Lake County Public Library

Strategic Plan
2017-2021

Approved by
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November 22, 2016

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LAKE COUNTY PUBLIC LIBRARY STRATEGIC PLAN
2017 - 2021

VISION STATEMENT

Connecting our diverse communities through access to information, ideas, and resources.

MISSION STATEMENT

The purpose of the Lake County Public Library is to provide the highest quality informational, educational, cultural, and recreational resources and services to residents of all ages in the Lake County Public Library District.

CORE VALUES

The following values influence and guide all aspects of the Lake County Public Library.

**Integrity** – The Library seeks to act with integrity in all its endeavors. The Library acts as a responsible steward of public resources, protects the privacy of its patrons, and seeks to provide the most accurate information through its collections, resources and programming.

**Service Excellence** – The Library strives to provide unbiased, accurate, and outstanding service to all individuals.

**Diversity** – The Library treats all individuals with respect and celebrates diversity in its libraries and its communities.

**Access** – The Library works to provide physical and comprehensive access to its buildings, its collections, and its programming.

**Responsiveness** – The Library actively listens and responds to the expressed needs and concerns of its communities.
COMMUNITY PROFILE

The Lake County Public Library System is the third largest library system in the state with a service population of 242,837. The purpose of the library is to provide the highest quality informational, educational, cultural, and recreational resources and services to residents of all ages in the Lake County Public Library District.

The library serves the communities that reside in the school districts of Griffith Public Schools, Hanover Community School Corporation, School Town of Highland, School City of Hobart, Lake Central School Corporation, Lake Ridge Schools, Lake Station Community Schools, Merrillville Community School Corporation, School Town of Munster, and River Forest Community School Corporation with nine buildings.

Lake County is divided into seven independent library districts that serve a population of 487,865 (2015). Since Lake County Public Library participates in the Statewide Reciprocal Borrowing Covenant, library cardholders throughout the county have access to our collections as do other library cardholders throughout the state.

The library maintains a close relationship with schools in its district and offers tours, class visits, bibliographic instruction, and digital access library cards for their students. Area colleges and regional university campuses often tour the Merrillville Branch and make use of the library’s resources.

Through technology, innovative programming, outstanding customer service and a well trained and motivated staff, the Lake County Public Library System continues to adapt and offer its patrons quality library services and resources.
Lake County Public Library Foundation, Since 1984

To ensure that Lake County Public Library would be able to sustain library resources, the Lake County Public Library Foundation, an independent, non-profit organization, was established in 1984.

The Foundation administers funds received and provides a continuing source of income for the library. The philanthropic endeavors of individuals and corporations help to subsidize the library, enabling it to fulfill its mission for quality library service.

The Lake County Public Library Foundation is the catalyst in generating public funding and endowments to ensure the future and excellence of Lake County Public Library. The majority of the Foundations' funds are held in an endowment which ensures they will benefit the library's future indefinitely. Gifts received help increase the Foundation's endowment or donors can direct their use specifically.

Friends of Lake County Public Library, Since 1978

The Friends of Lake County Public Library is comprised of volunteers who work countless hours sorting, shelving and selling books at the LCPL Bookstore at Merrillville Branch and at all branch locations. The funds are distributed for youth and adult programming and for volunteer and staff recognition events. With the Friends support, Lake County Public Library is able to fulfill the mission of quality library service.

Volunteers

The volunteers are an important part of the Lake County Public Library family. Thanks to volunteers, Lake County Public Library is able to go above and beyond the library services provided by public funding.

Volunteers allow us to offer a variety of classes thanks to their expertise, keep the booksale room open, provide ESL literacy tutoring, assist in the Indiana and Genealogy Room, and so much more. Last year there were 122 volunteers who graciously donated 4,197 hours of their time to support the library.
SUMMARY OF KEY COMPONENTS OF THE STRATEGIC PLAN

The Lake County Public Library, recognizing the key concerns of the state's requirements for planning, was diligent in gathering community data on its population and using that data to set goals to strengthen and empower its citizens.

The library's vision, mission and value statements underscore the reason for the library's existence. The Strategic plan recognizes community needs and sets goals to meet those needs.

Statement of Community Needs and Goals

In order to assess community needs and goals, the Lake County Public Library reviewed Census Data, conducted a Public Input Survey, met informally with Education and Business leaders and received input from Library Management Team.

U.S. Census Data

The Census Bureau conducts nearly one hundred surveys and censuses every year. By law, no one is permitted to reveal information from these censuses and surveys that could identify any person, household, or business. Data from the following surveys and censuses are available in American FactFinder and were used to provide demographic analysis:

- The **American Community Survey** is a nationwide survey designed to provide communities a fresh look at how they are changing.

- The **American Housing Survey** is the most comprehensive housing survey in the United States, covering 29 metropolitan areas and the nation as a whole.

- The Census Bureau conducts more than 100 economic surveys covering annual, quarterly, and monthly time periods for various sectors of the economy. Data from three **Annual Economic Surveys** can be found on American FactFinder.
Results

Summary data reflect the diversity and disparities within the communities served by the Lake County Public Library. Data is based on 2014 school districts data using American FactFinder. (Detailed information in Appendix A).

10.9% of the families in the Lake County Public Library District had income in the last 12 months below the poverty level. Although below the state average of 15.5%, we have three school districts (21.7% - 31.4%) which are higher than both the Indiana and Lake County averages.

Educational attainment in our school districts varies widely. Although the library district’s average of 24.2% holding a Bachelor’s Degree or higher is greater than the state average, we have school districts with graduation rates as low as 80.3%.

When categorized by race and ethnicity our school districts are very diverse. Average library district racial makeup is 78.0% white, 12.1% Black/African American, and 9.9% other. The white population percentage varies widely between communities, with a range of 50.3% to 94.3%.

The largest ethnic group served in the library district is Hispanic, averaging 13.3%. Hispanic populations in Library district communities range between 6.3% and 32.8%.

Public Input Survey

In order to obtain feedback from the public about the direction the library should take in the future, the library issued a short survey to identify areas for improvement in our current collection and services. (The questions and specific results can be found in Appendix B).

Methodology

The survey was issued in several formats to capture as large a number of patrons as possible:

- Email blast sent to all adult resident patrons with an email address on file
- Paper copies placed in all branches
• QR code cards (scannable by anyone with a smart phone) placed in all branches
• Link posted to Facebook
• Link placed on the homepage of the library's website

Participants were offered an opportunity to win a gift card, provided by the Friends, for taking part in the survey.

For questions that relied on a rating scale (Excellent to Poor, or N/A), responses were weighted and averaged, ignoring N/A answers for the purposes of creating the result charts found in Appendix B. “Poor” scores were assigned a 1, “Fair” scores a 2, and so on. (Resulting scores are shown on a scale of 1 to 4 in Appendix B, with the raw response data included below each chart).

**Results**

1,887 patrons responded to the survey. The email blast was the most successful method of collecting results, with 92.95% of responses coming from the email link.

Participants were asked to rate various library offerings and services. While results for these were for the most part positive (with all aspects surveyed receiving a “Good” or “Excellent” score on average), it did become evident that there is a large knowledge gap among patrons regarding the library's digital offerings. There were far more “Don't Know/Not Applicable” responses on the questions about digital materials than on any other category (see Appendix B for details). In addition, the free comment field at the end of the survey garnered several remarks from patrons expressing surprise that the library offers so many digital materials for check out.

Of the services polled, overall customer service received the highest rating with 94.7% of respondents giving it an “Excellent” or “Good” score (Appendix B includes the raw numbers and breakdown of responses).

The lowest scoring service was our digital music offering, with only 26.5% of respondents rating it as “Excellent” or “Good”. However, it should be noted that 67% of respondents did not know about or did not use the service at all. “N/A” responses were not included in the weighted average used to measure each category; on our scale of 1 to 4, digital music received a 3.29.
**Education and Business Leader Meetings**

During 2016 the Library Director and Assistant Director spoke at school board meetings updating the Superintendents and Board Members on the library's digital access cards, the Summer Library Challenge and the new 1,000 Books Before Kindergarten program. The Library director also met individually with School Superintendents to discuss the future of library-school partnerships.

Library managers attended monthly chamber meetings and shared information on the library's reading programs, student digital access cards, and business databases. The regular attendance at community meetings allowed our branch library leaders to actively listen and respond to the expressed needs and concerns of their community.

**Library Management Advisory Team Input**

During January 2016 the 200+ staff were surveyed with the question:

*Thinking specifically about the communities we serve - economic standards, education levels, etc - what are the top 5 types of services the library should focus on enhancing over the next 5 years? All of these services are important and will be maintained, but which ones really need to grow?*

The choices were adapted from PLA’s book *Strategic Planning for Results*. The survey results were used by the Administrative Team to select Service Priorities.

During the May 2016 Management Advisory Team Meeting, team members were challenged to brainstorm ideas to better serve our communities. (See Appendix C)

Their contributions were recorded and categorized under the following headings:

- Cultural and Recreational Opportunities
- Lifelong Learning Support
- Literacy Challenges/Solutions
Assessment of Facilities, Services, Technology and Operations

The assessment summary of Lake County Public Library's facilities, services, technology, and operations data is from the library's 2015 Indiana Public Library Annual Report. (See Appendix D)

Ongoing Evaluation Process

In writing the strategic plan, the committee was charged with creating a working document – not just a “required document.” Management Advisory Team members (Branch and Department Heads) will review the plan monthly and record progress on their regular monthly reports.

As part of our Employee Annual Development and Review process, all professionals will develop an individual goal that furthers the library's strategic plan.

The Director and Management Team will review objectives and service responses of the Strategic Plan on an annual basis. Progress assessments will be documented and needed plan adjustments will be recommended.

Organizational Priorities

– **Staff Training and Development:** In an effort to support and encourage quality and professional service to the residents of our community, Lake County Public Library staff are encouraged to attend local, state, and national seminars and conferences.

– **Library Policies:** Policies are reviewed annually. Updates are made as needed to ensure that the mission and focus of the library meets the community's needs.
Library Partnerships

- **Lake County Libraries Working Together**: Throughout Northwest Indiana library staff meet regularly with their counterparts in reference, circulation, cataloging, youth services, IT, and bookkeeping to share concerns, information, and resources to benefit all residents of Lake County.

- **Indiana Libraries Working Together for Indiana Readers**: Statewide borrowing in Indiana is a reciprocal borrowing program that covers the entire state. Lake County Public Library is a member.

- **Lake County Library Shares**: The library has signed on to the new statewide interlibrary loan program SRCS, which will give Lake County residents access to materials statewide.

Community Partnerships

The Board of Trustees and Administration believe in maintaining a presence in various civic and community organizations.

LCPL (Lake County Public Library) participates and hosts NILBA (Northwest Indiana Library Boards Association) meetings throughout the year and attends and supports the monthly meetings of LCAC (Lake County Advancement Committee) as well as maintaining a presence in local town and county government.

Our branch managers are all members of their local Chambers of Commerce and other service organizations.
Outreach Partnerships

The library partners with its ten public school systems, private and parochial schools, and homeschool associations in the library service district.

Youth services librarians visit schools throughout the year and host school visits in their branches. They visit over thirty preschool, day care, and Headstart classes monthly.

The library provides materials and services to the Lake County Juvenile Detention Center and the Lake County Parks' Bellaboo Play and Discovery Center on a regular basis.

The LCPL (Lake County Public Library) Literacy Program partners with the Northwest Indiana Literacy Coalition, a not-for-profit volunteer group which promotes the cooperative exchange of services, information, and ideas among literacy providers, community groups, and interested individuals across seven counties.
LAKE COUNTY PUBLIC LIBRARY SERVICE PRIORITIES

After a careful evaluation of data, library administration selected the following service responses as priorities:

**Create Young Readers** – Children from birth to five will have programs and services designed to ensure that they are ready to enter school.

**Succeed in School** - Students will have the resources they need to succeed in school.

**Learn to Read and Write** - Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

**Satisfy Curiosity** – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

**Stimulate Imagination** – Residents who want materials to enhance their leisure time will find what they want when and where they want it, and will have the help they need to make choices from among the options.

**Raise Cultural Awareness** – Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

**Provide Services for New Immigrants** – New immigrants will have information on citizenship, English learning, employment, public schooling, health and safety, available social services, and any other topics they need to participate successfully in American life.
DETAILED GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

GOAL 1: INCREASE LITERACY

The Lake County Public Library will develop programs, tools and resources to increase literacy for all ages in the community.

Objective 1.1 Create Young Readers – The library will design and offer programs that encourage pre-literacy and literacy skills for birth to age 5.

**Performance Measures:**
- Increase number of children enrolled in the library's *1,000 Books Before Kindergarten Program* and increase number of free books given to participants at the completion of the program
- Train and offer refresher training for youth librarians implementing the national *Every Child Ready to Read Program* in library story times
- Order and maintain quality collections for use in programming and circulation

**Target Audience:** Preschoolers – birth to 5-year-old children and their families

**Partners:** Lake County Public Library Foundation, Friends of the Lake County Public Library, community school systems, daycares and Headstart Centers

**Benefits:** A child who has attended programs, listened to 1,000 books, and interacted with other children begins kindergarten with an advantage.

Objective 1.2 Succeed in School – Strengthen the Library’s contribution to formal education in our library district.
Performance Measures:
- During each school year instruct students and their teachers in the use of library digital access cards and the library print and online resources.

- Attend the local school board meetings twice a year

- Attend local parent-teacher groups and arrange presentations on an annual basis

- Encourage literacy during the summer with reading challenges and increase number of books read

Target Audience: Elementary, middle, and high school students, school administrators and teachers, and parents

Partners: Administrators, teachers, community business leaders, local nonprofit groups, and parents

Benefits: Student success brings economic and cultural benefits to everyone in the community.

Objective 1.3 Learn to Read and Write – The library will support teens and adults as they need to improve their literacy skills to meet their own personal, educational, and career goals.

Performance Measures:
- Increase percentage of usage for the school digital access cards

- Create presentations for the public, schools, community groups, and the business community on online database resources and increase database usage

- Provide resume writing and online job application training for the unemployed and underemployed; record number of classes and attendees

- Participate in community business fairs and school career days; record number of attendees
- Offer **Citizenship** classes and **ESL** (English as a Second Language) classes; record number of classes and number of attendees

**Target Audience:** Adults and teens

**Partners:** Literacy coalitions, business community, and schools

**Benefits:** An educated population contributes to the wellbeing of the community.
GOAL 2: SUPPORT LIFELONG LEARNING AND RECREATIONAL NEEDS

The Lake County Public Library will support its residents' interest in lifelong learning and recreational pursuits with programs and resources.

Objective 2.1 Satisfy Curiosity – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

**Performance Measures:**
- Offer practical skills training and technology classes for teens and adults with new **MakerSpace Programs**; record number of classes and attendance

- Offer book discussions to meet the interests of the community population; survey non-users for input

- Partner with local colleges to provide speakers or moderators on current events or local history topics

- Promote language training classes using the library database **Mango Languages** to service groups, business groups, and schools; record usage

**Target Audience:** All ages

**Partners:** Local historical societies, community colleges and universities, and senior centers

**Benefits:** Residents who continue to learn and take an interest in events are generally active in their communities.

Objective 2.2 Stimulate Imagination – Residents who want materials to enhance their leisure time will find what they want, when and where they want it and will have the help they need to make choices from among the options.

**Performance Measures:**
- Provide online and physical materials to meet the interests and needs of the community: reading, viewing, and listening for pleasure
-Collect and maintain a popular collection of best sellers, new release DVDS, magazines, and local and national newspapers

-Promote digital: ebooks, emagazines, audio books, streaming video, and downloadable music

**Target Audience:** Adults, teens, and children

**Partners:** Schools, parents and educators, and senior centers

**Benefits:** A community is enhanced through access to innovative programming and recreational activities and materials.
GOAL 3: CELEBRATE DIVERSITY

The Lake County Public Library, recognizing the unique and diverse population that it serves, will work to provide programming and resources that celebrate diversity.

Objective 3.1 Cultural Awareness – Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Performance Measures:
- Provide programs to create and to celebrate the rich cultural and racial diversity in Lake County: schedule speakers, performers, movie programs, and discussion sessions
- Actively recruit a diverse staff through contacts with local universities and schools as well as attending job fairs
- Provide staff training on the unique cultural traditions of the community
- Generational programming: bring generations together in book discussions and family history writing classes

Target Audience: All ages

Partners: Local colleges and universities, cultural centers, churches, temples, synagogues, and senior centers

Benefits: A vital community benefits from citizens of all cultural, racial, educational and generational groups.

Objective 3.2 Services for New Immigrants – New immigrants will have information on citizenship, English learning, employment, public schooling, health and safety, available social services, and any other topics they need to participate successfully in American life.
**Performance Measures:**
- Staffing ESL program: hold recruitment for additional volunteers; make arrangements to speak at service organizations and retired teacher groups

- Assess and improve the non-English adult and juvenile collections in both physical and digital formats

- Maintain and promote databases that support new immigrants: *Learning Express, Mango Languages* and *Library Press Display*

- Provide resume writing classes and computer classes for new immigrants on a regular basis

**Target Audience:** All patrons, with attention to the non-English speaking communities and new immigrants

**Partners:** Churches, mosques, temples, and synagogues, Immigration and Naturalization Service, and ethnic groups and organizations

**Benefits:** A welcomed population shares their cultural uniqueness and talents with their communities.
GOAL 4: DEVELOP A COMMUNICATIONS PLAN

The Lake County Public Library will develop a comprehensive communications plan to ensure community awareness of services and programs.

Objective 4.1 Online library presence

**Performance Measures:**
- Redesign library website

- Coordinate meeting and events calendars

- Maintain a current and updated presence on the library's webpage and social media sites

Objective 4.2 Increase awareness of library services through engaging community partnerships

**Performance Measures:**
- Branch staff will attend local chamber meetings monthly

- Branch staff will attend local school board meetings and local town council meetings on a quarterly basis

Objective 4.3 Increase awareness of the library's programs and services through branding, advertising and public relations

**Performance Measures:**
- Develop and implement a marketing plan and allocate an annual budget

- Increase visibility throughout the library system with library vehicle branding and possible billboards

- Identify and document use of community networks and local media outlets to advertise events and services

- Participate in a minimum of four festivals per year
<table>
<thead>
<tr>
<th>Population</th>
<th>RACE</th>
<th>ETHNICITY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Black/African American</td>
<td>White</td>
</tr>
<tr>
<td>Griffith Public Schools</td>
<td>16,614</td>
<td>2,359</td>
</tr>
<tr>
<td>Hanover Community Schools</td>
<td>12,638</td>
<td>76</td>
</tr>
<tr>
<td>Highland Schools</td>
<td>23,429</td>
<td>843</td>
</tr>
<tr>
<td>Hobart School</td>
<td>23,608</td>
<td>897</td>
</tr>
<tr>
<td>Lake Central Schools</td>
<td>66,892</td>
<td>2,207</td>
</tr>
<tr>
<td>Lake Ridge Schools</td>
<td>12,284</td>
<td>2,076</td>
</tr>
<tr>
<td>Lake Station Schools</td>
<td>8,342</td>
<td>200</td>
</tr>
<tr>
<td>Merrillville Schools</td>
<td>47,934</td>
<td>19,509</td>
</tr>
<tr>
<td>Munster Schools</td>
<td>23,325</td>
<td>933</td>
</tr>
<tr>
<td>River Forest Schools</td>
<td>7,270</td>
<td>211</td>
</tr>
<tr>
<td>LCPL Library District</td>
<td>242,336</td>
<td>29,323</td>
</tr>
<tr>
<td>Lake County, Indiana</td>
<td>493,140</td>
<td>124,271</td>
</tr>
<tr>
<td>Indiana</td>
<td>6,542,411</td>
<td>595,359</td>
</tr>
</tbody>
</table>
Appendix B

Survey Results Summary:

Q1: Enter your library card number
1,219 respondents answered this question. 668 skipped it.

Q2: Rate each of the following library services
Results were aggregated and weighted, with 4 being “excellent” and 1 being “poor”.

Q2: How would you rate each of the following library services?
Q3: Rate the selection of physical materials
Results were aggregated and weighted, with 4 being “excellent” and 1 being “poor”.

Q3: How’s the selection of physical materials?
(Materials not accessed online or through a computer)

<table>
<thead>
<tr>
<th>Material</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>N/A</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books (print only)</td>
<td>43.36%</td>
<td>43.19%</td>
<td>7.46%</td>
<td>0.38%</td>
<td>5.61%</td>
<td>1,030</td>
<td>3.37</td>
</tr>
<tr>
<td></td>
<td>796</td>
<td>793</td>
<td>137</td>
<td>7</td>
<td>103</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DVDs</td>
<td>32.99%</td>
<td>37.56%</td>
<td>6.78%</td>
<td>0.38%</td>
<td>22.26%</td>
<td>1,828</td>
<td>3.33</td>
</tr>
<tr>
<td></td>
<td>603</td>
<td>687</td>
<td>124</td>
<td>7</td>
<td>407</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audiobook CDs</td>
<td>19.62%</td>
<td>25.32%</td>
<td>7.40%</td>
<td>0.88%</td>
<td>46.79%</td>
<td>1,825</td>
<td>3.20</td>
</tr>
<tr>
<td></td>
<td>358</td>
<td>462</td>
<td>135</td>
<td>16</td>
<td>854</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music CDs</td>
<td>18.97%</td>
<td>25.49%</td>
<td>5.98%</td>
<td>0.48%</td>
<td>49.07%</td>
<td>1,824</td>
<td>3.24</td>
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<tr>
<td></td>
<td>346</td>
<td>465</td>
<td>109</td>
<td>9</td>
<td>895</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines and Newspapers (print only)</td>
<td>23.88%</td>
<td>26.21%</td>
<td>4.50%</td>
<td>0.49%</td>
<td>45.12%</td>
<td>1,824</td>
<td>3.33</td>
</tr>
<tr>
<td></td>
<td>432</td>
<td>478</td>
<td>82</td>
<td>9</td>
<td>823</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q4: Rate the selection of digital materials

Results were aggregated and weighted, with 4 being “excellent” and 1 being “poor”.

Q4: How’s the selection of digital materials
(Materials accessed online using a computer or mobile device)

Answered: 1,829     Skipped: 58
Q5: What is your ZIP code?
1,772 respondents answered this question. 115 skipped it. The most common response was 46321 (Munster, with 229 respondents).

Q6: How old are you?
Note that the larger range offered for 25-64 (as compared to the 6-year range in other options) makes this data appear skewed.
Q7: What is the highest level of education you have completed?

![Bar chart showing education levels completion]

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some high school or lower</td>
<td>1.11%</td>
</tr>
<tr>
<td>High school graduate or GED</td>
<td>12.44%</td>
</tr>
<tr>
<td>Some college</td>
<td>27.21%</td>
</tr>
<tr>
<td>College degree or higher</td>
<td>59.24%</td>
</tr>
<tr>
<td>Total</td>
<td>1,801</td>
</tr>
</tbody>
</table>
Q8: What is your preferred language?
Write-in language preferences included one preference for Russian and one for Polish, as well as two preferences for both English and Spanish together and one for both English and Serbian together.
Q9: What is your employment status?

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed (including self-employed)</td>
<td>56.94%  1,022</td>
</tr>
<tr>
<td>Homemaker</td>
<td>11.20%  201</td>
</tr>
<tr>
<td>Retired</td>
<td>27.30%  490</td>
</tr>
<tr>
<td>Unemployed</td>
<td>4.57%   82</td>
</tr>
<tr>
<td>Total</td>
<td>1,795</td>
</tr>
</tbody>
</table>
Q10: Other comments and feedback

626 participants included additional commentary and feedback. Here are the most commonly used words and phrases:

Q10 If there's anything else you'd like to share with us, please write it here!

Answered: 626   Skipped: 1,261

Patrons Checkout DVD Fiction Movies Ago
Appreciate Parking Programs Live Staff
Rooms Love Option Books Survey
Branch Great Work Service Family
Library System Excellent Job Nice Pleasure
Munster Library Digital Media Good Work
Library Card
Appendix C

LCPL STAFF BRAINSTORMING SESSION
GOALS & OBJECTIVES

AUGUST 4, 2016

CULTURAL AND RECREATIONAL OPPORTUNITIES

- Survey teens – more gaming? Interactive events?
- Quarterly publicity – mailings, event booklets, partner with towns
- Be everywhere
- Speak at service clubs
- Day Care visits
- United Way - 211
- Local attraction passes or discounts
- Spa Day
- Partner with NWI Comic Con
- Hired qualified staff to excel at service response
- Not “Burning Staff Out”
- Job specific titles – Outreach L1, Tech L1, Program L1
- Cookie exchange
- Recipe swaps
- Restaurant presentation
- Speed dating
- Acupuncture
- After hour social events for young business professionals
- Maker Station – people need to know there are other things to do besides social media
- Staff training for tweens and teens – anti-bullying classes or series given by local police
- Teens served at after school programs – go to them at the school
- CRD or similar – 211 is difficult to use and results are not always the best
- Let teens take over the library, they could learn how everything “backstage” works
- Adult Lock-In – paid performers for adults
- Add bike repair station to branches near bike paths
- Programs outside the library – book discussions at bars, storyhours at playgrounds, etc.
- Use YouTube channel for regular library stuff – story time, debut author preview, how to use “_____” – databases, downloads, etc.
- Form a video team
SUPPORT LIFE LONG LEARNING

- Community education type classes taught by non-library staff
- Teen technology classes
- Online classes
- Coding/robotics
- Attend town meetings
- Attend festivals
- Publicize outside of LCPL
- Homeschool programs – offer space for them to get together
- Organized coordinated effort to recruit and evaluate qualified volunteers to teach classes, practical skills, etc.
- Hiring qualified staff to excel at service response
- Not burning staff out
- Job specific positions
- SAT/ACT prep classes
- Home energy use – Eval info – NIPSCO does kits at schools
- Business partnerships – expertise, exposure, credibility
- Homeschoolers
- Get the Red Cross to teach CPR classes at the libraries
- ESL! Citizenship, etc.
- Tax help for seniors/low income
- Driving courses via AARP
- Bring back homebound program
- Mentally and physically handicapped
- Diversity with displays, projects, events – celebrate!
- Parent/school tech night – teach parents what their kids are using
INCREASE LITERACY

- Family ESL – kids should be included
- Buddy Read – where kids read to each other
- Library catalog enhancements to direct patrons to additional resources
- Volunteers/staff to sit after school or during the day to help children learn to spell and learn the letters...more one on one training
- Outreach librarian – need an LCPL canopy for outreach
- Use database vendors for outreach training
- Food truck to attract non-library users. Talk up library while they wait for their order.
- Business partnerships
- Hire qualified staff to excel at this service response
- Not “burning out” staff
- Endcap displays
- Homeschooled kids
- Children who are hospital inpatients
- Nursing home/assisted living residents
- Citizenship classes
- Physically and mentally disabled
- Expanded use of Bookmobile module of Polaris to register/circulate items to people at outreach facilities
- Election process!
- Make the process easier to check out e-books/downloadable audio direct from the PAC
- Book clubs for teen that they want to attend
- Go to YMCA and other places where kids are that cannot come to the library-storytimes, etc.
- Authors via skype – facetime
### Appendix D

2015 Base Year  Assessment of facilities, services, technology and operations

<table>
<thead>
<tr>
<th>Currently Have/Need</th>
<th>Required by Standards</th>
<th>Identified by Community Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Library Locations</td>
<td>Architect confirmed ADA compliance at all locations</td>
<td>Compliance with Americans with Disabilities Act</td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collections</td>
<td>Number of library materials systemwide: 1,043,082</td>
<td>Includes books, AV materials, databases, online databases, and downloadable materials</td>
</tr>
<tr>
<td>Organization of Collection</td>
<td>Polaris - Integrated Library System</td>
<td>Collection is organized</td>
</tr>
<tr>
<td>Materials Budget</td>
<td>Materials Budget spent: $1,626,000</td>
<td>Collection purchased with 20% of operating funds</td>
</tr>
<tr>
<td>Talking Books Service</td>
<td>Subregional Library of the Indiana Regional Library for the Blind &amp; Physically Handicapped</td>
<td>Provide large print, Braille, or audio books to patrons who can't read due to a disability</td>
</tr>
<tr>
<td>Resource Sharing</td>
<td>Statewide, OCLC Provided to Libraries: 1,238 Received from Libraries: 3,110</td>
<td>LCPL uses 3 of the 4 lending services</td>
</tr>
<tr>
<td>Delivery Service</td>
<td>Statewide Delivery Service</td>
<td>Class A - 3 days a week from Main Library</td>
</tr>
<tr>
<td>Age Based Populations</td>
<td>All library locations offer programs &amp; reference by a qualified, certified individual</td>
<td>Offer programs &amp; reference by a qualified, certified individual</td>
</tr>
<tr>
<td>Adult Services</td>
<td>Extensive reference collection and popular reading collection</td>
<td>Provide a collection of appropriate materials for the target age - Adults</td>
</tr>
<tr>
<td>Young Adult Services</td>
<td>Books are designated with YA stickers and noted as such in the catalog</td>
<td>Provide a collection of appropriate materials for the target age - YA</td>
</tr>
<tr>
<td>Young Adult Services</td>
<td>9 of the the 9 library locations have YA designated areas</td>
<td>Provide a designated YA area</td>
</tr>
<tr>
<td>Children's Services</td>
<td>All locations: designated children's space with age appropriate materials</td>
<td>Provide a designated Children's area and a collection of appropriate materials for the target age</td>
</tr>
<tr>
<td>Children's Services</td>
<td>Reading Programs are offered year round</td>
<td>6 Week annual summer reading program is offered at all library locations</td>
</tr>
<tr>
<td>Programming</td>
<td>Total Programming: 5,047 Childrens, Teens, Adult</td>
<td>At least 15 library sponsored programs per 1000 people served</td>
</tr>
</tbody>
</table>
## Appendix D

### 2015 Base Year  Assessment of facilities, services, technology and operations

<table>
<thead>
<tr>
<th>Technology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated Library System</td>
<td>Polaris - Integrated Library System</td>
</tr>
<tr>
<td>Patron Records</td>
<td>Patron records with no activity must be purged or marked inactive at least once every three years.</td>
</tr>
<tr>
<td>Patron Records</td>
<td>Patrons who have not used their card in the last three years must have their records deleted if they have no fines or fees attached, and do not owe materials to the library</td>
</tr>
<tr>
<td>Internet Connection</td>
<td>An Internet connection with a speed of at least 1.5 Mbps in each fixed service location</td>
</tr>
<tr>
<td>Staff Computer</td>
<td>182 Staff Computers comply with Basic State Standard</td>
</tr>
<tr>
<td>Public Computers</td>
<td>223 computers with internet access and office software - systemwide</td>
</tr>
<tr>
<td>Public Computers per population served</td>
<td>Population 242,837</td>
</tr>
<tr>
<td>Wireless Access</td>
<td>Wireless Access at all 9 locations</td>
</tr>
<tr>
<td>Website</td>
<td>LCPL complies with website posting information as noted in Standards</td>
</tr>
</tbody>
</table>
## Appendix D

2015 Base Year  Assessment of facilities, services, technology and operations

### Telecommunications

<table>
<thead>
<tr>
<th>Service</th>
<th>Central Library Only</th>
<th>Exceptional (Class A District)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Telephone</strong></td>
<td>Telephone listings for all locations in White, Yellow, and name Govt phone bk pages</td>
<td>Telephone listed in library's name</td>
</tr>
<tr>
<td><strong>Answering Machines</strong></td>
<td>Answering machine and voice mail at all library locations</td>
<td>Answering machine or similar</td>
</tr>
<tr>
<td><strong>E-mails</strong></td>
<td>Ask a Librarian; <a href="mailto:director@lcplin.org">director@lcplin.org</a></td>
<td>e-mail address or similar</td>
</tr>
</tbody>
</table>

### Copiers and Printers

| Service          | Photocopier and public printers at all locations | Means to provide copies to the public at minimal charge |

### Fax Machines and Scanners

| Service          | Fax machines for document delivery at all locations and scanners at all locations | Means to provide copies to the public at minimal charge |

### Hours Open

<table>
<thead>
<tr>
<th>Operating Hours of Service</th>
<th>Branch Library</th>
<th>Enhanced (Class B Size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Library Only</td>
<td>58 Hours per week</td>
<td>50 Hours per week</td>
</tr>
<tr>
<td>12 Evening Hours per week</td>
<td>5 evening hours</td>
<td>4 Evening hours</td>
</tr>
<tr>
<td>4 Sunday Hours</td>
<td>8 Saturday Hours</td>
<td>1 Weekend day</td>
</tr>
<tr>
<td>-Class B size location</td>
<td>-Class B size location</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Operating Hours of Service (1-shift)</th>
<th>Branch Library</th>
<th>Basic (Class B Size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>48 Hours per week</td>
<td>5 evening hours</td>
<td>4 Evening hours</td>
</tr>
<tr>
<td>8 Saturday Hours</td>
<td>1 Weekend day</td>
<td></td>
</tr>
<tr>
<td>-Class B size location</td>
<td>-Class B size location</td>
<td></td>
</tr>
</tbody>
</table>
## Institute of Museum and Library Services

Data from Public Libraries Survey Fiscal Year: 2013

Red indicates peer library areas that are higher than LCPL numbers

<table>
<thead>
<tr>
<th>Library Name</th>
<th>State</th>
<th>Total Circulation per Capita</th>
<th>Children's Program Attendance</th>
<th>Circulation of Children's Materials As Percent of Total Circulation</th>
<th>Library Visits per Capita</th>
<th>Total Library Programs</th>
<th>Total Program Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAKE COUNTY PUBLIC LIBRARY, IN (Library of Interest)</td>
<td>Indiana</td>
<td>9.8</td>
<td>46,849</td>
<td>22.50%</td>
<td>5.9</td>
<td>4,614</td>
<td>75,097</td>
</tr>
<tr>
<td>BOISE PUBLIC, ID</td>
<td>Idaho</td>
<td>10.01</td>
<td>60,056</td>
<td>41.80%</td>
<td>6.68</td>
<td>3,110</td>
<td>78,099</td>
</tr>
<tr>
<td>CALCASIEU PARISH LIBRARY, LA</td>
<td>Louisiana</td>
<td>5.76</td>
<td>75,817</td>
<td>17.00%</td>
<td>3.86</td>
<td>4,844</td>
<td>121,715</td>
</tr>
<tr>
<td>CAPITAL AREA DISTRICT LIBRARY, MI</td>
<td>Michigan</td>
<td>11.88</td>
<td>32,090</td>
<td>27.60%</td>
<td>6.84</td>
<td>2,225</td>
<td>49,569</td>
</tr>
<tr>
<td>CHATTAHOOCHEE VALLEY REGIONAL LIBRARY SYSTEM, GA</td>
<td>Georgia</td>
<td>4.43</td>
<td>43,224</td>
<td>38.60%</td>
<td>3.17</td>
<td>1,840</td>
<td>54,502</td>
</tr>
<tr>
<td>CHESAPEAKE PUBLIC LIBRARY, VA</td>
<td>Virginia</td>
<td>10.56</td>
<td>34,939</td>
<td>37.20%</td>
<td>5.65</td>
<td>3,615</td>
<td>74,403</td>
</tr>
<tr>
<td>CLERMONT COUNTY PUBLIC LIBRARY, OH</td>
<td>Ohio</td>
<td>8.78</td>
<td>42,178</td>
<td>38.70%</td>
<td>3.68</td>
<td>2,006</td>
<td>59,281</td>
</tr>
<tr>
<td>Library Name</td>
<td>State</td>
<td>Population</td>
<td>P/L Ratio</td>
<td>Circulation</td>
<td>Loans</td>
<td>Total Budget</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
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<td>--------------</td>
<td></td>
</tr>
<tr>
<td>DANIEL BOONE REGIONAL LIBRARY, MO</td>
<td>Missouri</td>
<td>12.27</td>
<td>39.70%</td>
<td>35,358</td>
<td>4.44</td>
<td>1,580</td>
<td></td>
</tr>
<tr>
<td>DES MOINES PUBLIC LIBRARY, IA</td>
<td>Iowa</td>
<td>6.33</td>
<td>27.00%</td>
<td>49,596</td>
<td>5.25</td>
<td>3,096</td>
<td></td>
</tr>
<tr>
<td>DURHAM COUNTY LIBRARY, NC</td>
<td>North Carolina</td>
<td>11.51</td>
<td>40.20%</td>
<td>137,773</td>
<td>5.93</td>
<td>5,656</td>
<td></td>
</tr>
<tr>
<td>FREDERICK COUNTY PUBLIC LIBRARIES, MD</td>
<td>Maryland</td>
<td>10.33</td>
<td>44.00%</td>
<td>121,307</td>
<td>4.74</td>
<td>4,703</td>
<td></td>
</tr>
<tr>
<td>KITSAP REGIONAL LIBRARY, WA</td>
<td>Washington</td>
<td>9.96</td>
<td>33.90%</td>
<td>67,549</td>
<td>4.56</td>
<td>3,080</td>
<td></td>
</tr>
<tr>
<td>NORFOLK PUBLIC LIBRARY, VA</td>
<td>Virginia</td>
<td>3.24</td>
<td>31.30%</td>
<td>32,500</td>
<td>5.18</td>
<td>2,874</td>
<td></td>
</tr>
<tr>
<td>NORTH CENTRAL REGIONAL LIBRARY, WA</td>
<td>Washington</td>
<td>7.79</td>
<td>N/A</td>
<td>64,621</td>
<td>4.96</td>
<td>3,436</td>
<td></td>
</tr>
<tr>
<td>PLANO PUBLIC LIBRARY SYSTEM, TX</td>
<td>Texas</td>
<td>14.26</td>
<td>56.60%</td>
<td>99,674</td>
<td>5.48</td>
<td>2,404</td>
<td></td>
</tr>
<tr>
<td>RAMSEY COUNTY LIBRARY, MN</td>
<td>Minnesota</td>
<td>20.15</td>
<td>38.30%</td>
<td>60,584</td>
<td>7.48</td>
<td>2,551</td>
<td></td>
</tr>
</tbody>
</table>

Institute of Museum and Library Services
Data from Public Libraries Survey Fiscal Year: 2013
Red indicates peer library areas that are higher than LCPL numbers
**Institute of Museum and Library Services**

Data from Public Libraries Survey Fiscal Year: 2013

Red indicates peer library areas that are higher than LCPL numbers

<table>
<thead>
<tr>
<th>Library Area</th>
<th>State</th>
<th>Fiscal Year</th>
<th>Circulation</th>
<th>Usage Rate</th>
<th>Spending Rate</th>
<th>Total Expenses</th>
<th>Peer Library Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAN LUIS OBISPO CITY-COUNTY LIBRARY, CA</td>
<td>California</td>
<td>10.08</td>
<td>34,120</td>
<td>30.70%</td>
<td>3.45</td>
<td>1,608</td>
<td>41,323</td>
</tr>
<tr>
<td>SIOUXLAND LIBRARIES, SD</td>
<td>South Dakota</td>
<td>11.25</td>
<td>51,886</td>
<td>32.90%</td>
<td>6.32</td>
<td>2,132</td>
<td>56,337</td>
</tr>
<tr>
<td>SPARTANBURG COUNTY PUBLIC LIBRARY SYSTEM, SC</td>
<td>South Carolina</td>
<td>6.38</td>
<td>60,003</td>
<td>33.20%</td>
<td>5.16</td>
<td>3,728</td>
<td>92,706</td>
</tr>
<tr>
<td>SPOKANE COUNTY LIBRARY DISTRICT, WA</td>
<td>Washington</td>
<td>10.55</td>
<td>58,330</td>
<td>38.80%</td>
<td>5.33</td>
<td>2,754</td>
<td>70,055</td>
</tr>
<tr>
<td>SPOKANE PUBLIC LIBRARY, WA</td>
<td>Washington</td>
<td>9.94</td>
<td>N/A</td>
<td>N/A</td>
<td>4.36</td>
<td>1,898</td>
<td>47,168</td>
</tr>
<tr>
<td>SPRINGFIELD-GREENE COUNTY LIBRARY DISTRICT, MO</td>
<td>Missouri</td>
<td>13.26</td>
<td>104,124</td>
<td>28.40%</td>
<td>7.29</td>
<td>6,371</td>
<td>149,932</td>
</tr>
<tr>
<td>YONKERS PUBLIC LIBRARY, NY</td>
<td>New York</td>
<td>4.01</td>
<td>27,697</td>
<td>33.40%</td>
<td>4.46</td>
<td>2,674</td>
<td>66,637</td>
</tr>
<tr>
<td>YUMA COUNTY LIBRARY DISTRICT, AZ</td>
<td>Arizona</td>
<td>4.21</td>
<td>25,732</td>
<td>28.00%</td>
<td>4.38</td>
<td>4,261</td>
<td>48,416</td>
</tr>
</tbody>
</table>

**NOTE:**

"N/A" means the data are not available