


Community Profile for the Atkinson Public Library

2019-2022



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PUBLIC
LIBRARY**

HUGE Assortment
of Used Books -
Free Will Donation!

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Tues. 9 a.m.—6 p.m.
Wed. 12 p.m.—6 p.m.
Thurs. 9 a.m.—5 p.m.
Fri. 9 a.m.—3 p.m.
Sat. 9 a.m.—3 p.m.
Sun. CLOSED

210 W. State Street
402-925-2855

16 Computers w/FREE Internet/Free Wi-Fi - Used Books/Free Will Donation - Daily Papers
<http://libraries.ne.gov/atkinson/> atkplib@gpcom.net

This document is the Atkinson Public Library Long-Term Community Profile and establishes vision and direction for the future (to the year 2022). Its objectives are to confirm the Library vision for the future, and to set the policy framework to help guide future decisions. It will be used to benefit the community.

A Planning Team discussed the many opportunities available and what type of challenges or barriers the library may face and ways to overcome obstacles. This team discussed and analyzed the **City of Atkinson Comprehensive Plan 2016-2026 and the Strategic Plan 2016 prepared by Miller & Associates from Kearney, NE.** to determine the strengths and weaknesses of the Atkinson community.

Mission Statement

The mission of the Atkinson Public Library is to serve the community as a resource for information, entertainment, cultural opportunity, and educational development, thereby enhancing and enriching the lives of users.

Community Profile/Community Assessment

Atkinson - The City of Atkinson, which is approximately 1.63 square miles, is situated in central Holt County on US Hwy 20 and Nebraska Hwy 11.

Population - According to the 2010 Census Atkinson's population was 1,245. Five year olds make up seven percent of the total population. Our median age is 46.1 years old.

Housing – 68% of all occupied homes are occupied by the owner and 32% are renter occupied so this makes a 68/32 ratio for housing available in Atkinson.

Education – 37.9% high school graduates, 22.6 some college, 13.1 associates degree, 14.7 bachelor's degree, and 4.3% graduate or professional degree.

Economy/Capital Improvement - The median household income in 2013 was \$41,563 while the state median income is 45,577. Only 630 residents are in the labor force and 7.3% are unemployed.

Community Needs

Improve the Downtown District
Develop/Market Shovel-Ready Sites for Commercial Development
Demolish Substandard Housing
Enforce City Ordinances
Maintain and Update Public Infrastructure
Enhance/Market Amenities within the Community
Continue Economic Development Programs and Efforts
Improve the Existing Housing Structure
Improve Public Infrastructure
Promote Commercial Development
Further Enhance Amenities/Promote Tourism
Develop Marketing Campaign
Enhance Highway Corridors and Community Beautification

Library Goals & Objectives

#1 Improve the Downtown District

The library facility is located on the main street of Atkinson and is an asset to the community. Plans are to continue to beautify the library by making improvements inside and out. The library entrance was redone with benches for those who would like to sit and read or sit in the sun. A coffee nook was added to the Adult Reading Room. In the Junior/Young Adult Room, a 10-stool diner-style Internet station was added for those wishing to plug their own devices such as kindles, cell phones, or laptops into technology. In the main computer area another 10-stool diner style Internet station was added with ten laptop computers. We hope to continue to make the library the number one gathering place.

The Senior Center is in a financial crunch and will close if the community doesn't help out – plans are to find new ways to promote library programs to the elderly. We will continue to do all we can to help keep the Senior Center remain open. Plans are to schedule two humanities programs per year geared toward seniors, one in the spring and one in the fall. Seniors can register for free computer help during library open hours. We will continue to go to the Senior Center monthly to tell them about programs the library has available.

Daycare Centers/Preschool Children– The library will offer their services to the existing daycares by librarians delivering baskets of books every three weeks, reading to the daycare children once a month, and inviting them to all library programs geared toward children. The preschool students will be invited to come to the library biweekly to be read to. We will continue to provide these services throughout the year.

#2 Enhance/Market Amenities within the Community

Have the library be an anchor that brings people together. Make the library totally for everyone. Continue to run ads about library happenings in the local newspapers, on the radio, and on the library sign throughout the year.

Offer literacy programs, foreign language and mentoring classes.

Display city marketing plan flyers and brochures. Library flyers were distributed to the Economic Development office. They are on display at the Mill Race Park, Sandhill's Motel, and the City Office.

Welcome visitors and help them understand and appreciate the community. The library will continue to add their bookmark in the welcome packet.

Fill important needs for employers, job seekers and consumers. Help to acquire entrepreneurial skills and methods of raising money. Connect people seeking jobs to employers and specialized job training. All of this will be done on the library computers. Training classes are available when needed. We will continue to do this.

A meeting room is available for educational, civic, personal, or business use. This room will be available to anyone who would like to host a meeting.

#3 Continue Economic Development – Promote Community Development

Fast Internet connection so patrons can fill out job applications, resumes, grants, and college tests. The library will continue to help patrons. The library offers several free educational databases.

Library Director attends the Chamber and Council meetings when possible to update members on community happenings and to let the boards know what programs the library is offering.

Strengths & Weaknesses

Library Strengths:

- * Beautiful facility with wonderful atmosphere
- * Handicap accessible, drive-up window and book return
- * Friendly staff that interacts with people
- * Programs for all ages

- * Wi-Fi in and outside the facility, fiber installed throughout the building
- * Financial support of the community
- * Caring Board of Trustees and Friends of the Library Foundation Board, Volunteers and Customers
- * Great collection of books, audio, and e-books on Overdrive

Library Weaknesses:

- * Struggle to have enough volunteer help during library programs
- * Must visit the daycares more often
- * Need to promote the delivering of books to shut-ins program
- * Try to keep technology current

External Opportunities:

- * Community supports the library logo "Together We Can Do It!"
- * Many young families returning to the community
- * Computer use keeps increasing with faster Internet
- * Staff works well with Economic Development and other groups
- * Many civic groups, businesses and families use the meeting room

External Threats:

- * Farm economy (grain prices are very low)
- * Weather related problems
- * Lack of resources for the Hispanic community
- * Internet shopping instead of using local retailers
- * Lack of adequate housing
- * Proper wages

Evaluation

Constant evaluation will continue on how effective the library programs, amenities, and design features serve the community and the mission of the library itself. The City, Library Board of Trustees, Library Staff and Friends of the Library Foundation, Inc. will continue to respond to the needs of the users by keeping good management. The library continues to operate at peak performance.

Goals

The Library Staff and Library Boards will continue to improve the library so we can serve the community as a resource for information, entertainment, cultural opportunity and educational development.