

2014-2017

Strategic Plan

MORRILL PUBLIC LIBRARY

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STRATEGIC PLAN

The Morrill Public Library staff, board members, and patrons assisted in the development of this strategic plan. This plan will be reviewed semiannually or as needed by the Library Board and Library Director.

Mission Statement

The mission of the Morrill Public Library is to provide quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and businesslike.

Community Profile

Morrill is located in western Nebraska in the southern panhandle. It is eight miles east of the Wyoming border, and sixteen miles west of Scottsbluff, the nearest city with a population of more than 10,000.

Population

The population of Morrill is 921. 22% of the population is 65 years and older (201), 20% school aged (180).

Education

There are three schools located within the village limits, Tri-Community Preschool, Morrill Elementary, and Morrill High School. There was an enrollment of 390 students during the 2013/2014 school year. Western Nebraska Community College and Eastern Wyoming College are two year colleges both within 20 miles of Morrill. Approximately 37% of population have completed high school, and 21% have attended some college without a degree, 24% have an associate's degree or higher.

Language and Ethnicity

93% of the population speaks only English in the home; of the 7% that speak another language, the predominant language is Spanish (5.5%). 96% of the population is one race, white only; 10% of that group identifying as Hispanic.

Employment

40% of the population 16 years and older is not in the labor force, of the 60% in the labor force 2% are unemployed. 30% of employed population work in management occupations, 30% in sales and office, and 25% in educational and health care occupations. 83% of workers commute to work with an average commute time of 17.2 minutes. 87.5% of families have all parents in labor force.

11.6% of population had an income below the poverty level in the last 12 months. 59% of students in the elementary and high school qualified for free and reduced priced lunches.

Cultural Summary

Morrill has one swimming pool, two city parks, one with playground equipment, a public golf course, and public ponds stocked for fishing. There are five churches, and various community

groups including the Morrill Community Development Group, Rotary, and the Women's Literary Guild.

Library S.W.O.T. Analysis

Internal Strengths

- The staff at the library is very friendly and generally knows all the patrons who come in by name.
- The library is ADA accessible with a computer with software and hardware suited for this population. There are 5 other public access computers available and funds have been set aside for the future purchase of technology.
- The library also offers several children's programs in conjunction with the local schools as well as a well-attended summer reading program.
- A new logo has been purchased for use in advertisements, and plans for installing a new exterior sign are being made.
- The library was recently remodeled and all windows were replaced.

Internal Weaknesses

- The library is below average in the following areas: local income, open hours, expenditure on collection, circulation and turnover rate.
- The parking has been recently expanded, but does not always accommodate all needs.
- The age of the building limits possibilities for expansion and inclusion of new areas.

External Opportunities

- Lack of entertainment opportunities for all ages, especially children and young adults.
- Growing technology use in older adults looking for help in new areas.
- The library is the only source of free WiFi in town.

External Threats

- Many parents commute and take their children to schools and other activities out of town.
- Many young adults leave for college and do not return because of lack of employment in the area.
- Decreasing revenue and rising costs.

Community Needs

To determine community needs a community wide survey was distributed at key locations (the library, village office, local grocery store, etc.) and informal interviews were conducted with various community members.

Community Need #1

There is not adequate programming and entertainment for school aged children. Many families have two working adults, so children are often home alone or at day care. The young adult population is also underserved.

Goal

To institute a weekly after school program to serve the needs of children, to establish a teen advisory board, and research family outreach programs.

Objectives

1. Write and submit a grant proposal for an after school program through the Nebraska Library Commission's Youth Grants for Excellence by October 2014.
2. Start an after school program in January 2015.
3. Talk with High School counselor and other instructors to ascertain if there are young adults who would be interested in establishing a Teen Advisory Board.
4. Hold at least one Teen Advisory Board quarterly by 2015.
5. Contact other libraries and determine whether there is a community interest in family programming such as movie nights, game nights, etc.
6. Increase children's summer reading attendance by 5% annually, young adult summer reading by 10% over next three years.

Community Need #2

The lack of adequate housing and the rising cost of living are of great concern to residents. The library should be a source of information on these topics.

Goal

To increase information available on subjects such as housing and reducing the cost of living, and to have programs concerning areas such as obtaining loans, budgeting, and other topics.

Objectives

1. Research quality information sources including print and online. Purchase at least 5 items by 2015.
2. Advertise new information sources.
3. Contact USDA, Nebraska Community Foundation, and other sources to determine if presenters would be available.
4. Hold at least two programs a year in 2015 and 2016.

Community Need #3

The seniors and other housebound individuals are underserved in our town.

Goal

To establish a miniature "bookmobile" service to seniors by establishing a weekly drop-off at the Morrill Manor, open a line of communication to discover what items patrons are interested in (genres, films, audiobooks, etc.). To establish technology classes as needed based on patron feedback.

Objectives

1. Contact manager at Morrill Manor to determine if it is feasible to bring mobile service during lunch hour one day a week by December 2014.
2. Initiate mobile service weekly in January 2015, re-evaluate in June 2015 to decide if statistics support continued service, or if it should be cut to biweekly.
3. Create a request form for patrons to request wanted materials, make available during every visit.
4. Inquire whether there are technology issues or questions patrons are interested in, build programs as needed.

Evaluation

The library staff will develop and implement the programs mentioned above, and will also be responsible for recording statistics. The strategic plan will be reviewed biannually in January to determine if requests for additional funding need to be added to the budget proposal in July. The

goals will be reviewed during this time, determining whether the objectives have been met and if additional goals need to be added.