



Linwood Community
Library

2021-2023 Strategic Plan

Linwood Community Library District #1
LINWOOD, KANSAS

Introduction

Mission Statement

The Mission of the Linwood Community Library is to serve as the center of community resources and information. Therefore, the Library's collection, programs, and services should reflect the lifelong learning needs of its patrons and respond to their informational, cultural, and recreational interests.

Overview

The Library benefits from implementing a strategic plan supporting the Mission and guiding improvement and growth with measurable outcomes.

In 2015, the Library crafted the *RISE Core Principles* document. It states, "Linwood Library seeks to be a catalyst in the ongoing support and creation of a vibrant community covering the Reno and Sherman townships."

Vision

**The Linwood Library supports a vibrant community in
Education, Engagement, Exploration, and Empowerment.**

- **EDUCATION** - A vibrant community is literate and reads. The Library supports those readers with print and electronic collections, plus programs to support early literacy.
- **ENGAGEMENT** - A vibrant community comes together at the Library to meet, learn, volunteer, and discuss ideas to make the district an inviting and livable place to be.
- **EMPOWERMENT / EMPLOYMENT** - A vibrant community builds new knowledge, supports small businesses, and learns new skills supported by the Library and its staff, collection, programs, space, and technology
- **EXPLORATION** - A vibrant community welcomes various points of view, appreciates local history, and explores new ideas, topics, and skills

Roles and Responsibilities

Group/Individual	Role/Contribution
Board of Trustees	Ultimate responsibility for establishing and approving the plan
Library Director	Executes the planning process and research
Library Staff	Collaborate to recommend actions to pursue to reach desired outcomes
NEKLS Director	Provide facilitation, best practices, and an independent perspective of the plan

Planning Process

Steps Taken to Update the Plan

- The Director, to prepare information and ideas for the Staff and Board to discuss, completed the following tasks:
 - Reviewed the *RISE Core Principles* of Reading, Information, Space, and Entertainment developed in 2015 and updated in 2017.
 - Developed a revised vision based on the “E’s of Libraries” tool developed by the American Library Association to more clearly communicate the value and work of the Library to our patrons. (Source: <http://www.ala.org/advocacy/pp/e>)
 - Developed and launched the *Next Chapter* Survey in Jan/Feb 2020 with patrons and 13 respondents completed it.
 - The Library reviewed the 2016 *Role of a Library* survey, completed by 64 respondents.
 - Compiled and reviewed current demographics, population projections and presented the Board with supplemental plans for Technology, Staff, and the Facility.
 - Scanned for innovations, ideas, and initiatives at libraries within the region.
- In November 2020, the Board discussed our Strengths, Opportunities, Aspirations, and Results facilitated by Mike McDonald.
- Staff engaged in a discussion of our Strengths, Weaknesses, Opportunities, and Threats.
- The plan includes Measurable Outcomes recommended by the staff but ultimately decided on by the Board.
- Staff reviewed and revised the plan before Board review and final approval.

Where We Are Now

Linwood Community Library

The Linwood Community Library District #1 serves Reno and Sherman Townships in Leavenworth County. Our collection includes 13,341 items, including books, movies, audiobooks, videogames, magazines, plus digital content available to stream or download onto a personal device. In addition, we are a member of the NEXT Search catalog and have access to over 1 million items from libraries throughout the region in the daily courier delivery. In 2020, the Library circulated 12,011 items.

We provide our community with “personal business services,” including access to a color copy machine, wireless printing, faxing, wireless Internet access, personal computers, and notary services. Students and the general public also use these services. In addition, we have six (6) computers available for public use with high-speed Internet access and free wifi that reaches into the parking lot for 24/7 access.

The community meets in our Community Room/kitchen and uses the Local History room for small, private informal discussions. Our large programs are presented in the Children’s Department or the front of the Library.

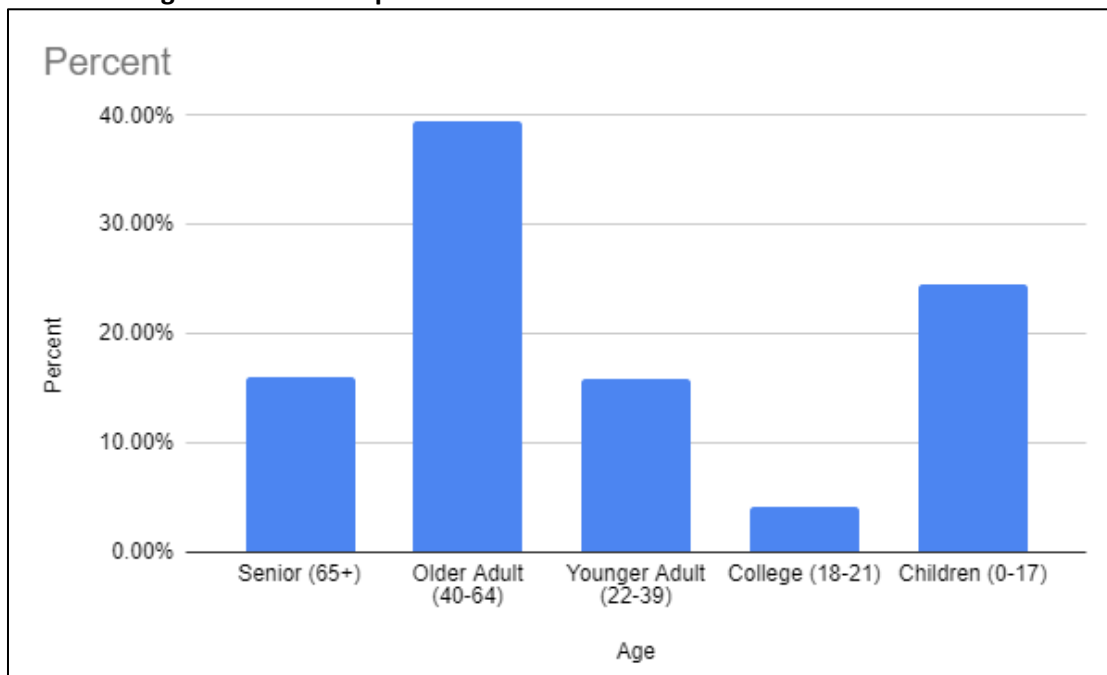


The Library is open 54 hours per week, averaged 211 visits per week in 2019, and has 889 borrowers.

Each winter, we host Adult Winter Reading, and in the summer, we provide reading challenges and programs for children and teens with Summer Reading. Additionally, we hold weekly storytimes, playgroups, special programs, and homework help. We provide many ongoing opportunities to meet for coffee and knitting, exercise classes, baking, crafts, games, fiber arts, and book clubs for adults. We also present one entertainment program and one informational program for adults each month.

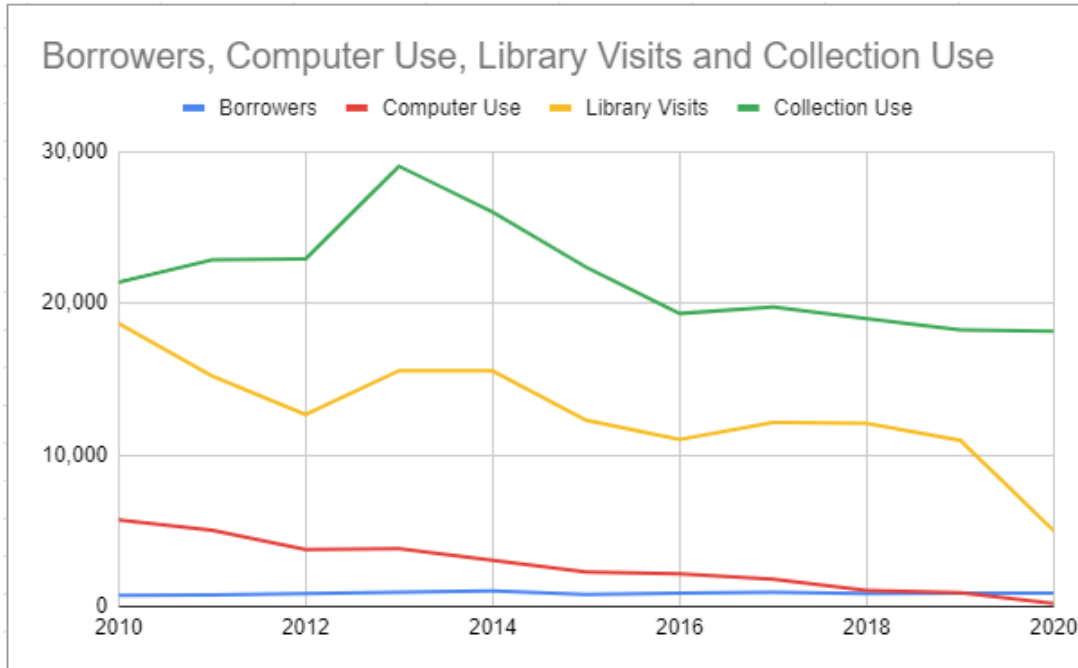
Demographic Data Review and Observations:

- In 2015, the District (Reno and Sherman Townships) had 1,502 households and 3,923 individuals. **A long-term goal would be for every household in the district to have at least one library cardholder.**
- As expected in a bedroom community, the most predominant age groups are Older Adults and Children. **Program and service priorities should consider this.**



- The district has 435 households with children and 1,067 without. **A long-term goal would be for all 435 households with children to have an active library account.**
- There are 89 households using Food stamps, or 5.93% of the district. **Programs addressing food security, such as gardening and the plant exchange, and providing food at library events, would help support these households.**
- Married couples make up 67% of households, while one-person households are 21%. **Therefore, programs and services that encourage relationship-building, such as the knitting group, would serve the interpersonal needs of one-person households and households without children.**
- 51% of residents have some college education or higher within the district, 27% are high school graduates, and 12% have not finished high school. **Basic literacy (and financial, civic, health, and information literacy) may be less in some households while assumed as high in others.**
- The Basehor-Linwood School District projects enrollment at the new Elementary School to be 200, up for the current enrollment of 115 due to district boundary changes and forecasted growth with new housing in the area. **Enrollment at L.E.S. declined steadily from 140 in 2007 to 115 in 2020, but new opportunities will be for outreach.**

- After moving to the new library building in 2010, the Library had 18,160 visitors. In 2019, before the Covid pandemic, we had 10,958 - a 40% decline. Computer use has also steadily declined. **Goals should consider the long-term effects of the pandemic, the permanent loss of computer use, as more households have Internet access and acknowledge and leverage the positive projected growth in the district.**



- On average, 15 new patrons have registered annually. At that rate, the Library would have 924 patrons in 2023. **Increasing that rate to 20 patrons a year would lead to a 7% increase in 3 years or 939 patrons in 2023.**

2019 Accomplishments:

- Installed a sidewalk for city patrons, with the City and grant assistance
- Supported the community after the May 28 tornado with Internet, restrooms, and parking
- Participated in the *One Book, Many Neighbors* collaborative adult program with seven regional libraries
- Maintained a robust program schedule, with Adult Winter and Summer Reading Programs, with a total attendance of 4,166. Ten years ago, total attendance at library programs was 2,068.

2020 Accomplishments:

- Adult Winter Reading program and a variety of programs for all ages through March 13
- Paid off the building lease-purchase in February
- Reopened in stages after the pandemic shut-down, providing new curbside service and successful outdoor and online programs
- Building improvements: expanded and improved the parking lot, installed a French drain, painted the library interior, reconfigured the children's collection, moved the Director's office, created a Kansas room, installed new HVAC and filtration systems
- Awarded Sunderland Family Foundation grant of \$11,700 for an emergency generator

Environmental Scan - Services and Initiatives at Area Libraries

Tree giveaway

Blood drive

Book TALK program from Humanities Kansas
Voter Registration as a library service
3D printing
Historic Photo Album on Website
Maker tools circulated
Homebound delivery
Library Foundation and Fundraising

Book a Librarian service
Beanstack (software) Reading challenges
Teen Advisory Board and volunteer application
Pop-up Library at community events
Test proctoring
Farmers Market
Outreach to daycare and senior centers

RISE Initiatives from 2017 to Consider Maintaining

- Provide programs to highlight the Library's reading role, such as storytimes, book clubs, outreach to schools, and author talks.
- Collect, archive, and provide access to local history.
- Program and build collection around Consumer sciences, Do-it-yourself subjects, and parenting primarily, and secondarily on outdoor recreation, self-help, gardening/crafts.
- Provide space for community meetings, educational groups, and locally relevant programming by community partners.
- Maintain a high-interest collection of print, audiovisual, and streaming materials.
- Train and encourage patrons to place holds to "develop confidence" and improve perceptions of access.

Potential New Initiatives, Goals, and Activities

- Hobby groups, local experts/presenters, and communities of practice to build community and new friendships, combat isolation, and improve quality of life. Interactive programs connect the "been here" with the "come here" and give residents without school ties a way to meet. Ideas: pitch, crafts, cooking, metal/wood, glass, crochet, quilting, master gardeners, photography, break making, Native American history (Lenape)
 - Turning Outward example in Red Hook, NY
<http://www.ala.org/tools/librariestransform/libraries-transforming-communities/case-studies/redhook>
- Identify underserved populations and then strengthen services and outreach to them
- Develop a "Welcome Wagon" program for new residents to the district
- Strengthen afterschool programs, in partnership with the district or local P.T.A., to provide programs at the Library such as special-interest clubs, homework help, and food
- Assess need for larger program space after installing mobile shelving in Children's area
- Explore the "Anchor Store" concept of the Library as a community center for teens, seniors, families, a coffee shop, bookstore, and Head Start
- Build a robust volunteer program - applications, job descriptions, supervision duties, involve area honor students
- Review Local History projects. Identify and post images and stories on social media to market the collection, post the obituary index on the Website, improve the localhist site or migrate the data to another offering such as Kansas Memory (kshs.org) or Recollections Kansas (nekls.org), develop a memorandum of understanding with Arlene P. for long-term access to and storage of her archives and with a partner such as the Kansas Historical Society, organize an Oral history project to record May 2019 Tornado stories
- Host a Dairy Days-type event with living history, local history, and demonstrations
- Involve the Library with all community events and gatherings, with the Friends - at least 2 per year

- Develop enhanced Outdoor program spaces - cultivate memorial garden/tree, a park at the Library, add a windbreak, picnic table, vegetable/community garden
- To support Services for the Disadvantaged, cultivate strategic partnerships with area social services, maintain a partnership with Council on Aging (book delivery, donating audiobooks, VITA tax services), investigate programs with Kansas Legal Services, explore assistance offered by Kansas Department for Children and Families (dcf.ks.gov)
- Support Early Literacy - grow 1,000 Books Before Kindergarten, restore outreach to the schools and daycare centers in the district, embrace 6 x 6, maintain Summer Reading Program, continue to participate in Kansas Reads to Preschoolers, and give away books
- Identify and support the needs of young adults in the district - survey tweens and teens, school outreach, create a teen space (or corner), increase circulation of the Y.A. collection by young adults, and host six programs/activities a year
- Host hunter's safety course, possible class on archery/fishing/reloading
- Investigate migrating the Website from Dreamweaver to WordPress hosted with NEKLS
- With the forestry service or Arbor Day Foundation, host a tree giveaway and investigate the feasibility of Linwood becoming a Tree City U.S.A.

Measurable Outcomes:

- Comparison of statistical benchmarks takes into consideration the impact of the 2020-2010 Pandemic. Therefore, reaching 2019 numbers is a long-term goal.
- Program statistics grow – number of programs and number of attendees
- A more significant percentage of Library District residents attend library events
- Material circulation statistics increase
- Patron surveys demonstrate we meet or exceed expectations when asked, for example, "The library provides a large number of programs at times that are convenient for me and my family."
- Every child living in the district starts Kindergarten ready to read
- We increase patron registration from 15 per year to over 20 with a goal of 1,000 in 2023
- Participate in at least two Community Events each year (May 1, Mayor's Tree lighting)
- *Word of mouth*
- More community organizations collaborate with the Library
- Library door count increases
- The number of volunteers and volunteer hours grows
- Increase Press contacts (not including weekly column) to four articles per year
- Increase the number of active volunteers from 2 to 10
- Track and increase use of local history resources both online and in the Library
- New trees are planted on library property, and the Library assists with tree planting in the district