



Strategic Plan

2024-2028

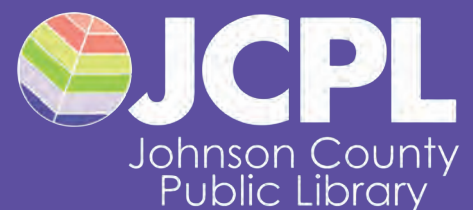


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Library Board Members

Dan Mitchell, President
Lee Ann Uecker, Vice President
Kathleen Anderson Ratcliff, Treasurer
Kirk Bixler, Secretary
Kevin McGinnis, Assistant Secretary
Gretchen Beaman
Becky Courtney-Knight

Special Thanks to:

Paige Banos
Kathleen Anderson Ratcliff
All JCPL staff for their vital input and feedback
Residents who participated in our survey

Library Leadership

Kelley Gilbert
Todd Jones
Linda Kilbert
Erin Kirchhoff
Wes Klutts
Davin Kolderup
Lisa Lintner, Director
Cindee Phillips
Kelly Staten
Sarah Taylor, Assistant Director
Amber Turner
Jody Veldkamp
Tiffany Wilson

**Strategic Plan Adopted by the
JCPL Board of Trustees:
November 21, 2023**

INTRODUCTION

ABOUT JOHNSON COUNTY

The Johnson County Public Library (JCPL) serves approximately 125,000 residents in Johnson County, Indiana, through library branches in Franklin, Greenwood, Trafalgar, and Whiteland. Our library district also includes residents of New Whiteland, Bargersville, Nineveh, Prince's Lakes, and unincorporated areas. Johnson County is the fifth fastest-growing county in Indiana with almost 165,000 residents making their homes in our community. Johnson County is slowly becoming more diverse, and almost 6% of residents were born outside of the United States. The county is home to a large senior population as well, with almost 16% of residents over the age of 65. Almost 8% of children under the age of 18 are living in poverty.

In a July 2023 patron survey, residents shared what they view as some of the largest needs and challenges in our community:

- High cost of living and the impact of inflation
- Lack of affordable housing
- Need for connection with social services and mental health support

As we look at this data, we embrace the responsibility of being a library system that addresses the needs of all our residents, including community members of all ages, literacy levels, and economic statuses. JCPL will continue to provide a place for our residents to gather together to learn and share information.

OVERVIEW OF THE PLAN

JCPL's strategic plan exists to ensure that our priorities reflect the current needs of our community. The plan is guided by our mission, vision, and core values. A vital part of the creation of this plan included direct feedback from our community through conversations and surveys. With the input of our residents, we've created a plan that reflects the traditional strengths of the library and sets priorities for responsive services moving forward.

In addition to these priorities, we will exceed expectations for outstanding customer service and continue to provide exceptional value for tax dollars.

OUR MISSION

Strengthening our community by connecting people, resources, and experiences



VISION

A community of empowered learners, enthusiastic readers, and engaged citizens.

VALUES

Community:

Provide a gathering place for all persons and points of view

Service:

Treat everyone with respect and dignity

Making a Difference:

Work together to foster positive change

Learning:

Inspire lifelong growth and creativity



1 **WELCOME LIBRARY USERS**

Access and Customer Experience

GOAL: We welcome all Johnson County residents by providing inclusive and compassionate library service. We will provide the best customer experience for our patrons who are entrusting us with their time. By providing convenient access to library resources and services, we will support the informational needs of our community.

Ongoing Actions

- Increase active library cardholders
- Increase annual visitors
- Improve and update facilities by implementing the Facilities Plan
- Support student access through partnerships with local schools



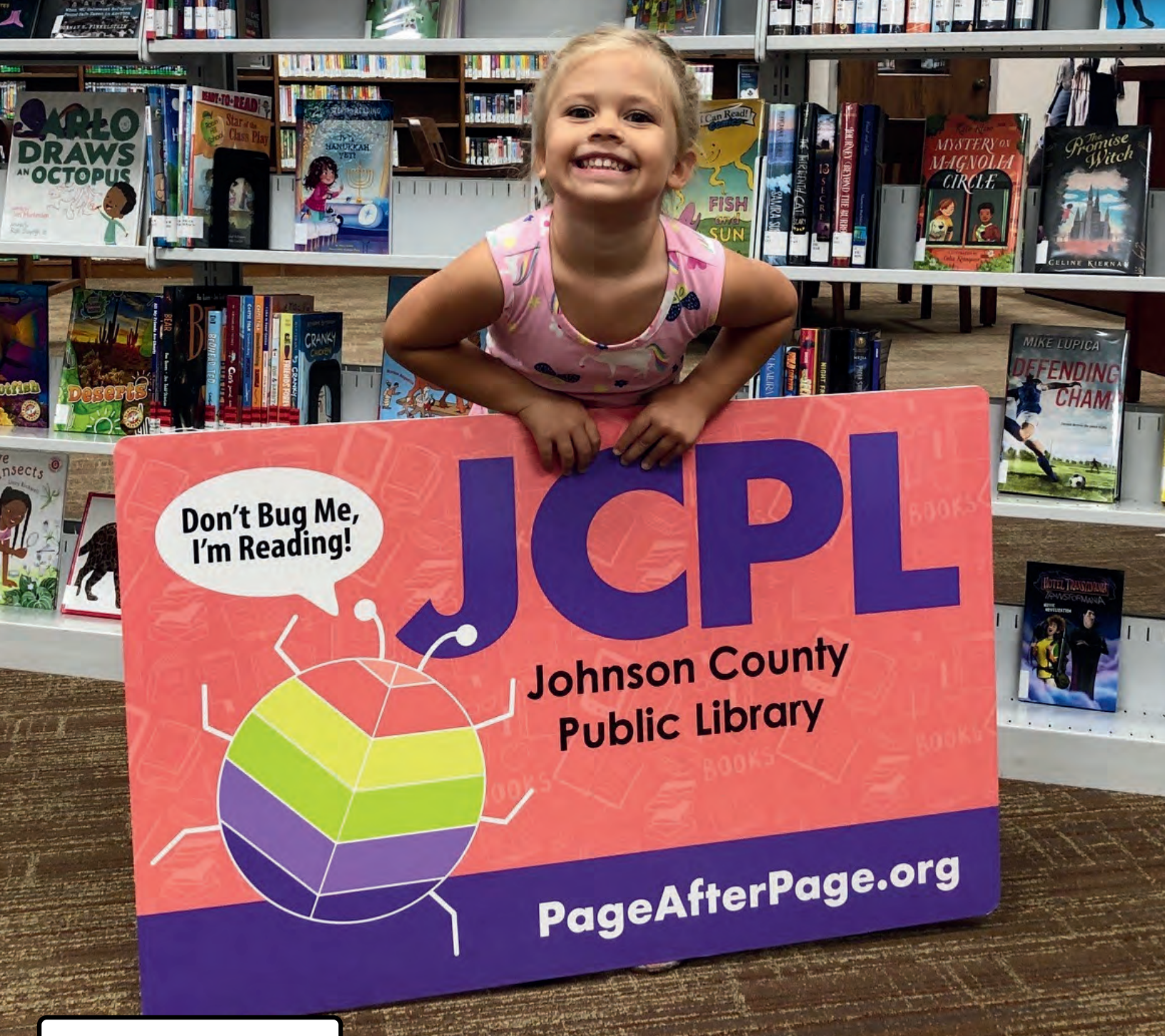
CREATE CONNECTION

Community Engagement and Outreach

GOAL: We will cultivate enduring relationships and a culture of connection to support our vibrant community. By connecting people to resources that broaden their world, vital social support networks, and neighbors in Johnson County, we will strengthen our community.

Ongoing Actions

- Update and follow the annual Equity Action Plan
- Support socialization needs through regular programming
- Support the JCPL Foundation and Friends with enhanced teamwork, communication, and volunteer opportunities



INSPIRE EXCITEMENT

Programs, Experiences, and Innovation

GOAL: We will offer our community a chance to gather together to explore and learn new things. By providing unique and engaging experiences, we'll create a sense of community and inspire our users to read, create, and discover with us.

Ongoing Actions

- Support the Programming Plan to provide exciting new signature events
- Nurture staff creativity, engagement, and innovation through intentional professional development

2024 Action Plan

Strategic Goals

WELCOME LIBRARY USERS

Explore the creation of a World Language collection to meet the informational needs of a more diverse community

Expand popular office services to include new convenient options, like laminating, shredding, and recycling

Expand after-hours availability of collection and holds

Enhance our customer service philosophy by defining our expectations for exceptional patron interactions and providing training for staff

CREATE CONNECTION

Expand outreach with JCPL on Wheels and additional staff to increase our reach into the community

Support school-readiness through partnership program focused on baby/toddler literacy education in underserved audiences

Explore ways to connect our community with social services and mental health support

Provide training and tools for staff on outreach expectations and community engagement in order to actively promote the library

Support working relationships and staff teamwork across all JCPL locations

INSPIRE EXCITEMENT

Create meaningful art experiences by providing programming, performances, and opportunities to engage with the arts

Provide educational programming around food with the potential to create community meals to bring community members together

Support county-wide educational goals around the 2024 total solar eclipse

Update the Play and Learn space at the Trafalgar Branch to create a dynamic educational destination for families with young children

Empower staff to lead big initiatives. Offer training and support to take big ideas and make them a reality



EVALUATION

The strategic priorities outlined in this five-year plan help us fulfill our mission, vision, and values. These priorities will drive our decisions for the next five years.

To remain community-centered, our leadership team will create annual goals that support our priorities. Staff at all levels will create performance goals based around these priorities that support community needs. Annual goals will be assessed on a quarterly basis and shared with the Library Board.

FINANCIAL STEWARDSHIP

JCPL's primary sources of revenue are property taxes and local income tax. The Library has been very fortunate during the last decade to see a pattern of continued growth in revenue, and we anticipate that will continue. JCPL has adopted the State Board of Accounts's internal control requirements and provides necessary support and training for all staff to exceed financial responsibility standards. The Library will continue to provide exceptional services while managing tax dollars responsibly.

The JCPL Foundation and Friends generously offer financial support for additional services and programs.

STAFF DEVELOPMENT

In support of the strategic plan, JCPL will identify and provide opportunities for meaningful staff development that will allow us to improve library services. To ensure employee growth, JCPL will:

- Include funding for staff training in the annual budget
- Provide staff a method for sharing feedback with their department and library leadership
- Ensure all staff receive necessary guidance, coaching, and support from their supervisor



COLLABORATION AND PARTNERSHIPS

FOUNDATION AND FRIENDS

The JCPL Foundation and Friends assist JCPL to provide unique learning experiences for all community members by granting supplemental funding to assist the library in promoting literacy in Johnson County. Through fundraising campaigns, volunteer assistance, and annual book sales, they support Library services, programs, and staff development.

CIVIC PARTNERSHIPS

JCPL supports the learning and growth of our community through vital partnerships with a variety of organizations including the Rotary Clubs of Johnson County, Aspire Johnson County for our CommUnity Matters initiative, Johnson County Museum of History, The Historic Artcraft Theatre, and the AARP for popular tax appointments. The list of community partners is extensive, and we are grateful for the work that we can do together.

EDUCATIONAL INSTITUTIONS

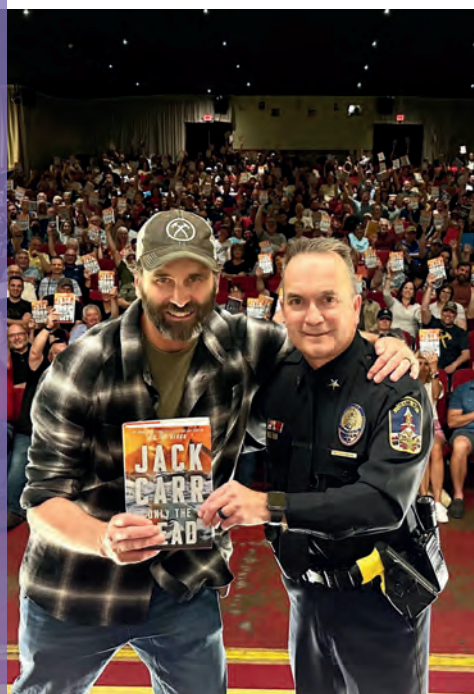
The Library partners with area schools, daycares, and other educational institutions to provide free access to information. Through our SMART card initiative, students at several school corporations and Franklin College can access digital resources. We work together to provide literacy activities and programming for our students.

HEALTH AND WELLNESS ORGANIZATIONS

Through collaboration with health institutions, JCPL supports our community's physical and mental health. Through partnership programs with Johnson Memorial Health, Johnson County Health Department, Upstream Prevention, and Franciscan Health, the Library can assist with distributing vital healthcare services.

INDIANA PUBLIC LIBRARIES

JCPL is fortunate to have strong relationships with exceptional peer public libraries. Through peer-to-peer connection and professional development, our staff learn about services, facilities, and programs at other libraries while also sharing the wonderful things happening at JCPL. We participate in several state-wide programs including SRCS, reciprocal borrowing, and the internet consortium.





TECHNOLOGY PLAN

Technology is vital to both JCPL’s mission and strategic priorities. One of the most important responsibilities of the IT department is to ensure that staff and patrons have access to the equipment they need to support their information needs. As part of this ongoing process, we will:

- Investigate and assess new technologies for the Library
- Provide necessary tools and equipment to staff and patrons
- Offer training to staff to support the utilization of equipment

In our process to continually maintain and improve services, we have identified key technology priorities:

- Migrate to Microsoft Office365 (2024)
- Evaluate print and public PC management system (2025)
- Explore new firewall options (2025)
- Evaluate ILS (2026)
- Evaluate anti-virus provider (2026)

Additional goals will be identified annually to support the priorities of the strategic plan and facility improvements and renovations.

EQUIPMENT REPLACEMENT SCHEDULE

In order to meet the needs of our community and staff, our equipment must be maintained and updated. We will continue to replace equipment that is non-functioning, no longer supported, or obsolete. Some pieces of equipment have a replacement schedule based on warranty dates or anticipated life cycles.

2024

- Purchase laptops for STEAM
- Add additional AWE children’s computers to the Franklin Branch

2025

- Laptop kiosk and equipment
- Circulating laptops
- Building/programming laptops

2026

- Service point computers
- JCPL on Wheels Chromebooks

2027

- Staff desktops
- Printers/copiers

2028

- Public desktop PCs

Annually

Some equipment will need replaced on an annual basis. IT will purchase items, including public catalogs and AWE children’s computers, to replace the oldest equipment with newer models.

PROGRAMMING PLAN

Programming is a crucial part of providing educational experiences for our community. From storytimes to book discussions, Library staff are dedicated to presenting high-quality programs.

In 2022, JCPL created a Long-Range Programming Plan. This plan established goals and priorities related to programming for 2022-2027. Our five areas of focus include:

- Teen programming
- Civic and community development
- Early literacy and school readiness
- Meaningful art experiences
- Multicultural programming

In addition to traditional programming, JCPL will create new innovative events that inspire excitement and attract new library visitors. Popular signature events such as the Authors at JCPL series, Project Prom, and the Cultural Fair will continue. Some new series and festivals have already been determined, but as we set annual goals to support our strategic priorities, we anticipate creating additional programming goals.

2024

- Library on the Prairie
- Community Conversations (an annual series)
- Teen Film Festival
- Space Day

2025

- How To/Try-It Festival

2026

- Library on the Prairie

2027

- Teen Book Festival
- Longest Table



FACILITIES PLAN

We are planning necessary improvements and maintenance of taxpayer-owned assets while committing to maintain our current tax rate. We want our taxpayers to get the best value for the dollars they provide to support their Library system. The projects listed are upcoming major facility improvements and are subject to change.

2024

- Complete feasibility study to develop options for renovation and expansion to the White River and Franklin Branches at their current locations
- Present final feasibility study to County Council, Common Council of Greenwood, and Franklin City Council members regarding White River and Franklin Branches
- Begin public hearing process for renewing library bonds to pay for White River Branch project (within JCPL's current tax rate; no new taxes)
- Trafalgar Branch - complete significant landscape work and add dynamic early childhood play and learn space

2025

- Seek County Council approval to use library bonds and JCPL funds to start renovation and expansion project of White River Branch
- Begin planning and pre-construction process for White River Branch

2026

- Begin library bond process, dedicate JCPL funds, and start renovation and expansion of White River Branch
- Determine needs for possible temporary service location for White River Branch during the construction process

2027

- Repave parking lot at Trafalgar Branch
- Reevaluate public space at the Franklin Branch to repurpose previous Collection Services space

2028

- Install new HVAC air handlers at the Franklin Branch

Future plans include:

- *Evaluating the need for a Bargersville location (2030)*
- *Major renovation and possible expansion of the Franklin Branch at its existing site (2031-2033)*





Thank you to our library users. We are proud to serve our community and grateful for your support and feedback.

READ. CREATE. DISCOVER.



CLARK PLEASANT BRANCH

(317) 535-6206
350 Clearwater Blvd.
Whiteland, IN 46184

LIBRARY SERVICES CENTER

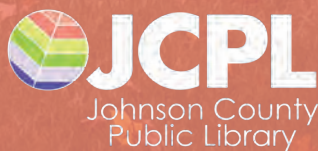
(317) 738-9835
49 E. Monroe St.
Franklin, IN 46131

TRAFALGAR BRANCH

(317) 878-9560
424 S. Tower St.
Trafalgar, IN 46181

FRANKLIN BRANCH

(317) 738-2833
401 State St.
Franklin, IN 46131



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WHITE RIVER BRANCH

(317) 885-1330
1664 Library Blvd.
Greenwood, IN 46142