



Gibbon

Public Library

Long Range Strategic Plan 2015-2018

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Credits and Acknowledgements/Planning Team

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Introduction

The Gibbon Public Library Strategic Plan 2015-2018 is the combined effort of the Library Board, staff and community members. It reflects the creativity, needs and interests of the Gibbon community.

The Gibbon Public Library considered the Library's services, programs and facilities in light of community needs and resources. Planning participants, who included Board, staff, and community members, evaluated the strengths and weaknesses of the Library as well as the opportunities and threats in the Library's environment. They also identified the strategic directions and goals the library should or may undertake. The planning team then created this Strategic Plan for providing the resources and direction for the appropriate library services for this community over the next five years.

The Gibbon Public Library is ready to address the following issues:

- An increasingly aging population.
- Meeting the needs of a culturally diverse population
- The need to partner more comprehensively with other community organizations and agencies.
- Using technology to reach out to young people.

The Strategic Planning Process

To meet our commitment to provide the best possible library and best customer service Gibbon Public Library must focus on the following areas:

- Continuous organizational development
- Enhanced technology and innovation
- Marketing and outreach
- Readiness for the future
- Seeking diversified funding sources

Our new focus on teens in our community joins our ongoing commitment to preschool and grade school age children, senior and diverse populations.

Mission Statement

The Gibbon Public Library provides materials and services to meet the education, recreational and information need of the community with special emphasis on stimulating children's interest and appreciation for reading and learning. The Gibbon Public Library will also be a community leader in providing equal and meaningful access to knowledge and information using current computer technology.

Values

Gibbon Public Library believes in the right of all individuals to learn and to grow. We value intellectual freedom, quality service, diversity, fairness, professional ethics, and respect for our patrons, our community, and ourselves. We are a "Learning Organization" that functions openly by exploring new ideas and using the collective talent, knowledge, and creativity of employees at all levels. We are committed to making our library the best it can be in programs, services, collections and customer service.

Public Service

- Provide friendly and accessible service.
- Create a comfortable environment.
- Offer excellent collections and resources.
- Treat patrons with dignity, respect, and enthusiasm.
- Be responsive to the needs of the community.

Intellectual Freedom

- Provide access to a full range of information.
- Offer materials that provide different points of view, allowing for full and open presentation of issues in our democratic society.

Human Resources

- Treat each other with dignity, respect, fairness, and courtesy.
- Provide information, delegate authority, and support staff.
- Value employees' experience, skills, knowledge, and commitment to the Library's mission.

Professionalism

- Commit to excellence.
- Encourage creativity and flexibility.
- Promote ethical practices.
- Provide ongoing education and development for all staff.

Accountability

- Make the most effective use of public funds.
- Be accountable at all levels to the mission, vision, values, and goals of the Gibbon Public Library.

Community Profile

Gibbon is a city in Buffalo County, Nebraska, United States. It is part of the Kearney, Nebraska Micropolitan Statistical Area. The population was 1,833 at the 2010 census, consisting of 654 households, and 471 families residing in the city. The racial makeup of the city was 75.2% White, 0.4% African American, 0.3% Native American, 0.3% Asian, 0.3% Pacific Islander, 21.3% from other races, and 2.2% from two or more races. Hispanic or Latino of any race were 32.4% of the population (percentages courtesy of Wikipedia). Gibbon Pack is Gibbon's largest employer with 550+ employees. Gibbon's median household income is \$43,480 (\$17,857 per capita), compared to \$51,440 for the state of Nebraska. The estimated median house or condo in Gibbon is \$107,922 versus Nebraska's \$132,700, with an average rental payment of \$710. Gibbon's population is divided into 50.2% (929) males and 49.8% (922) females, with a median resident age of 33.5 years old. State of Nebraska's median resident age is 36.3 years old. The city's 3% unemployment rate is slightly lower than the state's overall of 3.7%. Gibbon's poverty rate is 14%.

Gibbon was founded in 1871 by a group of settlers consisting of many Civil War veterans. It was named for Major General John Gibbon.

Community Assessment of Needs

During the time period of 5/5/2015-5/12/2015, Library board members conducted surveys to better identify Gibbon's needs. These surveys were given to a cross section of our culturally diverse community including: a stay at home mom, several educators, a building construction contractor, a businessman, a farm wife, an elected city official, two local business owners, and a retiree.

What activities and facilities do you utilize in Gibbon that are most satisfying to you?

Library

School and Parks

Summer Festival and Legion Fields

Grocery Store, 4th of July Parade, Legion

Davis Park

Library, school, grocery store, post office, 4th of July activities

Grocery store, telephone company, gas station, the track for walking

Chamber, restaurants/bars, sponsorship of soccer and baseball teams

Parks and stores

Library, park, and ballfields

Swimming pool, new gas station, Davis & Pioneer Park

Are there additional activities or facilities that you would like to see?

No

Health center and chiropractic services

I would like for our senior population to have a nice place to meet.

We miss Rayburn's Service Station for tire repairs, etc.

Lots for building houses, local service people (plumbers, mechanics, etc.), mechanic shop and parts store. Need more growth in housing and rental facilities. A home for aged. Senior center that is bigger and nicer.

Extensive walk/run/bike trail

Fourth of July Carnival

English Language Lessons

What are your most serious concerns facing you or our community now or in the future?

Keeping our young people focused on positive issues.

Few activities and programs for aging population.

Housing prices (too high)

Need more people willing to volunteer who are civic minded. Need more continuity of people wanting to achieve a common purpose.

Lack of moderate housing and employment

There are families in Gibbon who do not have food/shelter.

Number of gas stations

Abandoned buildings on Front street

Communication with increased Hispanic population

Break-Ins and Thefts

What do you find most frustrating about living in Gibbon?

Housing and local employment

Less English spoken every year

People not stopping at stop signs, the smell, recent sign in Pioneer Park limiting children of a certain age.

When people don't take pride in the way their home or business looks.

As a rural resident, the delivery of our mail from the Kearney post office. Certain bulk mailings of newsletter and magazines are not received in a timely manner.
No mechanic to do basic repairs and handle any parts. Everything is a trip to Kearney.
Lack of friendly, helpful people. Need more people to wave in town. Need more utilization of businesses we do have. Smell of city!
Flooding around town. The bad odors from the meat packing plant and wastewater plant. Seeing kids driving around (often without drivers licenses) and speeding up and down the street.
Expanding division between two major ethnic groups.
After Rayburn's closed it's been difficult to get simple repairs done.
Clinic needs to be open more.

Most positive?

Friendly community
New housing developments. Younger population moving into town.
Overall people are pretty friendly.
Small town, know your neighbors. Parks, baseball and soccer fields, new school, new pool.
I like Gibbon's diversity. We should find some way to celebrate it.
The quality of people in the community, warm and caring. Supportive of learning and education equaled a new school building!
The small town is great for raising a family. We also have a location with Kearney on one side and Grand Island on the other.
Knowing people, short commutes, having nice parks, being able to build new facilities (example swimming pool).
Good people and stores
New pool and school
Nice people, everyone says "hi" and "good morning"

Are you aware of any specific populations or groups that are not being adequately served?

Not aware of any/No
Elderly – need more programs and activity center
The elderly and Hispanic communities
Don't know
I think that there are some new, young families that are afraid to seek help.
Senior population – need a meals on wheels program. Would like to see a community center with facility for gym/exercise.
Elderly
I think our community does a pretty good job of serving our diverse population.
No

Are you aware of any recent cultural or economical changes that have created a community need?

No
Expanding division between two major ethnic groups
Seems to be a split of cultures
Don't Know
The turkey plant closing put a significant burden on the Hispanic community.
The loss of the nursing home, translator would be nice, the youth need something to do to keep out of trouble.
Firemen need to communicate with Hispanic, need for Hispanic/bilingual firefighters

S.W.O.T

Strengths	<ul style="list-style-type: none">-Newer Building-More programs than others (3rd of 19)-Handicap Parking/Ramps-Not only concerned with maintaining, but seek to improve standards-Website is well maintained-Community support and perception of library staff and facility
Weaknesses	<ul style="list-style-type: none">-Heavy doors/No button openers (Smart goal: Library foundation will engage the services of an architect/engineer to retrofit the library doors with handicap buttons. 3 years)-Need more public access to computers<ul style="list-style-type: none">-3 for adults in Community Room-Lack of board involvement with the City Council-Concern that the library is unable to comply with LB470
Opportunity	<ul style="list-style-type: none">-Utilize Community Room to help meet the senior community's needs-Bilingual programs/learning materials-Ability to identify new patrons/newcomers to the community-Work with school for wireless access for minors<ul style="list-style-type: none">-Filtered like school/I-pads-Board and staff attend city council meetings-Board and staff participate in community events and celebrations-Provide staff on a weekly basis for a story time to be held at the public school's after school program
Threats	<ul style="list-style-type: none">-Aging and culturally diverse increase of population adds challenges

S.M.A.R.T. Goals

Specific-much greater chance of being accomplished than a general goal

Measurable-concrete criteria for measuring progress

Attainable-identify important goals and plan to make them come true

Realistic-something you are willing and able to work towards

Timely-set a time frame

- #1 An increasingly aging population
Smart Goal: Provide a meeting space and programs to our senior community members. (Immediately)
- #2 Growing population diversity/cultural gap
Smart Goal: Offer bilingual family programs as well as adding to our circulation's bilingual learning aids. (3 months)
Smart Goal: Work with local ESL teacher to offer English Language Lessons and/or English learning materials. (6 months)
Smart Goal: Spanish subtitled DVD movies have been added to our collection and will be prominently displayed and added to regularly. (3 months)

- #3 The need to partner more comprehensively with other community organizations and agencies.
Smart Goals:
Apprise elected officials of our Community Assessment of Needs survey by submitting a copy of our approved Strategic Plan
(immediate)
Collaboration with the Head Start, once they are moved into their permanent facility, for a monthly trip to the Library
(3 months)
Library board members to rotate attendance to the monthly Gibbon City Council Meetings
(3 months)
Library staff to rotate attendance to the bi-monthly Gibbon Chamber of Commerce meetings
(3 months)
Due to our changing demographics, we've had a dramatic change in preschool story time attendance. Reach out to local daycares to coordinate monthly story times with each group.
(6 months)
- #4 Using technology to reach out to young people.
Smart Goal: Partner with the public school to reach an agreement on iPad/Wifi use in the library.
(6 months)

Position Statement

The Gibbon Public Library is the gateway for easy and equitable access to information, ideas, and enrichment; where the lifelong learning needs of people are met by a diverse staff through traditional library services and new methods of information; and, where community needs and interest are understood in the planning and provision of all types of library services.

The Gibbon Public Library will maintain its reputation of top-quality public service. It is known in the community as the place to go for knowledgeable, friendly assistance, whether you want to find information, explore your cultural heritage, pursue a hobby or interest, stimulate your child's interest in reading and literature, access the Internet, advance your studies, improve your literacy, find a good book, access the archives, or use the many other Library resources and services.

We envision a community where every person has the opportunity to reach his or her own full potential in an economically strong community which values family, diversity, and cooperation.

The Library will move rapidly to expand its collections of print, electronic, and other resources. An intense effort will be focused on making our technology user-friendly, easy for patrons to understand, and simple for staff to use and maintain. Priority will be given to training and development that will continue to enhance staff's knowledge and effectiveness. Training will also increase management's ability to advance our public service mission and support our staff.

Despite the dominance of technology and the Internet, the role of the library as a communal space is being revitalized. Architectural features such as teen lounges, snack bars, meeting rooms and collaborative study areas are being emphasized in many library building projects. Programs addressing lifelong learning for all ages continue to thrive in direct counterpoint to the anonymity of web life.

Media formats change rapidly and dramatically, requiring library collection adaptations. Libraries are processing new formats such as MP3, and iPod files, E-Readers, BlueRay DVD's and online media, but lack the internet bandwidth, technology, and budget to accommodate the public's needs and wants.

Census data shows many communities throughout the United States, including Gibbon experiencing increases in ethnic populations. Many individuals have language and cultural barriers that impede their library use. There are often too many different groups and languages for a library to respond fully to all needs.

Looking ahead, staffing and services will be expanded to better meet the needs of ethnic minorities, senior, teens, and other special populations. Funding will be increased for our excellent long-standing programs (for children, literacy, etc.). We will develop a long-range facility plan, specifying the enhancements needed to provide a welcoming environment that supports efficient public service.

Gibbon Public Library will thrive well into the 21st century by continuing to be relevant to our residents and business partners by:

- Ensuring that the library remains a source of pride to Gibbon residents.
- Supporting the advocacy and stewardship of the Library Board and Friends of the Library.
- Collaborating and partnering with Gibbon Public Schools, University of Nebraska at Kearney, and other identified local stakeholders, including the Community Center, Head Start, and the Chamber of Commerce.

Our strategic plan is a living document that we refer to regularly. It sets our direction, guides our decision-making and motivates all of us to strive for ever-greater achievements.

Evaluation Plan

The library staff and board members will work together towards attaining the four goals we have stated. Each goal includes a timeline for completion and these dates, along with a progress report, will be scheduled for review at our board meetings. The Strategic Plan will be evaluated on an annual basis, at the end of each fiscal year, to determine if each objective has been accomplished and if not, implement a plan to reach the desired goal or determine if the goal is no longer feasible and/or attainable.

Evaluation Team

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