

CLAY CENTER PUBLIC LIBRARY STRATEGIC PLAN

This plan was developed by the Clay Center Public Library Board and staff. The Board and staff will update and review the plan annually and change as needed.

Mission Statement

It is essential to provide materials and services that will help community residents meet their personal, educational and professional needs. The library will serve as a center for learning and enrichment for all residents of the community. The library's collection will reflect broad subject matter coverage with materials provided in a variety of formats.

Vision

Clay Center Public Library will be known as a boundless resource for educational and recreational materials.

Community Profile:

-Clay Center's population as of the 2010 census is 760, a decrease 101 from the 2000 census of 861.

-Median age is 42, an increase of 4 years from the 2000 census of 38.

-Persons 65 & older represent 28.3 %, an increase from the 13.4% of 2000.

-Hispanic population has increased a little from 3.2% to 4.6%.

-Median household income for Clay Center is \$36,597, while the state average is \$39,250. Median family income for Clay Center is \$45,893, while the median state income is \$50,723.

Community assessment:

Clay Center is the county seat of Clay County, and encompasses an area of 0.72 square miles. It is located 24 miles southeast of Hastings and 25 miles south of Interstate 80.

Clay Center was laid out in the summer of 1879. An election on Nov. 4 confirmed Clay Center as the location for the Clay County seat following months of heated competition with rivals Sutton and Harvard. In February of 1887, Clay Center became an incorporated village.

Industrial development began in 1903 when M.M. Johnson built a factory to manufacture "Old Trusty" poultry incubators and brooders that were sold nationwide. The factory provided employment for hundreds of local citizens. The Johnson Company established radio station KMMJ in 1925 to promote its products, and the station made Clay Center a well-known and respected name in farm homes throughout the Midwest.

Clay Center experienced dramatic change in 1942 when a Naval Ammunition Depot was built just west of town to produce bombs and shells during World War II. This property was later transferred to the

U.S. Department of Agriculture and has been designated by Congress as the Roman L. Hruska U.S. Meat Animal Research Center.

Community Needs:

Our community has expressed many desires over the past few years for improvement to our village. This is the list given in order of importance by the citizens of Clay Center as reported by a Strategic Plan for the city done by JEO Consulting group.

1. Demolition/renovation of downtown buildings
2. Street improvements
3. New or remodeled library
4. Sidewalk improvements
5. New public swimming pool
6. Sustainability of projects/festivals/activities
7. Business retention/recruitment
8. Fire/EMT improvements/ or replacement
9. Public infrastructure
10. New ball Fields

Our City Council is working to address each of these issues with a timeline of hoped accomplishment.

Library Analysis:

Overview: Clay Center Public Library statistics, reflected on the most recent Nebraska Library survey data, were compared to our peer

group of 25 libraries, as determined by the Nebraska Library Commission, where applicable. Clay Center's population is the 11th largest of the 25 peer libraries.

Internal Environment

Major Strengths (peer ranking noted):

- Total circulation (1st)
- Circulation of children's books (1st)
- Non-resident cards issued (1st)
- Size of state revenue received (2nd)
- DVD collection (2nd)
- Annual library visits (4th)
- Number of computers offered for public use (6th)

Major Weaknesses:

- Age of building/not handicapped accessible
- Attendance of children for programs offered
- Attendance of other programs offered
- Salary for staff
- No employee benefits
- Library website not well maintained
- Need increased involvement from volunteers/friend's group

External Environment

Major opportunities

- Large and growing population of seniors 65 plus
- Entertainment outlets are limited in Clay Center and Hastings is 23 miles away
- There is no preschool in the community and a growing number of in home daycares

Major threats

- Decrease in population of Clay Center
- Although the community is very supportive, it is not good at attending community events...i.e. Community Club, Lions Club, etc
- Adequate revenue

GOALS:

A. Programing for daycare aged children.

OBJECTIVE: There is no preschool located in the community. The library will offer a monthly story hour beginning this fall that will offer activities such as color identification and beginning alphabet to help young readers on their discovery of words. We will evaluate the program through the daycare providers to see what changes we need to make after we begin.

B. Offer a home delivery service for older or disabled patrons.

OBJECTIVE: The library will send out emails and also post on facebook the offer to bring books to homebound patrons who need this service. We will begin advertising in August and ask our patrons for other ideas of how we can be of service to our aging population. The library will also try to recruit young volunteers to deliver books to the interested patrons.

C. Post new book titles and excerpts on our facebook and webpage with the objective of improving our circulation and also helping our aging population to know what is available to them.

OBJECTIVE: This will be a way to get new materials out in the hands of our patrons. A more aggressive way of advertising than waiting for patrons to come to the library to see what is new.

EVALUATION:

The Clay Center Public Library board and staff will work on these goals immediately and will evaluate them as yearly at the meeting. Some of these goals we will modify and change as we are encouraged by those using them through the year.