Hartford City Public Library
Long Range Plan, 2015-2019

Mission: In order to help our community to connect and grow, the Hartford City Public Library provides services, programs and materials that enrich people's lives, foster a love of reading, and provide access to a wealth of information.

Community Profile: The Hartford City Library serves the 6,220 people of Hartford City. The 3,906 residents of Jackson, Licking, and Washington Townships are served under contractually. Population continues to decline in Blackford County (2.2% between 2010 and 2013). Our population is aging, with 19.4% over the age of 65. There is little ethnic diversity in the county; 97.5% report themselves to be white.

We are proud of recent high school graduation rates (most recently 90%), yet 86.1% of county residents over the age of 25 hold a high school diploma and only 10% have earned a bachelor's degree. Economically, Hartford City struggles. Companies have moved, leaving many vacant buildings in our Industrial Park and a decline in our tax base. Many residents are un- or under-employed, and 16.5% live below the poverty level. Sadly, 25% of our school-aged children live in poverty while 56% qualify for free or reduced price lunch.

The changes in local demographics and a declining economy have prompted us to reconsider our acquisitions and programming. We strive to meet the needs of all our patrons. Thus, we are expanding our activities for all ages and including sessions to address legal and tax assistance as well as preschool literacy initiatives and year-round reading incentives.

To better meet the needs of our community, we have identified five priority areas: collection development, programs and services, technology, community engagement, and facility. Each priority has goals and objectives.

Priority #1 – Collection Development

Goal 1 – Provide a collection to meet the informational and recreational needs of the community

Objectives –
1. Select materials based on Collection Development Policy
2. Fully utilize Evergreen Indiana

Goal 2 – Evaluate location of materials for optimum circulation

Objectives –
1. Study layout of collection to enhance exposure
2. Evaluate placements of materials at other libraries

Goal 3 – Analyze composition of collection for balance

Objectives –
1. Compare holdings to standards and professional recommendations
2. Evaluate relevancy of materials; weed and replace as necessary

Priority #2 – Programs and Services

Goal 1 – Promote life-long learning with programs matching needs and interests of adult patrons

Objectives –
1. Increase number of library sponsored programs
2. Engage speakers from area organizations and business for broad appeal

Goal 2 – Provide opportunities and incentives for patrons of all ages to read throughout the year

Objectives –
1. Offer numerous reading programs, targeting all ages
2. Facilitate book clubs for teens and families

Goal 3 – Enhance early literacy programs for preschool children

Objectives –
1. Offer 1,000 Books Before Kindergarten program
2. Seek funding to support early literacy initiatives
3. Develop engaging spaces for programming

Goal 4 – Explore feasibility of new services in response to patron needs

Objectives –
1. Survey patrons and community to identify interests
2. Analyze staffing, funding, and facility requirements of new services

Priority #3 – Technology

Goal 1 – Study and explore changing technology in the provision of equipment, information, and patron access

Objectives –
1. Attend conference sessions addressing new technology
2. Determine feasibility of utilizing fiber optic connection

Goal 2 – Train staff and patrons to effectively use technology currently available

Objectives –
1. Provide staff with training opportunities: conferences, webinars, in-house
2. Offer sessions to educate patrons on use of personal and public devices

Goal 3 – Identify alternative sources to provide technology and training

Objectives –
1. Submit grant proposals for acquisition of new technology
2. Seek volunteers to increase technology classes

Priority #4 – Community Engagement

Goal 1 – Increase the public's awareness of library services and activities

Objectives –
1. Develop marketing plan utilizing print and electronic resources

2. Actively promote library services with community leaders and organizations

Goal 2 – Establish a presence among community stakeholders

Objectives –
1. Participate in 4Blackford County, Chamber, and service organizations
2. Promote library connection in the community

Goal 3 – Partner with other local organizations to provide relevant programs and services to the community

Objectives –
1. Maintain awareness of organizations' activities and key personnel
2. Develop relationships with local organizations

Priority #5 - Facility

Goal 1 – Preserve 1903 Carnegie building

Objectives –
1. Establish maintenance schedule
2. Identify funding sources to meet schedule

Goal 2 – Continue to discuss and explore expansion options

Objectives –
1. Regularly explore funding strategies
2. Develop open discussion with community leaders