

**Morgan County Public Library Long Range Plan
January 2022 – December 2026**

Approved by the Board of Trustees November 22, 2021

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 2010 United States Census, the service population is estimated at 62,369. Of this population, the Morgan County Public Library system has 6,672 active library users. The town of Martinsville (population 11,932) is the county seat, but the remainder of the Library’s service area consists of either rural areas or small towns of 1,500 or fewer residents. The racial makeup of the county is 97.1% white, the unemployment rate as of September 2021 was 3.9%, with 8.9% of families living at the poverty level. 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.

Community Input

Our community partner, the Community Foundation of Morgan County conducted an extensive Community Survey in 2020 which we supplemented with Library Staff and Board input. The survey focused on demographics, including income, education, access to food and healthcare, and community involvement. Several themes recurred among all of the groups:

- Lack of retail and recreational facilities.
- Substance abuse.
- Lack of safe pedestrian/bike areas.
- Lack of local jobs that pay a living wage.

Items that relate directly to the library include:

Safe activities for kids and teens – While there are numerous structured activities like sports and clubs offered through the schools and other organizations such as the YMCA or Morgan County Youth Center, a lack of transportation and venues for children and teens to just ‘hang out’ were frequently cited as a need. Additionally, it was seen as a positive that so many teenagers were using the library, but some felt that the teens needed more structured programs.

I-69 Construction - I-69 construction is already having an impact on our county with the highway being completely shut down through Martinsville, and extensive construction county-wide. The Waverly Branch is particularly impacted by the construction due to its close proximity to the new interstate.

Size of the Facilities – Some people felt the Monrovia branch should be larger, especially in light of the number of teens who use the space as an after-school hang out while they await school activities or rides home.

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, as well as having resources to apply for jobs.

3. ASSESSMENT OF FACILITIES, SERVICES AND TECHNOLOGY

Facilities

The library currently owns four buildings and rents three more. The buildings the library owns are a 28,700 square foot Main Library in Martinsville, a 7,600 square foot branch in Monrovia, and a 4,465 square foot branch in Waverly. The fourth building is a 12,000 square foot Veteran’s building which is currently loaned to the not-for-profit The Source, a business incubator, library storage, and rental 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, one block south of the courthouse square. In 1990, a 16,000 sq. ft. addition to the original Carnegie Library was completed, increasing the library’s size to 20,000 square feet. The Main Library was expanded again in 2020 with an additional 8,700 square feet, and the existing structure was completely remodeled to include:

- Four study rooms, a board room and 96 seat meeting room.
- Enclosure of the Genealogy and Local History in a secure area.
- An enclosed Teen area.
- Children’s program room.
- Family restrooms in the Children’s area and Genealogy area. Additional ADA. compliant restrooms in the Adult section.
- Combining circulation functions to one point of service, and one entrance/exit to the building.

- Upgraded energy efficient LED lighting.
- Additional parking with dark sky technology lighting.

Some work still needs to be completed at the Main Library including repair to the EIFS on the 1990 addition and deciding on how best to utilize the Carnegie basement.

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 2002 the building's former drive-through area was converted into a 625 sq. ft. room addition. In 2009, the name of the NorthEast Branch was changed to the Waverly Branch to more accurately reflect its location. In 2010 a 1,265 square foot 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.

The construction of I-69 is having a particularly heavy impact on access to the Waverly Branch, and we anticipate a surge in development in that area once the County's sewage treatment plant is completed and the sewer system is installed. Additionally, the branch is located in a prime retail location. Decisions will need to be made in the near future about the potential for either expanding or relocating the branch.

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 was completed in 2008. The branch is located at the edge of the Monroe-Gregg School campus and is heavily used by middle- and high-school students on weekdays. The building's interiors are becoming worn and will soon need refreshing. Additionally we need to evaluate how we can better utilize the space and whether an expansion is necessary.

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, parging, 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 in the center of town and is open four days per week.

The Eminence Branch is housed at the Eminence Lion's Club Building and operates two days per week. The Lions charge only a nominal rental fee, making it one of our most economical locations.

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.

Services

The Morgan County Public Library continues to meet or exceed all requirements of the State-wide Library Standards.

The COVID19 pandemic caused a dramatic shift in how we offer services and how patrons used the library. In the early stages of the pandemic, our buildings were completely closed to the public, and then we gradually opened them for limited hours and appointment-only services until finally reopening for normal hours and services on June 1, 2021. In-person programming was suspended during the pandemic, and we are slowly rebuilding our programs while still trying to maintain safe social distancing. Patrons are slowly returning to use the library and we are seeing increasing numbers each month, but as of now our circulation is about 2/3 of what it was pre-pandemic. Patrons also seem hesitant to spend too much time in a public space. Circulation of electronic materials has grown throughout the pandemic and continues to remain strong.

During the pandemic, we learned new ways to offer service, and added new services as well. Services that were added during the pandemic include:

- Curb-side pickup of library materials.
- Electronic application for library cards.
- Creation of virtual and streaming programs and creation of a Library YouTube channel.
- Make It/Take It craft kits.
- Increasing the number of allowed digital downloads.
- Mobile printing/print-from-home services.
- Expanded wi-fi hours and increased range of wireless access points to extend to our parking lots.
- Virtual Summer Reading using the Beanstack platform.

The results of focus groups indicate that patrons are satisfied with our services though many are not aware of all of the services we offer, such as notary service, programming, museum passes, STEM kits and our online services.

The Library's Event Calendar and Meeting Room scheduling software was updated in 2021 to give a more modern and user-friendly experience.

Public access computer usage has continued to decrease, 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. We added a mobile printing/print-from-home service in 2021 where patrons can upload their print jobs or send them via email and pick them up later.

Technology

TECHNOLOGY VISION STATEMENT

The Morgan County Public Library is the information hub for the community, utilizing current technologies and high-speed Internet access to improve library and information services for all members of the community. Accurate, reliable information may be obtained here, as well as access to cultural, social, government, educational and entertainment services. The Library is both a physical place as well as an information portal, where residents will be able to access the library 24 hours a day, 7 days a week, through its website and electronic resources.

TECHNOLOGY GOALS

Goal: Maximize patron accessibility to materials and information.

- Objective: Maintain currency by offering patrons up-to-date delivery methods and media formats such as downloadable content and circulating portable devices such as mobile hotspots.
- Objective: Continue to update website with current information.
- Objective: Continue to evaluate electronic resources and databases for inclusion in our collection.
- Objective: Continue to use social media to communicate with patrons.

- Activity: Investigate emerging forms of social media to determine if they are relevant/useful.

Goal: Maximize internet access speed and security at all library locations.

- Objective: Ensure all Library internet connections are the fastest available for our budget.
 - Activity: Review all internet service providers annually to determine if affordable, faster service is available at each location.
- Objective: Ensure IT infrastructure and equipment are up-to-date.
 - Activity: Update all workstations as necessary
 - Activity: Review infrastructure equipment on an annual basis to determine if upgrades are necessary.

Goal: Ensure network safety and security.

- Objective: Protect our network and systems from outside intrusion.
 - Activity: Evaluate anti-virus software on an annual basis to ensure it is adequate.
 - Activity: Train staff to recognize harmful e-mails and to monitor the status of anti-virus software on their own workstations.
 - Activity: Monitor public workstations to ensure antivirus software is up to date.
 - Activity: Add an Application Server to separate out public traffic from in-house files.

Goal: Ensure the Morgan County Public Library continues to meet or exceed all Indiana State Library technology standards.

- Objective: Review Library standards and compare to current operations. Change operations where necessary to meet standards.

TECHNOLOGY ASSESSMENT - CURRENT AND PROJECTED

Inventory Category	Current Count	Projected - 2026
Laptop	10	10
Public Workstation	37	37
Staff workstations	34	34
Staff Tablets	9	9
AWE Early Literacy	13	13
PC Catalog	4	0
Tablet Catalog	7	11
Public Wi-fi hotspots	11	12

TECHNOLOGY FINANCIAL RESOURCES

	2022	2023	2024	2025	2026
3.11 Consulting/IT Services	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000
3.14 Digital Content/ Databases	\$22,000	\$23,000	\$24,000	\$25,000	\$26,000
3.17 Software Licenses	\$25,000	\$25,500	\$26,000	\$26,500	\$27,000
3.21 Telephone/ Internet Connectivity	\$29,000	\$29,500	\$30,000	\$30,500	\$31,000
3.23/3.24 Travel and Training	\$3,000	\$3,100	\$3,200	\$3,300	\$3,400
4.15 Equipment-Computers	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
4.27 Downloadables	\$30,000	\$32,000	\$34,000	\$36,000	\$38,000
Annual Total	\$174,000	\$178,100	\$182,200	\$186,300	\$190,400

TECHNOLOGY EVALUATION PROCESS

The Technology Team will be responsible for developing qualitative and quantitative evaluations of the services used by public and/or staff.

The Business Manager will monitor computer and other equipment usage, through scheduling records, circulations statistics, PC management statistics and observations.

The Library Director will continue monitoring its web page and social media usage statistics using Google Analytics, Facebook Insights and other tools.

4. LONG RANGE OBJECTIVES AND SERVICE RESPONSES

Goal: Find our ‘new normal’ after the COVID-19 pandemic.

- Evaluate changes to our services during the pandemic to determine which ones we will continue.
- Resume in-house programming to pre-pandemic levels.
- Create marketing materials, press releases and social media content to inform the public of our services and offerings.

Goal: Maintain our existing facilities to a high standard, improve our utilization of space, and incorporate green technologies when feasible.

- Repair EIFS at Main Library.
- Refresh interiors at Monrovia Branch.

- Investigate need for expansion/remodel of Monrovia Branch.
- Investigate addition of Electric Vehicle charging stations in our parking lots.
- Investigate addition of solar panels to buildings we own.

Goal: Determine the need for expansion or relocation of the Waverly branch.

- Determine the value of the Waverly property and investigate suitable properties for potential purchase.
- Determine funding needs.
- Create plans for expansion or new build.

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

- Continue to utilize social media as a marketing tool, including paid advertising.
- Explore new social media.
- Investigate creating a Marketing and Outreach position.

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

- Continue cross training of staff.
- Encourage continuing education.
- Continue to monitor pay equity with regular studies.

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 AND SUSTAINABILITY

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.

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 maintain balances in both our Rainy Day and Library Improvement Reserve Funds (LIRF) that can be used for capital projects at the Monrovia Branch and Main Library. We bonded in 2019 for \$2.2 million to pay for the Main Library expansion and remodel. This bond will be paid off in January 2030.

7. EQUIPMENT REPLACEMENT SCHEDULE

We have budgeted \$42,000 (\$30,000 for computers and peripherals, and \$12,000 for other equipment) in the 2022 budget and expect to maintain this amount or increase it in the ensuing years.

- Computers and peripherals are evaluated on at least an annual basis to determine needs for hardware upgrades or replacement. Factors such as speed, storage space and ability to accept software upgrades are taken into consideration. Most PCs are replaced every 5 years.
- Servers, networking equipment, printers, and wireless access points have an estimated lifespan of 5 years.
- Microfilm reader printers have a lifespan of 5-8 years.
- Small equipment will be replaced as needed.

8. PROFESSIONAL DEVELOPMENT STRATEGY

The Morgan County Public Library encourages continuing education and cross training. We strive to have at least two staff members trained in each area and a line item in the Library's budget is set aside for training and seminars. Staff is trained using a combination of the following methods.

- Monthly staff meetings.
- A semi-annual staff in-service training.
- On the job training for changing and emerging technologies.
- Professional meetings such as Indiana Library Federation and Evergreen Indiana conferences and roundtables.
- Training opportunities (both online and in person) such as those presented by the Indiana State Library, Evergreen Indiana, Midwest Collaborative Library Services (MCLS), etc.
- In-house created training including print and video materials.

9. 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.

Education

- 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.
- Head Start – We have continued to be a community partner of Morgantown Head Start, which is a US Department of Health and Human Services program for early childhood education, health, nutrition for low income children and their families.

Libraries

- SRCS - We are a net lender for SRCS, the state-wide resource sharing plan.
- Evergreen Indiana – We continue to be active in the Evergreen Indiana consortium and eIndiana Digital Consortium, as well as providing committee members to the Executive Committee, eContent 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.
- We regularly collaborate with our county partner, the Mooresville Public Library, on programs and combined staff training.

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. We supply a certified School Media Specialist 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, Martinsville Arts Council, 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 Club and the Chamber of Commerce.