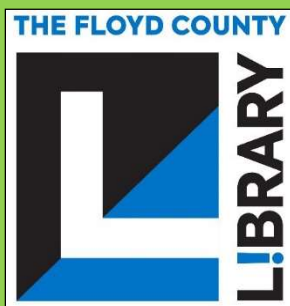


# STRATEGIC PLAN & Technology Plan

*Creating a Library Lifestyle*

2022-2026  
Updated 2023



The Floyd County Library  
Floyd County Indiana  
812-944-8464  
[www.floydlibrary.org](http://www.floydlibrary.org)

## From the Executive Director

On behalf of the Board of Trustees and the Library Staff we are pleased to share with you our five year Strategic Plan 2022-2026.

As the Library system we are continually striving to enhance services and resources, identified in our Strategic Plan initiatives. This updated version of the 2022-2026 Strategic Plan reflects items accomplished and removed with additions of new item strategies and action steps. The Library staff are continually working to recognize and identify new needs within the community, methods to strengthen library structure, upgrades to building and grounds, expanded technology use and access, and ways to maximize our funding.

Our Strategic Plan is focused on five initiatives: accessibility, well-being, the digital journey, lifelong education, and innovation. These areas of importance were identified through community surveys, staff analysis, and community listening sessions in 2017. After input for this current plan it was determined that these identified initiatives were still relevant and reflective of our Library system. While the initiatives serve as our big picture blueprint, our action steps have evolved as we work towards providing great service and expanded access; reimagining what serving and engaging everyone in our community really looks like.

To accomplish this ambitious and inclusive plan it takes a strong team of players that include a staff with a heart for service, a dedicated community of library users, engaged community partners, and a willing team of Library Leaders who dream big in order to expand library ideas in an ever-changing and expanding community. We invite you to partner with us, to connect, explore and share your experiences. Together the possibilities are never-ending in *Creating a Library Lifestyle*.

Sincerely,



Melissa Merida  
Executive Director  
December 2023

## PURPOSE

The Library and its branches, Central Library (1969), the Cultural Arts Center (1988), formerly the Carnegie Center for Art and History, Galena Digital Library (2018), and the IUS Satellite Branch (2022), are important pillars in our community. We are embracing and investing in new technology, expanding services through outreach, providing opportunities for continued education, nurturing health and well-being and strengthening workforce development.

The Library is committed to providing great service, striving for excellence in meeting customers' needs and becoming a vital community center. We are working with our community of users to create a library lifestyle, to be present and a part of their daily life, meeting each and every library user where they are in that very moment of life.

## STRATEGIC PROCESS

An intense process has engaged the community and the Library staff and leadership in a variety of conversations and analyses. The process included evaluation of current services and programs, community needs assessment, identification of underserved demographics, evaluation of facilities and technology, and an analysis of current patron usage.

Surveys of current Library users and non-users were conducted which allowed staff to identify key information to project what services and infrastructure are needed to expand Library usage and grow services. This was done through our partnership with IUS projects with advanced statistic classes. Additionally, continual feedback and communication from local leadership and from community members assures a direction of Library plans for a strong and purposeful future. All of this input and reflection, formal and informal, help to identify core principles and reflect the value of the Library within the community. Combining these principle values with our Mission and Vision guides the development of our Strategic Plan, setting a course for success.

## **COST TO IMPLEMENT**

The plan will span over five years, with many of the strategic steps being accomplished with little to no cost by rethinking and adjusting current services and methods of delivery. Bigger plan items will hinge on financial assistance beyond our annual budget level. Funding sources such as the Library Foundation, Friends of the Library and support of outside resources will be depended upon for additional funding needs.

**MISSION:**  
**TO SUPPORT THE GROWTH AND CREATIVITY OF AN ENGAGED, INFORMED, AND CONNECTED COMMUNITY.**

**VISION:**  
**THE COMMUNITY THRIVES BY THE LIBRARY HELPING PEOPLE SUCCEED INDIVIDUALLY.**

## **KEY FOCUS AREAS**

During our evaluation process, prominent themes were identified as important to our community:

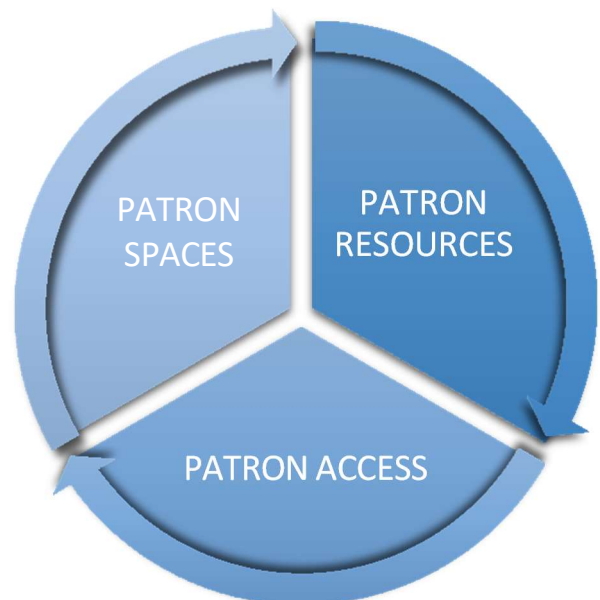
- Health and Wellness
- Community Development , Economic Development, and Entrepreneurship
- Diversity and Cultural Inclusion
- Job Readiness and Skill Development
- Lifelong Learning and Literacy Support
- Digital Access and Skill Development
- Community Spaces and Creative Growth
- Civic Connection for Social and Government Engagement
- Staff Development & Continuing Education

The Library Staff and Leadership analyzed major questions as we addressed each of these themes:

- What kind of community do we want Floyd County to be?
- What kind of Library does that vision of a community need?
- How do we create a customer driven experience to meet and direct the future use of the Library?
- Is there a disconnect between the community's perception of and the Library's mission and services?

## **PRIMARY CATEGORIES**

Three primary categories define what the Library can control and adapt to meet community needs. Some libraries refer to these three areas as an aspiration tool that defines what a library should strive to focus attention on. All our Strategic Initiatives and Action Steps can be categorized into one of these areas.





## LIBRARY VALUES

### Support

We defend the right to read and to know. We are free and open to all.

### Growth

We provide current materials and cutting-edge technology access, remaining relevant and exceeding traditional library expectations.

### Creativity

We dream big and help our patrons dream bigger. Anything is possible.

### Engaged

We believe that public service is our first priority.

### Informed

We learn and teach every day, enhancing community education.

### Connected

We serve everyone. We find strength in celebrating our differences and diversity.

### Community

We believe in fiscal and environmental responsibility to our community.



*Galena Digital Branch – A staff member demonstrates the Epilog Laser Cutter to a Library family at the branch grand opening September 2018.*



*New Albany Central Library – youth engage in STEM Education exploring the world of Lego Robotics.*

## STRATEGIC INITIATIVE #1

# ACCESSIBILITY

## CONNECT PEOPLE WITH THE SERVICES OF THE LIBRARY



- The Library will ensure accessibility and access to all community members
- Eliminate service barriers, evaluating location proximity, transportation, various access obstacles, and fees

*Cultural Arts Center – Families participate in Comic Book Art Class.*

### STRATEGY 1

Create safe and inviting accessible entrances at all locations

#### ACTIONS

- 1.1 *Create a welcoming and inviting entrance at all locations and outreach sites*
- 1.2 *Maintain* all entrances meeting or exceeding ADA criteria
- 1.3 Implement plans for single point of entry into all buildings for heightened safety
- 1.4 *Analyze safety procedures at least biannually at all locations*

### STRATEGY 2

Replace outdated and inaccessible shelving with new inviting shelving

#### ACTIONS

- 1.5 Replace Adult and Youth shelving with lower, clear-view shelving for visitors and staff to browse creating a clear line of site to enhance customer experience
- 1.6 *Assure furniture and materials meet the needs for public use, easily movable and create inviting areas for engagement*
- 1.7 *Assure collection is displayed and labeled for easy use and meet ADA Requirements*

### STRATEGY 3

Create and maintain welcoming environments and services for all customers

#### ACTIONS

- 1.8 Develop Library Staffing to enhance customer engagement and services provided to our community
- 1.9 Provide deliberate outstanding customer engagement, prioritizing focus on exceptional service
- 1.10 Immediate and accurate re-shelving of materials for accessibility
- 1.11 Expand collection materials and holdings to engage community growth, *reflecting diversity in needs*
- 1.12 Create & *expand* engaging Makerspaces at all physical Library locations
- 1.13 Partner with community organizations and businesses to provide job readiness opportunities
- 1.14 Provide immediate access to digital resources through online Library Card Applications & services,
- 1.15 *Expand services as available through partnerships and opportunities*

## STRATEGY 4

Analyze the [policy](#) and cost of implementing fees over accessibility

### ACTIONS

- 1.16 Conduct and formalize possible fee schedules designed to promote accessibility to resources and material
- 1.17 Consistently review [policy](#) and procedures to assure they are equitable to all

## STRATEGY 5

Connect with the community in unexpected ways in unexpected places

### ACTIONS

- 1.18 Utilize the #InstaLibrary model to connect with the community in underserved and unexpected locations
- 1.19 Strengthen community connections and outreach involvement throughout the county
- 1.20 Utilize marketing strategies to inform the community of current services and engagement opportunities
- 1.21 Provide staff with excellent and empowering training to optimally serve the community
- 1.22 Partner with organizations and businesses to provide return and pick-up sites throughout the county to expand services
- 1.23 Utilize the #InstaLibrary model which include [Walking Books](#) to support senior residential facilities, [Community Crates](#), [School Collections](#), and [Homebound Mailing Services](#) to leverage community engagement and provide accessibility to Library services.



## STRATEGY 6

Advocate for Public Library & Museum Services

### ACTIONS

- 1.24 Promote and provide Reciprocal Borrowing privileges as a strategy to expand funding
- 1.25 Advocate at local, state, and federal levels for information access, funding, and intellectual freedoms
- 1.26 Support staff involvement in professional development with state and national Library associations in order to provide excellent public library & museum services

## STRATEGY 7

Adopt Best Practices for Collection Development to enhance customer access to information & resources

### ACTIONS

- 1.27 Provide collections that are clean, attractive, and current, weeding extensively to eliminate unnecessary clutter and enhance the average age of the collection to 2008 minimum
- 1.28 Continue centralized selection and collection development to enhance material access for patrons
- 1.29 Review & update current Collection Development policies to reflect the needs of the present community
- 1.30 Expand outsource processing for shorter turnaround time for material circulation
- 1.31 Provide ongoing input from Librarians, staff and the community on areas of need in our collection
- 1.32 Partner with various organizations serving underserved demographics in our community to assure collection is inclusive

The Floyd County Library serves a population of 80,454. Engagement is extended throughout the county providing services designed to meet the varied needs within the community. We embrace the perspective that each citizen has the potential to utilize our services.



## STRATEGIC INITIATIVE #2

# WELL-BEING

## PROMOTING COMMUNITY WELL-BEING AND GROWTH

- The Library is dedicated to developing the resources in the areas of business, job readiness, entrepreneurship, and overall access to the resources needed for job development and success
- Provide a place to be, connecting the resources to community members for their total well-being
- Connect and respond to community member's needs, providing an information access point to Floyd County System of Care



### STRATEGY 1

Be the go-to source for people to find quality information

#### ACTIONS

- 2.1 Provide a connection to the resources for information addressing life challenges and needs
- 2.2 Provide opportunities to engage the community in conversations around current community and social issues
- 2.3 Provide up-to-date speakers and presenters on topics of interest that will promote social involvement, understanding, and ideas for change movements
- 2.4 Develop wellness resources and collections that are current, timely, engaging, and attractive
- 2.5 Provide, display and collection materials that are pertinent as issues and news stories
- 2.6 Provide holds and reserves in a one-day-turnaround, providing quicker access for patrons

### STRATEGY 2

Promote use of databases and resources to growing businesses within the community

#### ACTIONS

- 2.7 Partner with local organizations and businesses to promote business resources
- 2.8 Engage with business partners to provide resources and opportunities for local economic development
- 2.9 The Library will be present and involved in community growth input opportunities and seen as a vital partner
- 2.10 Provide space and resources for shared Economic growth opportunities
- 2.11 Collaborate with local government to provide extensive entrepreneurship growth & training opportunities (ie IAC On Ramp, Nova Park, 2<sup>nd</sup> Cup)

### STRATEGY 3

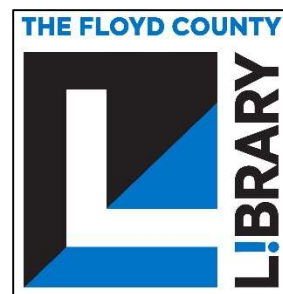
Engage with new audiences in the business and health industries

#### ACTIONS

- 2.12 Partner with local expertise to deliver current information
- 2.13 Engage with new audiences by providing business and health engagement opportunities
- 2.14 Collaborate with community partners to provide health and wellness fairs for community members
- 2.15 Encourage movement and wellness strategies with community partners at all library locations
- 2.16 Provide community food pantry to combat food oasis issues within our community
- 2.17 Focus on providing services for the whole person wellbeing
- 2.18 Train all staff in Mental First Aid and Trauma Informed Care
- 2.19 Provide on staff licensed Social Worker, as well as engaging in social work internships with IUS partnership
- 2.20 Organize with system of Care providers to connect community members to needed resources



*Central Library – Students enjoyed a healthy salad from the greens they grew in the hydroponics garden towers provided through a Duke Energy Foundation Grant.*





## STRATEGIC INITIATIVE #3

# DIGITAL JOURNEY

### SUPPORT EXPANDING TECHNOLOGY

- Connectivity for all community members is at the heart of what drives our technology development plan; providing digital accessibility with the latest technology
- Ongoing development of 24 hour accessible digital collection and services
- Provide cutting edge technology to community members for educational, business, and hobby interest by establishing Makers' Spaces and Creativity Labs



*Galena Digital Branch – Youth photography workshop*

#### STRATEGY 1

Establish additional branches and outreach opportunities to connect community members in geographically challenged areas of the County

##### ACTIONS

- 3.1 Open additional branches to expand services
- 3.2 Provide cutting-edge technology and instruction for users
- 3.3 Engage underserve communities in programs and Library services
- 3.4 Provide online reserves arriving next week day at local pick-up points
- 3.5 Train digitally minded staff to provide hands-on technology assistance
- 3.6 Create and engage customers in emerging technology education and hands-on experiences with onsitemakerspace environments
- 3.7 Provide connectivity through innovative processes to unconnected areas of the community

#### STRATEGY 2

Provide continuing technology education and engagement opportunities for all community members

##### ACTIONS

- 3.8 Expand and promote current computer class offerings
- 3.9 Provide hands-on learning opportunities through makerspaces at all locations
- 3.10 Engage with partners to empower community members with technology skills to assist with job shortages within the local tech industry
- 3.11 Strengthen partnership with local schools to provide technology engagement for students and their families
- 3.12 Provide on the spot computer and tablet assistance to utilize Library online services and databases
- 3.13 Develop growth opportunities in alignment with Skill Up for Innovations and Indiana Career Ready initiatives

### STRATEGY 3

Be the go-to place to assure online information and sources are credible and accountable

#### ACTIONS

- 3.14 Expand staff expertise to assist and educate customers on validating and ensuring that online information is accurate and reliable
- 3.15 Engage community members in training and access skills to assure they are getting up-to-date and accurate information, recognizing the difference in good/bad information

### STRATEGY 4

#### ACTIONS

Provide safe and secure connected public access opportunities

- 3.16 Follow and adhere to all Child Protection Act requirements to assure a safe online environment
- 3.17 Continue virtualization of servers to provide the best possible access and cost scenarios
- 3.18 Rotate replacement of computers and equipment as need arises and when funds are available
- 3.19 Enhance internet connections will be implemented as available and as funds allow
- 3.20 Maintain a strong sonic wall and implement all advancing network security enhancements as available
- 3.21 Take all necessary precautions and steps to secure customers privacy and intellectual freedom rights
- 3.22 Collaborate with outside agencies to provide direct access and connection so services (ie Work One & Indiana Legal Help kiosks)

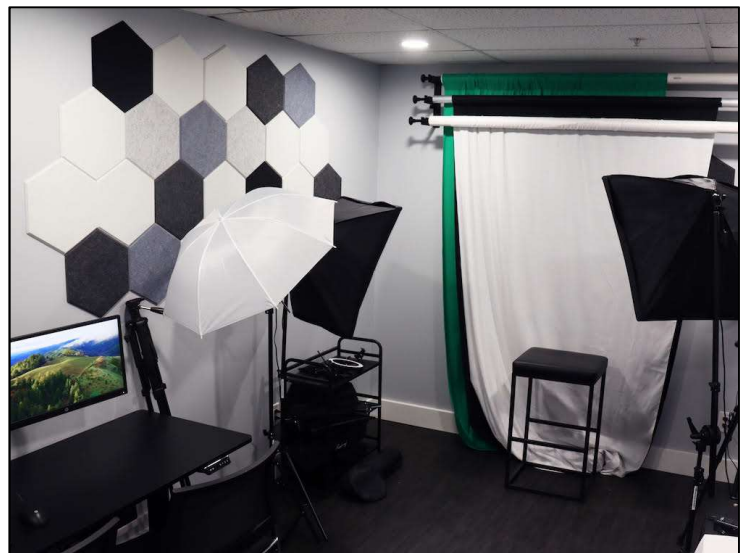
### STRATEGY 5

#### ACTIONS

Utilize emerging technology for delivery of services

- 3.23 Use digital signage to promote Library events and services
- 3.24 Provide public access to conferencing and production equipment
- 3.25 Provide 24 hour online access and updated website for information access
- 3.26 Creatively use building layout and design to enhance spaces for flexible technology use and access
- 3.27 Utilize social media to engage and promote Library information and experiences
- 3.28 Adopt emerging technologies as available for accessibility needs and solutions
- 3.29 Creatively utilize technology in the exhibits and delivery of art exhibitions
- 3.30 Inspire the use of technology in creative expression
- 3.31 Convert & update to RFID technology to strengthen security, streamline processes, and to provide quicker and more accurate circulation services
- 3.32 Promote and support educational experiences of staff to expand technology skill sets
- 3.33 Provide community educational opportunities virtually through online courses platforms and in person classes

*Cultural Arts Center – Visual Arts Maker Space, made possible through a grant from Samtec Cares Grant*



## STRATEGIC INITIATIVE #4

### EDUCATION

## CULTIVATE LIFELONG LEARNING AND DEVELOPMENT



- In this ever changing world lifelong learning is a part of our culture.
- The Library is centered to be the community resources for all ages for learning and expanding their knowledge, from infancy to the golden years
- We will provide the resources and assistance for community members' learning adventure

*Cultural Arts Center – Artist Mark Priest gives provides insight to his work with community members*

#### STRATEGY 1

Promote and support lifelong learning and literacy development

##### ACTIONS

- 4.1 Collaborate with local school administrators and faculty assuring access to Library services
- 4.2 Align with local schools, public, charter, and private schools as a valuable partner
- 4.3 Supplement classroom access to literature by delivering classroom collections
- 4.4 Provide classroom visits for content and literature enrichment opportunities and as a marketing strategy
- 4.5 Target promotional materials for programs and services to educators, parents, and students in school settings and through afterschool service providers
- 4.6 Deliver #InstaLibrary services to underserved neighborhoods, providing extensive services during breaks
- 4.7 Provide outreach experiences and service promotions at school events, open houses, and parent education events
- 4.8 Support and create opportunities to connect services with the homeschool network
- 4.9 Collaborate with educators to provide opportunities beyond the classroom setting
- 4.10 Collaborate to share resources and catalogs with local schools
- 4.11 Equip every Floyd County Student with a Student Library Card
- 4.12 Engage ESL residents in Library programs and services
- 4.13 Develop and grow a curated Spanish collection for all ages, developing a Community Advisory Committee
- 4.14 Develop an Accessibility Advisory Committee for engaging services for individuals with disabilities



## **STRATEGY 2**

Provide a leading role in early learning literacy experiences for our youngest Library users

### ACTIONS

- 4.15 Create and implement early literacy packs to introduce parent(s) and caregivers to the importance of early literacy engagement, including baby reading packets to all newborn parents through the maternity ward
- 4.16 Expand offerings of early literacy programs, delivering in a variety of locations and times, including evenings for working parents
- 4.17 Promote and engage men in early literacy involvement
- 4.18 Offer barrier free materials to youth
- 4.19 Provide literacy training and engage with childcare providers

## **STRATEGY 3**

Support community initiatives to strengthen gaps in the education levels

### ACTIONS

- 4.20 Engage with schools that are underperforming and assist in their recovery efforts
- 4.21 Actively participate in educational enrichment activities in every school at least annually
- 4.22 Continuing being a summer lunch location
- 4.23 Utilize technology to provide content rich material for classroom use at all levels
- 4.24 Partner with local educational programs to provide internships and opportunities for real life student experiences

## **STRATEGY 4**

Partner with higher education providers to provide educational opportunities

### ACTIONS

- 4.25 Utilize the expertise of higher education faculty to lead content rich forums and discussion groups
- 4.26 Provide internship and immersion site for special projects and field work
- 4.27 Create an open forum for school, job, and resource fairs to promote educational opportunities
- 4.28 Actively engage with Library Science programs to promote the field of Librarianship to assure a strong pool of applicants is available
- 4.29 Continue to collaborate with IUS to maintain and strengthen the satellite branch at IUS

## **STRATEGY 5**

The Library is a resource for continuing educational experiences

### ACTIONS

- 4.30 Promote and provide instruction on utilizing Gale Courses, Mango Languages, LinkedIn Learning, and other online learning tools
- 4.31 Provide engaging, impactful educational programs and forums on a variety of topics
- 4.32 Deliver financial literacy, job readiness programs and experiences to promote self sufficiency
- 4.33 Provide staff with extensive database training, empowering them to assist patrons to utilize online resources
- 4.34 Promote INSpire and the Library purchased database resources



## STRATEGY 6

The Library's job center is a strong and known resource for securing employment

### ACTIONS

- 4.35 Provide personal assistance with resume software to produce application ready resumes
- 4.36 Train perspective job seekers in successful use of job databases and tools
- 4.37 Supporting the development of soft skills and interview ready educational opportunities for both teens and adults to enhance the marketability for the increasing job market in Floyd County and surrounding area
- 4.38 Provide enhanced programming to promote the resources available for job hunting and skill development

## STRATEGY 7

Be the cultural and history center for Floyd County

### ACTIONS

- 4.39 Serve as the community leader in coordinating cultural initiatives and opportunities
- 4.40 Be the partnering center for community engagement and coordination of cultural efforts
- 4.41 Define, clarify, and promote the vital role the Indiana Room & the [Cultural Arts Collection](#) access
- 4.42 Reorganize and develop a space for the historical collection [within the Carnegie Building](#) with public access to all materials
- 4.43 Promote the two historical & art collections of the Library in one searchable database
- 4.44 Relocate the Special Collection to a better physical environment than current basement location
- 4.45 [Expand historical exhibits through community partnerships](#)
- 4.46 [Grow the Underground Railroad related exhibits with new and expanded research information available, replacing outdated terminology in the process](#)

## STRATEGY 8

Create readers of all ages throughout the community

### ACTIONS

- 4.47 Offer reading programs that inspire reading for pleasure. Provide one point of service in public areas for frustration-free assistance
- 4.48 Organize & market collections for easy and enjoyable browsing that inspires reading
- 4.49 Utilize technology in new and innovative ways to engage readers
- 4.50 Inspire book discussions and author engagements
- 4.51 Collaborate with community businesses to support and raise awareness of reading programs to increase involvement and promote lifelong learning



## STRATEGIC INITIATIVE #5

### INNOVATION

#### CULTIVATE LIFELONG LEARNING AND DEVELOPMENT

- The Library is the go-to-place for research, entertainment, cultural experiences, and group connections
- Strive to create environments that are the place to gather, encourage out-of-the-box thinking, promote engagement, and spur community growth



#### STRATEGY 1

##### ACTIONS

- 5.1 Establish and *continue developing* creative and inspiring environments
- 5.2 Provide materials, resources, and experiences that encourage creative and innovative ideas and personal development
- 5.3 Offer diverse exhibits that promote discussion and interpretative thought processes
- 5.4 Design engaging and interactive opportunities that require creative problem solving and collaborative work
- 5.5 Create *places to be* environments that promote community
- 5.6 Engage teens in creating their space for growth and engagement
- 5.7 Create more public meeting spaces to address growing demand
- 5.8 Declutter, rethink, and rework staff areas for enhance work flow, ergonomics, and inspiring behind-the-scenes work areas
- 5.9 Carve out creative lab and makerspace areas for community collaborative work and workforce development
- 5.10 Establish a collection of items for circulation that inspire creativity and self-sufficiency skills



## STRATEGY 2

Effectively train staff to make strong connections with the community and to provide outstanding customer service

### ACTIONS

- 5.11 Provide all staff with monthly staff development opportunities
- 5.12 Cross-train all staff with the knowledge and ability to cover all public positions
- 5.13 Maintain a staff structure oriented to provide excellent customer service
- 5.14 Provide an environment for collaborative work across all service areas
- 5.15 Create documentation of operations and procedures, for all positions and public service roles, empowering all staff to service public needs
- 5.16 Utilize new technology to train and prepare staff to provide excellent customer service
- 5.17 Partner with local higher education experts to create impact measurement tools and to evaluate the effects, successes, and temperament of reorganization
- 5.18 Create and implement a growth plan and accomplishments evaluation process, engaging all staff in goal setting aligned with strategic initiatives
- 5.19 Develop a process for creative committee work and team experiences that promote innovative ideas for enhanced services
- 5.20 Engage staff in developing their problem solving skills and empower staff to engage in decision making processes
- 5.21 Provide Leadership Team with the skill set to effectively empower and grow strong and supportive staff
- 5.22 Provide opportunities for staff appreciation and success stories to be promoted
- 5.23 Utilize evaluation tools for analyzing scope of work and accomplishments, adjust to add new and/or eliminate old outdated services and programs

## STRATEGY 3

Collaborate to provide services in new, innovative, and unexpected ways

### ACTIONS

- 5.24 Provide the #InstaLibrary experiences and services to adult and youth
- 5.25 Utilize a Book Bike for downtown New Albany use for the Farmer's Market and other large draw events
- 5.26 Incorporate books into public art exhibits and locations
- 5.27 Develop a Volunteer core to assist with large scale programs, both in-house and for outreach
- 5.28 Utilize creative marketing strategies and outlets to promote Library use
- 5.29 Purchase a mobile unit for the #InstaLibrary delivery

*Central Library Children's Room – African drum and rhythm program*

