

STRATEGIC PLAN
TO SERVE UNIQUE NEEDS
OF PONCA, NE. RESIDENTS

PONCA CARNEGIE LIBRARY
101 YEARS STRONG AND PLANNING FOR THE FUTURE

OCTOBER 2014

PONCA CARNEGIE LIBRARY MISSION STATEMENT: TO SERVE THE COMMUNITY OF PONCA AND ITS SURROUNDING AREA, AND THE PUBLIC IN GENERAL, AS A RESOURCE CENTER FOR INFORMATION, EDUCATION, CULTURE, AND LEISURE AND IN SO DOING TO ENHANCE AND ENRICH THE LIVES OF THE PUBLIC AND ESPECIALLY PONCA CITIZENS.

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Ponca
Carnegie
Library

Ponca,
Nebraska

Built 1913

PONCA CARNEGIE LIBRARY

101 YEARS STRONG AND PLANNING FOR THE FUTURE

The Carnegie Corporation of New York granted the town of Ponca, NE, \$4,500 to build the Ponca Carnegie Library in 1911. It was one of 69 Carnegie libraries built in Nebraska from 1899-1917, one of 58 still standing and one of 26 still used as a library.

The neo-Classical designed building has numerous steps leading to the doors that opened in 1913. Those steps are symbolic – and common in many Carnegie libraries worldwide. They symbolize Carnegie’s belief that people can – as he did - elevate themselves in life by learning.

In 2006, to celebrate Ponca’s 150th birthday, a fundraising project provided \$365,000 to refurbish, remodel, and triple the size of the building, all while preserving the historic fabric of the original. Expansion provided for a meeting room open to the public, expanded computer access, enlarged children’s area, a genealogy research area, room for movies and CD audio books, local newspaper research on microfilm, new shelving and comfortable seating.

Today, Ponca Carnegie Library has an annual operating budget of nearly \$40,000; 800 registered users; and more than 11,000 print materials and thousands of electronic items to loan.

Over the past several decades, technology has wrought endless changes in our society and our libraries as well. From simply providing words printed on paper, libraries now provide communities with multiple and ever-changing types of electronic technologies to read and process words and stories.

The need for library staff and directors to be intimately familiar with and update their computer services are now so vital that local libraries have technology plans which are updated regularly. The Ponca Carnegie Library’s Technology Plan was last updated in July of this year.

Today’s libraries cannot be satisfied with just providing these traditional and technological methods of serving their communities, however, and Nebraska libraries have been tasked with evolving once again. Our job today is to discover other ways we can address community needs and put plans into motion to do just that. Ponca Carnegie Library Board of Trustees directed Library Director Beth Foulks to form a team and in September 2013 the search started to seek out those local needs.

Team members include: Foulks; Kathy Adams, Friends of Carnegie Library member; Gina Cook, Library Board of Trustees member; Patti Emanuel-Vaughan, Friends member; Brian Lentz, Ponca City Councilman and former library board member; and David Watchorn, former library intern and current library sciences student.

This team’s first job was to compile a community profile.



COMMUNITY PROFILE

Geographic and Historic

Ponca, Nebraska, lies two miles west of the Missouri River in northeast Nebraska, surrounded by rolling hills of rich agricultural and forest land.

It was founded in 1856 along the Aowa Creek and is the fourth oldest Nebraska town. It was named for the Ponca Indian tribe, which was native to the region.

A ten-square-block area of Ponca is listed on the National Register of Historic Places as an historic district; it includes homes, churches, commercial buildings and public structures built in the late 1800s and early 1900s.

A large part of Ponca's identity is the nationally known Ponca State Park, located on the Missouri River just north of town. The park encompasses nearly 1,400 acres of heavily forested rolling hills and Missouri River bottomland. Nearly a million visitors travel through Ponca to the park each year to boat, fish, swim, camp, hike and participate in many other outdoor activities. There are 15 modern mini-lodge cabins, 14 rustic cabins tucked away in wooded areas, 92 camping pads with electrical hookups and 75 non-pad sites without electricity. Several new cabins are slated to be built within the next year or two.

Lewis and Clark passed through this area during their journey up the Missouri River in 1804-06. The National Park Service designated Ponca State Park as part of the Lewis and Clark Historical Trail. The park includes the Missouri National Recreational River Resource and Education Center with an interpretive display/exhibit area and accommodations for up to 250 in meeting rooms.

Demographics

Ponca has maintained a steady population of about 1,000 residents since 1890. It dipped to 920 during the Great Depression in the 1930s, peaked at 1,057 in 1980 and today is estimated at 955.

While Ponca's population has remained relatively stable for 125 years, Dixon County, of which Ponca is county seat, has seen its population plummet, like rural counties nationwide. In 1920, there were nearly 12,000 Dixon County residents; the 2014 estimate is about 6,000.

Today, Ponca has a median age of 40.3 and a healthy distribution of ages:

Age 0-19 – 26% Age 20-39 – 19% Age 40-59 – 27% Age 60-79 – 19% Age 80+ - 9%.

The ratio between males and females in Ponca is about 50:50, except for the 80+ group with about 10% more females. The population is 97% white, 2% Hispanic and has a smattering of blacks and American Indians.

About 72% of those 16 and older work; the unemployment rate is 3.7%. Median household income is \$50,000 and 2.4% of the population lives below the poverty level. About 25% of local students (including those from area towns and rural areas) qualify for free or reduced lunch.

Education

As of Sept. 1, 2014, Ponca Public Schools had 477 students in pre-school through 12th grade. About 91% of Ponca residents older than 25 are high school graduates; 11% hold associates degrees, 10% have bachelor's degrees and 5% have a graduate or professional degree.

Higher education opportunities available to Ponca residents include:

- The county extension office is in Concord, about 25 miles southwest of Ponca.
- The South Sioux City College Center offers classes through Northeast Community College and Wayne State College, from a GED through masters' degrees. It is about 20 miles southeast of Ponca.
- There are multiple public/private 2- and 4-year colleges in Sioux City, IA, about 25 miles southeast of Ponca.
- Distance learning is available per personal computers at home or the Ponca Carnegie Library.
- USDA Service Center office in Ponca offers help with farm services, conservation and rural development.

Technology

Ponca Carnegie Library has the following technology services available to the public:

- Seven Windows-based PCs with Internet, word processing and OPAC capabilities
- Three Netbooks
- Five Nook e-book readers
- One B/W laser printer
- One color laser printer
- One scanner/printer/copier
- Data bases include: Overdrive, World Cat, eLibrary, Biography Reference Bank, Heritage Quest online, First Search, Nebraska Memories, State Government Publications, Tumblebooks (for children) and Omnifile

Other electronic services include: an automated and online card catalog and Nebraska Overdrive Audio and E-book Services.

By September 2016, the library plans to replace 3 computers (this year), add 3 I-pad style devices and purchase one magnifier reader for the visually impaired.

Ponca Public Schools have excellent computer facilities. The school's technologist is Kristie Hayes, who holds a BA in Business Education from Wayne State College; is certified to teach K-12; and holds a Master's Degree in business and vocational education, also from WSC, with advanced course work in computer science. The schools offer the following technology resources:

- Every classroom is equipped with Smartboards and projectors
- The school district is becoming a Google School for students and staff
- There are three computer labs that are Window based running Windows 7
- The library also has 10 laptops for student use that are running Windows 7
- The district is looking at providing an electronic device for each student within the coming year
- 85% of teachers have laser printers in their room with the ability to connect to a copier that will scan, copy, staple and duplex

- Ponca teachers utilize Gradecam, Accelerated Math and Reader, Spelling City, and PowerSchool/PowerTeacher with parental access
- Online resources were purchased for reading, economics, social studies, and math and science series of books that have all been purchased throughout the district in the past three years.
- Teachers have access to Youtube videos and numerous databases through the library system.

Planned technology improvements include a new wireless Aerohive Backbone so that teachers will have the ability to type in a site and students can just click on a link. Teachers will have other management tools through the new wireless system.

Great Plains Communications provides telecommunications service to Ponca with a digital central office served by fiber optics. Services include high-speed Internet, HD TV and telephone.

Business and Industry

There are about 40 businesses in or adjacent to Ponca, including a bank, medical clinic, dentist, chiropractor (new), pharmacy, grocery store, nursing home, convenience store/gas station, co-op/gas station, small café, pizza place with miniature golf (new), barber and beauty shops, post office, cable TV, auto repair, motel, car wash, storage facility, insurance companies, construction companies, trucking company and one manufacturer.

Lack of retail businesses, a deteriorated, half-vacant downtown and lack of industry are community weaknesses.

The largest employers in Ponca are: Elms Health Care Center (58); Dixon County (55); Ponca Public Schools (49); and the State of Nebraska (25).

Most residents in the work force travel 20-30 miles to work in South Sioux City and Dakota City, NE; or Sioux City, IA.

Nebraska State Highway 12 –the “Outlaw Trail Scenic Highway” – serves Ponca and U.S. Highway 20 is five miles south.

Ponca is 25 minutes northwest of Sioux City, Iowa; 50 minutes southeast of Yankton, SD; and 115 minutes north of Omaha, Nebraska.

Housing

According to US Census figures, there are between 450-500 housing units in Ponca. The average monthly rent is about \$500 and the average cost of houses sold in recent years is \$165,000.

Pioneer Square is a 22-unit, low-cost elderly housing facility built in 1980. The three-story brick facility, with an on-site manager, has a common meeting room.

There are two subdivisions outside of Ponca: Dakota View, on Hwy 26E north of Ponca, and Prairie Ridge, just south of town on Hwy 12. Dakota View is partially full while Prairie Ridge is just being developed. There also are a few lots available in the Schram addition on the north side of town.

During a recent survey, some elderly folks noted they would like to see other housing options constructed – such as condominiums with no outdoor maintenance – so that they could sell their homes to young families.

Cultural Characteristics

Dixon County and Ponca, its county seat, were settled predominantly by Irish and Germans, according to the 1860 US Census. There was a smattering of Norse and Italian settlers, as well as many folks from New England states.

Today's residents call themselves Americans and 97% are white, with a few black, Hispanic and American Indians.

Ponca's cultural and recreational facilities include:

- Ponca Carnegie Library
- Ponca Senior Center
- Ponca's two parks and summer rec programs for youth
- Ponca State Park's multiple recreational opportunities, including a swimming pool
- Highland Oaks Golf Course
- Ponca High School Sports Complex
- Ponca High School Fitness Center
- Ponca High School Performing Arts Center
- Around the Clock Fitness Center
- Stewart's Horse Haven
- Rodeo grounds

Cultural and recreational organizations include:

- Ponca Area Community Club (PACC) is the most active civic group. With 115 members, the club coordinates local activities year-round, including the annual town celebration – Nifty Fifties, plus a holiday craft show and events at Easter and Christmas. The group also sponsors parades, highway billboards and promotes local businesses on its Facebook page.
- Friends of the Carnegie Library, which works to increase usage of the library, raises money, provides volunteer labor, organizes book discussion groups, develops adult learning programs, sponsors guest author presentations and children's activities
- Better Ponca Foundation raises money for community improvements, with an emphasis on improvements at Ponca State Park.
- Ponca Community Educational Foundation raises funds for the improvement and promotion of educational programs within the Ponca Public School District.
- Ponca Historical Society owns and maintains the 1880s Cook's Blacksmith Shop and the 1882 Adams House Museum, to preserve Ponca's history.

- Ponca Rodeo Association coordinates an annual rodeo in Ponca known as Days of '56. The event draws hundreds of spectators.
- American Legion and Auxiliary provide support and fellowship for veterans and their families.
- 4-H, Boy Scouts and multiple church and school organizations
- Ponca High School athletic and music boosters organizations
- PEO raises scholarship money for young women.
- Christ the King Church Food Bank provides assistance for low-income residents.

Although not a cultural or recreational organization, the **Ponca Volunteer Fire and Rescue Department** provides invaluable services to the community.

Public communications

Ponca has a weekly newspaper – the Nebraska Journal Leader. The Sioux City Journal and Omaha World Herald daily newspapers are delivered and/or available at several sites. Ponca has no radio station, but is served by am/fm radio stations and TV stations from Sioux City, IA.

PAAC and Carnegie Library Facebook pages offer much community information, as does an electronic reader board near the town center. The most widespread way of disseminating information is word of mouth.

City Government

Ponca, a second-class city, has a mayor-council form of government. The city hires a manager and part-time engineer and attorney. Other employees include parks and water/waste-water workers.

There are two full-time police officers and a volunteer fire and rescue department with about 30 members.

City Utilities

Northeast Nebraska Public Power District (NNPPD) retails electricity to the city of Ponca. NNPPD obtains its electricity from Nebraska Public Power District.

Natural gas is distributed in the community by Ponca Public Utilities. Northern Natural Gas Company is the pipeline transporter and U.S. Energy Services, Inc., is the supplier.

The municipal water system in Ponca is supplied by three wells with a combined pumping capacity of 1,000 gallons per minute. An orbital waste-water treatment facility was built in 2005-06 and is designed to handle a population of 1,500.

Great Plains Communications provides telecommunications service to Ponca. Through fiber optics, GPC provides high-speed Internet, HD cable TV and phone service.

Garbage service is provided by Gill Hauling, a private contractor.

ASSESSMENT OF COMMUNITY NEEDS

Questionnaire results

To discover unmet needs in our community, the library team distributed a questionnaire to gauge local folks' perceptions about their town. The local newspaper printed the survey and we distributed more than 750 via the city gas bill, church bulletins and high school English classes, on Facebook and by e-mail.

In addition, library team members interviewed 20 local leaders, school officials, business owners, pastors and others who are very involved in Ponca activities.

We asked questions about Ponca's strengths, weaknesses, facilities and economic and/or cultural needs, and how Ponca Carnegie Library could help address unmet needs.

We received 249 responses; 179 from youth and 70 from adults. There were nearly 2,000 answers to the eight questions.

There was definite consensus among responders on several fronts. Things they overwhelmingly appreciate and enjoy most about their community include:

- The people – kind, friendly, helpful in times of need, hardworking and cooperative with each other to further the town's needs
- Ponca Public School and its sports complex (recently built)
- Ponca State Park (PSP)
- Local churches
- Small-town atmosphere
- Local events
- Beautiful local scenery

There was consensus, too, about concerns they have with Ponca:

- Population decline
- Business decline
- Vacant downtown storefronts and physical decline of downtown
- Lack of businesses and industry/jobs
- The poor condition of local streets (being addressed slowly through a local option sales tax)

Youth also noted these needs or issues that need attention:

- **Dilapidated housing (and the children living there)**
- Bullying at school
- Poor and elderly need assistance

Adults' other top responses on community issues were:

- Need for a local economic development program to attract new businesses and industry.
- Need for students and residents to adapt to changing cultural diversity
- Need for more assistance for the poor

Ponca youth wish there were several facilities here, with most responding they would like to have:

- A bowling alley (or similar place where they could "hang out")

- Family restaurant
- In-town pool
- A place where teens could work out

Adults' wish list included:

- Full service restaurant
- More downtown stores
- A hardware store
- An in-town pool. (Note: the swimming pool at PSP, two miles from town, is in poor condition, but construction on a new pool/water park facility will begin in 2015.)

There were many other thoughtful answers about community needs in the questionnaire, including:

- The community needs a central site where low-income residents can obtain information about what assistance is available to them
- Some children come to school hungry
- The food bank serves many folks
- There are elderly who need much assistance
- Ponca does not have a good place for youth to congregate after school or on weekends
- There is not a good place for youth to exercise unless they are in school sports
- Parents of young children need in-home daycare providers
- There is a lack of rental housing in good condition
- Children/teenagers need more summer activities
- The community needs a better community center
- Many people noted the motel exterior and grounds need to be repaired/cleaned up
- Dilapidated housing should be removed and new houses built there
- Some feel the community should focus as much time/money/energy on making the city look attractive as they do on making PSP look good
- Parks need new playground equipment
- Youth would like more sports opportunities/venues (i.e., volley ball team/court, sand volley ball, soccer team/fields; tennis team/courts; bike/skateboard park; indoor batting cages; swim team, gymnastics venue, public basketball court, ice skating/hockey rink
- Ponca needs an attorney, real estate agent and certified public accountant

ASSESSMENT OF LIBRARY'S STRENGTHS AND WEAKNESSES

We assessed the library's strengths and weaknesses in these ways:

- 1) The community questionnaire asked respondents to comment on the library
- 2) Library staff and board members were asked about strengths and weaknesses
- 3) The library committee studied a comparison of Ponca Carnegie Library with 29 peer libraries, as identified by the state library commission.

- Ponca population (955) is just more than the average of 933
- Total operating revenue (\$39,455) is below the average of \$49,209
- Total operating expenditures (\$28,946) is far below the average of \$45,806
- Number of print materials (11,296) is below the average of 13,736
- Total number of materials (29,338) is just above the average of 27,944
- Number of databases (20) is two less than the average of 22
- Number of electronic books (10,816) is above the average of 8,410
- Number of registered borrowers (793) is above the average of 774
- Number of computers with Internet available to the public (10) equals the average of 10
- Total annual circulation of materials (5,683) is far below the average of 9,704
- Total annual library visits (4,046) is far below the average of 7,583
- Total number of library programs (62) is above the average of 60
- Total number of attendance at programs (696) is far below the average of 1,320

After evaluating the various answers, we learned this:

Strengths

- We have a large collection of electronic books
- Total number of materials available is just above the average
- We have an adequate number of public computers with Internet access
- Total number of registered borrowers is above average
- Total number of programs is above average
- A majority of survey respondents stated the library is "doing a great job" and is a wonderful resource for the community

Weaknesses

- Annual operating revenue is nearly \$10,000 below the average
- Annual operating expenditures were nearly \$17,000 below the average
- Total number of data bases is one below the average
- Total annual circulation is way below average and has dropped several thousand per year over the past two fiscal years*
- Total number of annual library visits is far below average
- Annual attendance at library events is far below normal and has dropped from previous years*
- Survey respondents would like the library open more hours (currently 21 hours/week)
- They also would like more activities for children, adults and senior citizens
- There is a perception that we don't provide e-books or public computers
- Limited parking
- Difficult for older folks to get in (there is a wheelchair ramp, but it is long)
- Rural residents are unhappy to pay for a library card

Opportunities

- Do a better job of telling the community what we have to offer
- Provide a meeting space for more groups by letting them know it is available
- Offer more activities for adults/senior citizens
- Questionnaire respondents believe the library would be an excellent resource center where those in need can access information
- Hours can be slightly expanded
- We can monitor minority growth through the schools to see if additional library materials are warranted

Threats

- Current revenue stream is too low
- Library usage is falling
- Number of volunteers is always a concern
- Number of data bases is too low

*Per on-line Nebraska Library Commission Statistical Data Files. See addendum No. 1

SUMMARY

Ponca, Nebraska, is an historic small town which has maintained a steady population, although numbers have been dropping in recent years. It lies in the northeast corner of Nebraska just two miles west of the Missouri River.

Ponca's median age is 40.3, with a healthy number of young folks. Elderly do not constitute the majority of the population, which is evenly split between males and females.

The population is becoming more diverse, albeit slowly; it is about 96-97% white. There has been a small influx of Hispanic residents in recent years.

While mostly Irish and Germans settled the region in the 1860s, Ponca today has a wide mixture of mostly northern European descendants who call themselves Americans. There are five well-attended churches in town, and a variety of cultural, recreational and civic organizations.

A robust volunteer fire department with EMTs and paramedics, two-man police force and Dixon County Sheriff's office provide for the community's safety. Crime in the city is very low.

Ponca is a prosperous community with a median household income of \$50,000 (compared to \$44,600 for the state). About 1.2 to 2.4% of the population (depending on the source) lives below the poverty level (vs. 12.4% statewide).

While there are seemingly few Ponca residents below the poverty level, there are poor residents, including a number of elderly folks. It was noted that some children come to school hungry and that the local food bank is well-used.

Ponca has an excellent school system that maintains up-to-date technology resources. A recent bond issue provided for an expanded campus and repurposed performing arts venue. A fundraiser brought in more than \$1 million to build a new sports complex for high school football and track.

The Ponca Carnegie Library also offers residents a wide array of computers and other technology and Great Plains Communications provides Internet, HD TV and telephone service.

Nearly a million visitors travel through the heart of town each year to reach Ponca State Park, which is among the top five Nebraska tourist attractions. Only a handful of Ponca businesses cater to the visitors but the community is extremely supportive of the park and its year-round activities.

About three-fourths of those 16 and older work; the unemployment rate is 3.7% (comparable to the state figure of 3.6%). There is very little industry in Ponca, with governmental entities (school, county, state) and a nursing home employing the most people. Most residents commute to South Sioux City and Dakota City, NE, and Sioux City, IA., about 20-25 minutes from Ponca.

The downtown area has suffered serious decline. About half of the store fronts are vacant or used for storage. While most of the buildings are listed on the National Register of Historic Places, many owners have covered the historic fronts with facades and/or let the exteriors deteriorate.

The downtown streetscape urgently needs beautifying, as does land adjacent to downtown. Some of this land is owned by the city and some is privately owned. The entrance to town also needs beautifying/landscaping.

When surveyed, many residents stated that two of Ponca's major problems are the lack of business/industry/local jobs and the dilapidated look of downtown and adjacent land. Many residents also think an economic development program would help to address these community problems.

There are 450-500 housing units in Ponca. The average monthly rental price is about \$500 and the average cost of houses sold in recent years is \$165,000. There is low-income housing available. Some older folks would like other housing options, such as condominiums. There are two new housing additions outside city limits and interest warrants another within city limits. Acreages and farm homes dot the land surrounding town.

Ponca Carnegie Library is the seat of information, culture and technology for its residents, having stood as sentinel over the town entrance since 1913.

A recent expansion tripled its size, providing a meeting room open to the public as well as expanded computer access, an enlarged children's area, a genealogy research area, room for movies and CD audio books, local newspaper research on microfilm and comfortable seating.

While the library provides much to and for the community, research shows that a lot of people are not aware of all the library has to offer. Also, the number of library items circulating in the community has been dropping the past few years and attendance at library programs is down as well.

In looking at community needs, and how Ponca Carnegie Library might help meet some of them within the parameters of its mission statement, budget and the amount of staff and volunteers available, the library team recommends that the Board of Trustees adopt the following goals to provide for the unique needs of Ponca residents:

- 1) Extend library hours
- 2) Promote what the library already offers to the public
- 3) Increase activities to bring more people of all ages into the library
- 4) Become the "go-to" place where low-income residents can find information on help that is available
- 5) Monitor diversity changes to determine if Spanish-language materials should be added
- 6) Continue to expand our list of data bases
- 7) Continue to expand our volunteer base (Friends of the Library)

Adoption of and implementation of these goals will not only help the community, but also bring more people to the library which in turn will increase circulation and attendance numbers. Methods to achieve these goals will be laid out in the next section, an action plan.

GOALS AND ACTION PLAN

MISSION STATEMENT

The mission of the Ponca Carnegie Library is to serve the community of Ponca and its surrounding area, and the public in general, as a resource center for information, education, culture, and leisure and in so doing to enhance and enrich the lives of the public and especially Ponca citizens.

By collecting, organizing, making accessible, and disseminating both traditional printed materials and a wide variety of contemporary print and non - print resources, and technological resources, the Library performs the vital service of helping citizens to be well informed, make decisions, cultivate the imagination, accomplish self-improvement, entertain themselves, improve the quality of leisure time, and acquire the life-long enjoyment of reading. To better accomplish this mission, the Ponca Carnegie Library strives to promote the use of these resources and to respond to community needs through its services and programs.

Short-term goals

1) Extend library hours

a.) Currently the library is open 21 hours per week:

Tuesday	4 - 9 pm
Wednesday	1 - 6 pm
Friday	1 - 6 pm
Saturday	10 am - 4 pm

b.) New hours, which will add 5.5 hours per week (26.5 total), will be:

Monday	3:30 - 6 pm
Tuesday	3:30 - 9 pm
Wednesday	1 - 6 pm
Thursday	3:30 - 6 pm
Friday	1 - 6 pm
Saturday	10 am - 4 pm

1.) Being open at 3:30 each weekday will allow for more consistent use by students

2) Promote what the library already has to offer

a.) Twice-monthly articles in the local newspaper which will include:

- 1.) Library hours
- 2.) A listing of new books, audio books, e-books, movies, programs, etc.
- 3.) A listing of other resources available, such as computers, newspaper on microfilm, and data bases

- 4.) The library web address and Facebook page information
- b.) Monthly ad in newspaper classified section and continually on Facebook and website reminding people that the library has a meeting room open to the public
 - 1.) Free to non-profits
 - 2.) Can be rented for \$25 for four hours, or \$50 for more than four hours, for social and for-profit events
 - a.) Include rules and reservation form on Facebook and website
- c.) The library director shall be responsible for placing this information

Mid-term goals

1) Expand our list of data bases

- a.) Work with budget to find money for more data bases
- b.) Potential new data bases include:
 - Ancestry.com
 - National Geographic
 - Zinio
 - Mango Languages
 - Music
- c.) The library director and board of trustees will plan this addition

2) Continue to expand our volunteer base (Friends of the Library)

- a.) An annual membership drive will be held each fall
- b.) Members will be encouraged to bring guests/new members to monthly meetings

Long-term goals

1) Increase activities to bring more people of all ages into the library

- a.) Host a monthly afternoon “coffee” for adults, with an emphasis on senior citizens
 - 1.) Work with the Ponca Senior Center and Elms Nursing Home to spread the word
 - 2.) Talk with Dixon County Extension Service, Ponca State Park and other local entities to provide speakers or discussion leaders
 - a.) Board of Trustee members and/or Friends of Library members will host these events

- 3.) Friends will be asked to plan and host two additional children/teen programs per year
- 4.) The library director and librarian will be responsible for scheduling and promoting these events

2) Become the “go-to” place where low-income residents can find information on help that is available

- a.) Collaborate with church and school officials who work directly with low-income families
- b.) Put together a collection of materials (print and on-line) and designate a place in the library where these materials can easily be assessed
 - 1.) Work with agencies in Vermillion, SD; South Sioux City, NE; and Sioux City, IA; and other area agencies, to gather brochures, etc.
 - 2.) Work with State of Nebraska to gather information, including contact information
- c.) Friends will gather the information
 - 1.) The librarian will contact providers when new materials are needed

3) Create a teen advisory board to assist library staff/board/Friends concerning youth needs

- a.) Work with school officials to identify interested teens
- b.) Establish regular meeting dates twice a year
- c.) Friends will work with the group

4) Send a new book to each baby born in Dixon County, followed by another each birthday until age 5

- a.) Include information on obtaining a library card
- b.) Friends shall be responsible for developing this
- c.) The librarian will be responsible for mailing the books

5) Find a way to offer library cards to non-residents for free

- a) Friends and board of trustees will work together to solve this

6) Monitor diversity changes to determine if additional library materials should be added

- a.) Work with school officials to monitor enrollment and need
- b.) The library director will make these enquiries after school starts each fall

EVALUATION PLAN

This plan will be evaluated each October/November by the Board of Trustees. If goals are not being met, the board will ensure that new action plans will be implemented.

Ponca Carnegie Library

Data from Nebraska Library Commission Public Library Surveys
FYs 2008-09 through 2012-13

	<u>Total Circulation</u>	<u>Total Programs Held</u>	<u>Total Program Attendance</u>
<u>FY 2008-09</u>	7,073	43	702
<u>FY 2009-10</u>	8,301	63	1,669
<u>FY 2010-11</u>	10,742	53	851
<u>FY 2011-12</u>	7,309	66	1,244
<u>FY 2012-13</u>	5,683	62	696