique community that is increasingly diverse and has needs that can and should be met through library materials, information services and programming. This includes ensuring service to all cultures, age groups, education or economic levels, locations in this city's spreading geographic footprint, and obstacles of access to our services.



Engaging in Community Development. At the same time we provide a distinct learning and literacy service, we also serve as a central gathering place for our community and a broader community betterment function including economic development, formal and informal educational partnerships, and community solution-finding with a variety of helping agencies.

Enhancing City Government. The Library most directly touches on quality of life within city government’s priorities but also impacts stewardship, safe community and strategic development results desired by our city. And in examination of the National Citizen Survey conducted by the City of Grand Island in 2011, a very high percentage of citizens make use of library services and have a positive perception of our services. This survey also highlighted our community’s needs for additional or enhanced opportunities to attend cultural activities, sense of community, openness and acceptance of the community towards people of diverse backgrounds, Grand Island as a place to raise children and for services to youth as well as a place to retire, participation in social events and activities, reputation of Grand Island and rating of city services. Through effective library planning, much can be accomplished to meet these community needs as a valued component of city government.

Practicing Democracy in Action. An informed citizenry and democracy have been equated with the American public library from this nation’s infancy. Nebraska State Statutes proclaim “that public libraries perform services which are vitally important for the maintenance of an educated and democratic society, including, but not limited to, providing information which stimulates thought, awareness, and involvement in issues of public interest and providing avenues for intellectual and cultural growth and enjoyment.” Our public library embraces democracy in action through our long-standing tradition of free services to community residents, equitable access to materials, protection of the privacy of citizens’ use of library materials and information resources, and the freedom to make use of the library without censorship.

3) Our Library as a Learning Organization

Strategic planning is one of many ways our Library learns and grows as an organization in support of our mission. Other ways include but are not limited to:

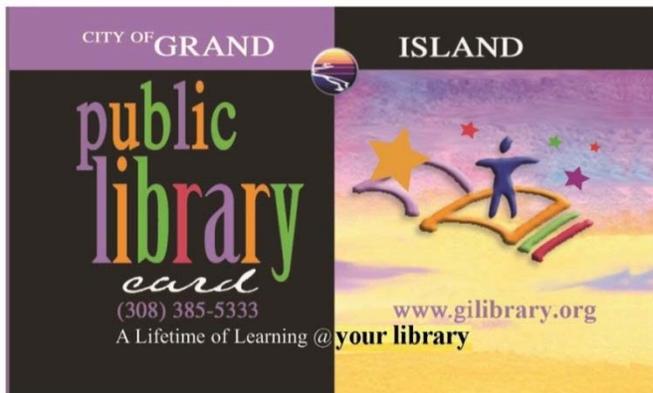


Putting Principles into Action. Through free and equal access to informational, educational, and recreational resources and services, our Library’s mission embodies the very significant role the public library plays in providing services to the entire community - one of active, pivotal participation in responding to community-wide needs.

C. Library Service Goals [distinguished between Core and Supportive, each alphabetized by Service Response]

Core Goal	Service Response Statement
Residents will have information to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision making.	BE AN INFORMED CITIZEN: Local, National, and World Affairs
Residents will have high-speed and mobile access to the digital world to ensure that everyone can take advantage of the ever-growing electronic resources and services available through the Library.	CONNECT TO THE ONLINE WORLD: Public Internet Access
Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.	CREATE YOUNG READERS: Early Literacy
Residents will have someone to answer their questions on a wide array of topics of personal interest.	GET FACTS FAST: Ready Reference
Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.	KNOW YOUR COMMUNITY: Community Resources and Services
Adults and teens will have support to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.	LEARN TO READ AND WRITE: Adult, Teen, and Family Literacy
Residents will have resources to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.	MAKE INFORMED DECISIONS: Health, Wealth, and Other Life Choices
Residents will have resources they need to explore topics of personal interest and to continue to learn throughout their lives.	SATISFY CURIOSITY: Lifelong Learning
Residents will find materials to enhance their leisure time and will have help to make choices from among the options.	STIMULATE IMAGINATION: Reading, Viewing and Listening for Pleasure
Students will have resources to succeed in school.	SUCCEED IN SCHOOL: Homework Help
Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.	UNDERSTAND HOW TO FIND, EVALUATE, AND USE INFORMATION: Information Fluency
Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support social networking.	VISIT A COMFORTABLE PLACE: Physical and Virtual Spaces

Supportive Goal	Service Response Statement
Business owners and nonprofit organization directors and their managers will have tools to develop and maintain strong, viable organizations.	BUILD SUCCESSFUL ENTERPRISES: Business and Nonprofit Support
Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.	CELEBRATE DIVERSITY: Cultural Awareness
Residents and visitors will have resources to connect the past with the present through their family histories and to understand the history and traditions of the community.	DISCOVER YOUR ROOTS: Genealogy and Local History
Residents will have services and support to express themselves by creating original print, video, audio, or visual content in a real world or online environment.	EXPRESS CREATIVITY: Create and Share Content
Adults and teens will have skills and resources to identify career opportunities that suit their individual strengths and interests.	MAKE CAREER CHOICES: Job and Career Development
New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics that they need to participate successfully in American life.	WELCOME TO THE UNITED STATES: Services for New Immigrants



Our Library strives to fulfill our mission and guiding principles by concentrating on these core goals and by learning how to better serve Grand Island through these supportive goals.

D. Targeted Strategic Planning Initiatives by the Year 2020 (subject to revision)



1. Early Literacy Discovery Center in Children’s Section fully serving as Grand Island’s literacy-based Children’s Museum
2. More concentrated efforts and partnerships to ensure that all children are ready to read and learn by the time they enter school, and that library services match their needs as students



3. Enhancement of library technology integration and efficiencies, as well as additional training opportunities for staff and public
4. Thorough analysis of current and emerging physical and electronic collection usage, programming opportunities, patron card usage, community demographics and various partnerships to match this diverse community's learning and literacy needs



5. Strengthening delivery of Library services relevant to community needs as expressed in National Citizen Survey for Grand Island
6. Reshaping Reference Area and other spaces to delineate specific Library Learning Center areas and expansion of Teen Area space

7. Improvements to meeting room spaces and technologies including expansion of videoconferencing capabilities for community distance learning
8. Expansion of programming opportunities for civic discourse, community building and a more informed citizenry in our democracy



This is just one example of how libraries are providing mobile outreach

9. Resumption of mobile outreach to our youngest and eldest within Grand Island and better means of transportation to the Library
10. Determination of need for Library branches/outlets and expanded Internet Branch

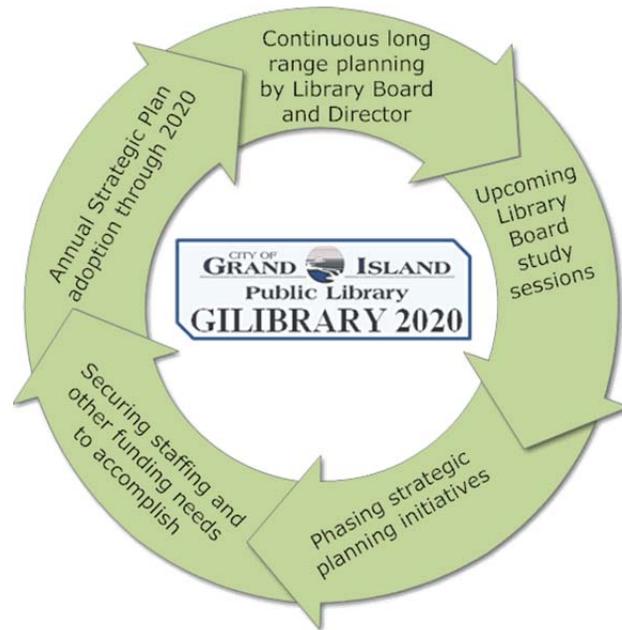
11. Determination of ability to provide tax-based Library services outside of Grand Island

12. Expansion of public information about Library services and their value



V. Targeted Objectives for FY 2013-2014

To accomplish these strategic planning initiatives, we continue cycling through our planning process. Our board meetings include action items and discussion items. With the help of our library director we will be thoroughly researching, discussing and determining how to accomplish each initiative, we'll phase each one in between now and 2020, we'll work with our director and city administration/council on staffing and funding needs, and we'll ratify our plans on an annual basis in accordance with city council approved staffing and funding budgets.



In order to plan with a solid foundation for the benefit of our community's citizens, we have started discussions of two important budgetary needs:

- 1) Staffing – filling the vacant Library Assistant Director position and providing additional after-school staffing for assistance to youth. This will have an impact on the city's general fund budget.
- 2) Building Space Modifications – the Edith Abbott Memorial Library was especially designed to accommodate modifications as needs change and evolve. Several strategic planning initiatives may involve some modifications to better serve our patrons through use of donated funds.

The ongoing programs, services, materials and staffing do support all of our strategic planning initiatives. In addition, specific emphasis will be placed on the following objectives and intended actions during Fiscal Year 2013-2014 to move GILIBRARY 2020 along:

- 1) Enhance the Early Literacy Discovery Center and our services for preschoolers
 - a. producing quality educational materials for parents and caregivers based on inter-relationships between our programs, services, materials and staffing
 - b. strengthening our library's involvement in the Public Library Association Every Child Ready to Read initiative and community based models such as the Dolly Parton Imagination Library through the Heartland United Way
 - c. determining future literacy and learning program and service opportunities to meet our increasingly diverse community's needs
 - d. working with parents, caregivers, educators and community agencies on effective models and partnerships so that all of our community's children are ready to read and learn by the time they enter school

- 2) Enhance library services for K-12 grade students
 - a. creating after/out-of-school homework center services for children and teens
 - b. determining future literacy and learning program and service opportunities to meet our increasingly diverse community's needs
 - c. working with parents, caregivers, educators and community agencies on effective models and partnerships that fully utilize the services of the library in supporting the education our community's children
- 3) Enhance library collections
 - a. continuing to evaluate and improve existing collections and their usage
 - b. evaluating most effective current and future alignment of print, audio/video and electronic collections
 - c. reviewing our Collection Development policy to reflect changing community needs for library collections
- 4) Enhance library spaces and technologies
 - a. developing a master plan and starting a process of phasing in building space modifications and technological efficiencies in keeping with our strategic planning initiatives and the continually evolving use of our library by our community
 - b. implementing at least one building space modification during the fiscal year through the use of donated funds
- 5) Enhance information about library services
 - a. promoting the value of obtaining a library card and evaluating card holder patterns
 - b. educating the public about targeted library services
 - c. expanding our use of web and social media as appropriate
 - d. employing additional methods of using GITV and city PIO services

