

**Morgan County Public Library Long Range Plan  
January 1, 2016 - December 31, 2020**

**1. MISSION**

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

**2. COMMUNITY NEEDS AND GOALS**

**Statistics and Census Data**

The Morgan County Public Library is located in South-Central Indiana and serves the entire population of Morgan County, except for Brown Township. According to the United States Census, the service population is 55,921. Of this population, the Morgan County Public Library system has 12,186 active library users. The town of Martinsville (population 11,828) is the county seat, but the remainder of the Library's service area consists of either rural areas or small towns of 1,500 residents or less. The racial makeup of the county is 97.7% white, the unemployment rate as of September 2015 was 3.8%, 12.7% of families are at the poverty level and 14.5% of adults have not graduated from high school. Morgan County's population is expected to grow by 8% by 2040. It is the second slowest growth among the eight 'doughnut' counties that surround Marion County.

In Indiana as a whole, the Millennial generation, born from 1982 to 2000, is now the largest population group and consists of more than a fourth of Indiana's population. Baby boomers, born from 1950-1968, used to be the largest generation and have slipped to slightly less than one fourth the population. A recent Pew Research Study studied Millennials and their relationship to libraries and technology. Some of their findings include:

- Millennials' lives are full of technology, but they are more likely than their elders to say that important information is not available on the internet.
- Millennials are quite similar to their elders when it comes to the amount of book reading they do, but young adults are more likely to have read a book in the past 12 months.
- The community and general media-use activities of younger adults are different from older adults.
- As a group, Millennials are as likely as older adults to have used a library in the past 12 months, and more likely to have used a library website.
- As with the general population, most younger Americans know where their local library is, but many say they are unfamiliar with all the services it may offer.

## **Community Input**

We held four focus groups with patrons, community leaders, staff and board members. The topics discussed were:

1. Community needs
2. Projected changes in the community
3. Library's role in the community and ways of increasing its value
4. Library's reputation in the community
5. Library's collection and services
6. Library facilities
7. Staff and customer service, staff training
8. Partnership with other community organizations

The response of the focus groups was overwhelmingly positive, and several themes recurred among all of the groups.

**I-69 Construction** - I-69 construction will have a big impact on our county, and all organizations need to be ready to respond to challenges and opportunities it brings.

**Meeting Space** – There is an urgent need in the community for meeting space that can accommodate small groups, such as tutors; to larger meetings, such as non-profit boards. Specifically, the Morgan County Coalition for Literacy, who is a partner with the Library, requested office and tutoring space.

**Teenagers** – There were three areas of concern regarding teens:

1. While it was seen as a positive that so many teenagers were using the library, many felt that the teens needed a better space where they could be free to act like teenagers, particularly at the Main Library. The space should be separate from the rest of the library to block noise but visible to library staff, and teens should have access to technology of their own.
2. Beginning in the 2016-17 school year, all Martinsville High School students will be given a tablet computer, and much of their curriculum will revolve around those tablets. Adequate wi-fi and places to charge the tablets will be a concern.
3. The Library should be a hub for information for careers, applying to colleges, financial aid, scholarships, etc.

**Age Appropriate Spaces** - Safe areas with good visibility were requested for infants, toddlers and preschoolers to play and learn.

**Size of the Facilities** – Many felt both the Main Library and Waverly Branch libraries need to be larger to accommodate all the programs and people using them. It was also noted that the Main Library’s spaces are bland and should be brighter and more welcoming.

**Marketing** – Many people were not aware of all the programs, services and materials that the Library has to offer and felt that we need to market our services better and to speak with a unified voice.

**Lifelong Learning** – Opportunities for adults to obtain necessary skills and education was noted as a particular need in our county.

### **3. OBJECTIVES AND SERVICE RESPONSES**

**Goal:** Pursue expansion and renovation of the Main Library

- Engage the services of an architect for a site survey
- Utilizing input from the Library Board, Staff and Public, develop plans for renovation and construction
- Determine schedule of renovations
- Obtain funding, including issuing bonds for construction

**Goal:** Maintain our existing facilities to a high standard and continuously improve our utilization of space. See *Section 4. Assessment of Facilities* for an analysis of each building’s condition and needed repairs.

**Goal:** Monitor the development of I-69 and be prepared for impact on the Waverly Branch. It is likely that there will be an exit at State Road 144 and I-69, with two possible outcomes for the Branch – remaining in place with increased traffic due to access roads, or relocation of the branch.

- Proactively contact INDOT to voice our needs
- Monitor all planning and developments closely

**Goal:** Market our services to non-users and users alike.

- Create a marketing committee to standardize our message and efforts
- Create standardized contact lists for marketing, including community contacts who can market to their audiences
- Continue to utilize social media as a marketing tool, including paid advertising
- Explore new social media
- Investigate use of college marketing classes to generate novel ideas of marketing
- Investigate hiring part-time marketing person

**Goal:** Continue to meet the educational, informational, cultural and recreational needs of the entire community by offering our traditional services and partnering with outside organizations.

- Enhance visibility of, and expand career and college information to high school and college students.
- Continue partnerships with Central 9, Vincennes University and the Morgan County Coalition for Literacy (MCCL) to enhance adult continuing education.
- Plan for office, tutoring space and classroom space as part of the upcoming renovation.

**Goal:** Employ a sufficient number of well trained staff who will meet library and patron needs with superior service:

- Develop a staff competencies program to ensure consistent basic knowledge.
- Continue cross training of staff.
- Encourage continuing education.
- Continue to monitor pay equity with regular studies.

**Goal:** Continue to expand and improve Library technology services, including wi-fi and makerspace.

- Optimize wi-fi at all locations.
- Create a viable wireless printing option.
- Begin circulation of wireless hotspots.
- Explore new and emerging technology offerings such as makerspaces.

#### **4. ASSESSMENT OF FACILITIES, SERVICES AND TECHNOLOGY**

##### *Facilities*

The library currently owns five buildings, and rents three more. The buildings the library owns are a 20,000 square foot Main library in Martinsville, a 7,600 square foot branch in Monrovia, a 4,465 square foot full service branch in Waverly and the house at 90 E Columbus Street, immediately adjacent to the Main Library. The fifth building is the 12,000 square foot Veteran's building which is currently loaned to the not-for-profit Source, a business incubator, library storage and rented out for retail space. The library rents space for the three part-time mini-branches in the towns of Brooklyn, Eminence, and Morgantown.

##### *Main Library*

The Main Library in Martinsville was constructed in 1906 through 1908, one block south of the courthouse square. In 1990, a 16,000 sq. ft. addition to the original 4,000 sq. ft. Carnegie Library was completed, increasing the library's size to its present 20,000 sq. ft.

In 1998, the steps at the entrance to the Carnegie building were repaired and replaced with new limestone. In 2001, we replaced the roof on the 1990 addition to the Main Library as well as improved its ventilation and insulation.

Projects completed in 2003 included the removal of old lead-based paint from the building's galvanized metal and wood trim, restoration of the Carnegie dome, and stained glass repair.

Work for 2004 included re-roofing of the Carnegie Building with original-style clay tile, and final trim repair and painting.

In 2005, bond money allowed an extension to the waterproofing of the Carnegie foundation, extension of the drainage around the front entrance, addition of a water holding tank and pumping station, restoration of interior paint and trim, ceramic tiling of basement floors, repair of flawed wood substructure of the Carnegie Rotunda floor, new Carnegie carpeting, the creation of new work spaces, and a new 19-space parking lot in proximity to the library. All public spaces of the 1990 addition were recarpeted and repainted, plus the Children's story room was renovated and a new Teen area and a storage area under the stairs were created.

In early 2009, we completed a renovation of the HVAC system installing high-efficiency furnaces with computer controls for improved energy efficiency. Ductwork was re-insulated for further energy savings. Additionally, all light fixtures in the upstairs part of the 1990 addition were replaced with energy efficient T-8 lamps and the ceiling grid was reworked.

A mini-remodel of the Children's Department began late in 2011 that was not completed until early 2012. This remodel included creating a Tween space with new furniture, rug and a new Tween Collection and upgrades to the circulation desk area.

The house and land at 90 E Columbus Street, which is immediately adjacent to the Main Library, was purchased in December of 2012.

As was noted in the Community Needs and Assessment section, there are several areas of the Main Library that need improvement. To that end, we propose to complete a survey of our existing spaces, followed by a renovation of all spaces and expansion of up to 10,000 square feet. The goals of the renovation would be:

- Additional community meeting areas for groups of all sizes that can also serve as improved program space.
- Enclosure of the Genealogy and Local History in a secure area.
- Age appropriate spaces for infants, toddlers, and preschoolers.
- An enclosed Teen area.
- Dedicated space for children's programming.
- A family restroom in the children's area.
- Repair of the meeting room walls where moisture continues to be a problem.
- Combining circulation functions to one point of service, and one entrance/exit to the building.
- Office space for the Library Foundation and Morgan County Coalition for Literacy, and Friends of the Library book sale.
- Upgrade lighting to be more efficient.
- Provide up-to-date technology, including permanently mounted projectors, and sound equipment in meeting spaces, and possible makerspace technologies.

### *90 East Columbus Street*

The house immediately adjacent to the Main Library was acquired in 2012. It is a three bedroom home that is used for meeting and office space for both the Morgan County Coalition for Literacy and the Morgan County Public Library Foundation as well as the Friends of the Library book sales. Improvements to the property include adding a ramp for handicap accessibility, removing the outbuildings, raised beds and privacy fence and replacing the deteriorating wrought iron fence with chain link. This property will be used in conjunction with the expansion of the Main Library.

### *Waverly Branch*

In July of 1997, the Board of Trustees acquired a 2,647 sq. ft. former bank building in the northeast corner of the county, which became the system's first full-service branch library. The Waverly Branch property includes one acre of land to the west.

Originally named the NorthEast Branch, the building was constructed in 1981 and required some remodeling to convert it to a library, including reinforcing the floors. In 2000, the library replaced the roof shingles, as well as repaired and stained the wood siding, and added drainage for a cost of \$10,786. In 2002, the building's former drive-through area was converted into a 625 sq. ft. room addition.

The furnace was replaced in 2008. In 2009, the name of the NorthEast Branch was changed to the Waverly Branch to more accurately reflect its location. Minor repairs such as replacing the roof, sealing the parking lot and exterior staining were completed in 2009.

In 2010, a 1,265 sq ft addition was constructed on the west side of the building bringing the total square footage to 4,465 square feet. The interior of the existing building was remodeled at this time to remove the bank vault door, create a branch manager's office, add space for more public computers and a small meeting room that can be divided into two quiet study areas. New paint, carpet and furniture throughout the building were also completed during this renovation.

Construction of I-69 will likely have a large impact on the Waverly Branch. Developments need to be closely monitored, and the Library needs to be prepared to act, if necessary.

Upcoming capital projects at the Waverly Branch include:

- Erection of a sign.
- Addition of a video security system.

### *Monrovia Branch*

From the results of the 2004 feasibility study and ongoing planning, the library constructed a new branch in Monrovia in partnership with the Monroe-Gregg School System and the town of Monrovia. Construction commenced in October 2007 and was completed in June 2008 with a grand opening date of September 2008. HVAC issues continued to plague the branch until 2010, but it seems the physical plant has been

stabilized and is working well. A video camera security system was added in 2015.

### *Veteran's Building*

The Library received a gift from the McDaniel family in 2002 of the building located at 75-77 E Washington Street, Martinsville, which is now known as the Veteran's Building. The gift agreement states that the property shall be used in part to support the Morgan County Veteran's Memorial Committee and that the Veteran's group shall have use of up to 50% of the building.

A 2004 study of the building estimated costs at stabilizing the building (replacing the roof, repairing the foundation, windows, parking, upgrading electrical and adding cooling and ventilation) at approximately \$200,000. The roof was replaced, along with new gutters, metal coping and flashing along the parapet wall in 2013. In 2014, the Veteran's Building was part of a downtown revitalization grant that replaced the doors, rehabbed the windows, storefront and masonry and revealed the transom windows.

The west half of the building is rented to an art gallery/framing shop. The east half of the building is currently on loan to The Source, a non-profit business incubator. The Library uses the back one third of the east side of the building for storage.

### *Rented Facilities*

The library rents space at three other locations in the county to provide materials and services locally.

The Brooklyn Branch is housed in a former laundromat and is open four days per week. The interior of the building needs to be repainted.

The Eminence Branch is housed at the Eminence Lion's Club Building and operates two days per week. This building is essentially a pole barn, and the Lion's charge only a nominal rental fee, making it one of our most economical locations. The building needs a new air conditioner.

The Morgantown Branch found a new home at 79 West Washington Street in June of 2012 and nearly doubled the size of the branch with a bright, pleasant space. The location is also more advantageous because it is closer to the center of town and has more parking. The Morgantown branch is open four days per week. A new awning was added in 2015 and the front part of the interior needs to be repainted.

### *Services*

When compared with the new statewide Public Library Standards that took affect on January 1, 2011, the Morgan County Public Library meets all minimum requirements and ranks in the enhanced or exceptional level in most categories.

The results of our focus groups indicate that patrons are satisfied with our services though

many of them are not aware of all of the services we offer, such as notary service, tablets, park and museum passes and our online services.

Circulation has increased by a few percentage points each year, at the same time the number of visits to the Library has decreased by 4.8% from 2011 to 2015. However, digital downloads including eBooks, eAudiobooks, and music has risen to account for nearly 13% of our total circulation. These figures indicate that our patrons are discovering and utilizing our electronic resources and don't visit as often to check out physical materials.

In 2015 the Library provided 958 programs that were attended by 14,364 people. This reflected an increase of attendance over the previous year of nearly 24%. Also during this time, our average program attendance has increased from 11 patrons per program to 15 patrons per program. In the past few years, we have added emphasis on Tween programming, as well as Adult and Family programs. The addition of the Digital Literacy Librarian position in 2014 has allowed us to offer group technology training as well as one-on-one training.

The Library's website was completely overhauled in 2015 to a more polished and professional looking site that is also easier to navigate. An increased Facebook presence has also helped to draw attention to the Library's programs and services.

Public access computer usage has decreased somewhat over the years, only to be replaced by wireless usage. With tablets and smartphones becoming ubiquitous, we predict the demands placed on wi-fi will continue to increase.

### ***Technology***

See the Morgan County Public Library Technology Plan for technology assessment and goals.

## **5. EVALUATION**

Library management will monitor progress towards goals on an ongoing basis and will report to the Library Director monthly. The Library Director will present an official progress report to the Board of Trustees annually at the February Annual Report Meeting and update the Long Range Plan as necessary.

## **6. FINANCIAL RESOURCES**

The Morgan County Public Library has a history of fiscal conservatism which translates to one of the lowest per capita costs in the state of Indiana. The end result is that we are used to doing great things on a shoestring budget. This also means that property tax caps have had little to no effect on our budget.



We are seeing continued operating savings by joining Evergreen Indiana, which allows us to redirect funds from our circulation system to other service areas. Other significant savings have also occurred from vigilant review of annual service contracts and, in some cases, switching service providers. Library staff has continued to pursue grants to fund new initiatives and innovative programs.

Due to our careful monitoring of our budget, we have been able to increase both our Rainy Day and Library Improvement Reserve Funds (LIRF). The 2008 bond from the construction of the Monrovia Branch will be paid off in January 2019. We plan to request another bond to fund renovations and expansion of the Main Library with the goal of having a zero net impact on taxpayers. The remainder of the necessary funding will come from the Rainy Day and LIRF funds.

## **7. COLLABORATION**

The Morgan County Public Library has shown significant collaboration with other libraries, schools and local organizations and will continue to do so in the future.

### ***Adult Education***

- Vincennes University - We will continue our partnership with Vincennes University in their “Learning Unlimited” program which places a VU mentor at our Main Library to assist VU students who are enrolled in online degree programs.
- Central 9 – We will continue to partner with Central 9 to offer TASC classes in our meeting room.
- Morgan County Coalition for Literacy –MCCL is a long-standing partner, with a Library staff member and a Library Trustee serving on their Board. We provide office space and tutoring space for MCCL, as well.

### ***Libraries***

- SRCS - We are one of the pilot libraries for SRCS, the new state-wide resource sharing plan.
- Evergreen Indiana – We continue to have the highest number of remote circulations in the Evergreen Indiana consortium, as well as providing committee members to the Executive Committee and Patron Services Committee.
- Statewide Reciprocal Borrowing - We have continuously participated in the Statewide Reciprocal Borrowing agreement and our philosophy is to make our services available to as many people as possible.

### ***Schools***

We have continuing partnerships with many Morgan County educational institutions. School librarians throughout the county have graciously allowed us to promote our programs within their libraries, and we hold regular programs in both the Monroe-Gregg Schools and MSD of Martinsville schools, and frequently host class visits at the Library.

We supply a certified librarian to provide oversight and supervision of the Eminence School Libraries so that they may maintain their certification with minimal financial impact.

***Community Organizations***

Library personnel serve with the following organizations: Martinsville Rotary Club, Rediscover Martinsville, the Morgan County Coalition for Literacy, and Ready, Set, Quit Tobacco. It is also a goal to continue to provide presentations to the community's business, service, and social organizations such as Lions, Kiwanis, the Martinsville Literary Society and the Chamber of Commerce.