



Strategic Plan

Shelby Community Library

Shelby, NE

2016 – 2021

Approved by the Library Board on September 21, 2016

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Planning Process

Start Date: June 14, 2016

End Date: September 30, 2021*

Planning Team Members

Staff: Laura Alt & Chuck Reichwein

Library Board Members: Terry Fusco & Lu Morgan

Community Stakeholders: Jeff Willis (Village Trustee), Lisa Tworek (Shelby Chamber Board Member)

Purpose: To determine if there are adequate services and facilities in Shelby to meet community needs and in doing so, assist the library in determining its future direction through a process of strategic planning. It is important to ensure we are adequately recognizing and addressing the needs of Shelby’s diverse population, including all ethnic groups, age groups, educational and employment levels. A survey will be conducted to determine community needs.

*The next census will be conducted in 2020. In reviewing estimates reflected on American Fact Finder as of July 1, 2015, population for Shelby may decrease slightly, median age is expected to increase from 40 to 42 and the Hispanic population will decrease slightly. Hispanic home ownership has recently

increased. There have not been any major economic changes in the past three years and we are not aware of any for the immediate future. Five years is deemed reasonable to re-evaluate a strategic plan for a small, farm community.

Community Profile

Demographic Summary

Shelby is centrally located in Polk County in east central Nebraska. Key demographic statistics, according to the census bureau, are as follows:

- Shelby's population, as of the 2010 census, is 714; an increase of 24 over the 2000 census of 690
- Median age is 40, an increase of one year from the 2000 census age of 39
- Persons 65 & older represent 17.7% of the population, a decline from 20.7% in 2000
- Hispanic population has increased from 1.59% in 2000 to 12.2% in 2010

Geographic Summary

Shelby is surrounded by farm land. In town, 76% of dwellings are owner occupied and the remaining 23% are rentals. Only 2% of homes have been built in the past 10 years with 32.3% being built prior to 1939. Almost 40% were built in the 1960's and 1970's. 91% of housing units in Shelby are occupied; with 76% being owner occupied. Rental vacancy rate is 0%. 82% of home values are under \$100,000, the remaining 18% are under \$200,000.

Socio-Economic Summary

Basic economic activities of Shelby center on agriculture and retail. Median household income is approx. \$45,000. Unemployment rates remain low, possibly due to the variety of employment opportunities available in an agricultural environment, which provide extra jobs in addition to the more traditional jobs available in all areas (service, retail, etc.). 80% commute to work with an average commute time of 22.1 minutes. Largest local employers are Double Dutch Dairy, Shelby Lumber, Shelby Public School, Selden Trucking and Central Valley Ag. Various employment opportunities are available within 30 miles, including the towns of York, David City and Columbus. These include manufacturing plants, hospitals, retail, restaurants, long term care facilities, etc.

Shelby has a public school serving pre-school through high school age students and added a \$14.9 million renovation in 2016-2017. Several higher educational opportunities are available within 75 miles of Shelby including college campuses in Columbus, Grand Island, Crete, Lincoln and Seward. Many of these institutions offer on-line classes and seminars.

Basic resources are provided by outside companies with the exception of water and sewer services. There is one provider for electricity and one provider for natural gas. Several options are available for phone, cable and internet services. Due to water quality and sewer concerns, Shelby was required to complete a major renovation to these services, which required the installation of water meters throughout Shelby, a new water tower, new lift station and upgrading the water treatment plant. The entire project was completed in 2013. To generate funds to service the resulting debt, water and sewer rates were increased. This expenditure continues to add strains to the local city budget which affects all entities supported with government funds (streets, parks, pool, library, etc.).

Shelby does not have a local sales tax; only the Nebraska rate of 5.5% is collected and remitted to the state on eligible items.

Shelby has experienced the following cultural and economic changes in the past three years:

- The local grocery store was sold and relocated from main street to the edge of town in 2016.
- Commodity prices have decreased, after historic highs, the past three years. Being an agricultural community, this affects money spent at local businesses.

Cultural Summary

Park Facilities

The Village of Shelby has one park approximately five acres in size. Facilities in the park include: two ball fields (dugouts, lighted, and electronic score boards), announcers building, brick concession stand, roofed shelter for grilling out, restrooms, swimming pool, sand volleyball, tennis court/basketball court, sheltered picnic area and playground. The swimming pool received major repairs in 2013 paid for in part by a group of local citizens fund raising efforts. Shelby Public School added a Wellness Center in 2012 and 24/7 access is available to the public for a yearly membership fee. Summer recreation programs that Shelby offers include: T-ball, softball, baseball and swimming. Local area facilities: Boating - 27 miles away on Lake North; Bowling in Columbus 20 miles away; Fishing - Private and State lakes in the area; Golf Course –a 9-hole course with clubhouse 7 miles away in Osceola; Hunting - pheasant, quail, deer, rabbit, fox, duck, turkey, and coyote; Movie Theater - 25 miles away in Columbus.

Civic Groups

The Shelby Chamber of Commerce, the Shelby Betterment Corporation, and the Village of Shelby work together for business and industrial development in the community. The Shelby Betterment Corporation, a non-profit organization, was organized in 1987 with 20 stockholders. This corporation has helped finance new business ventures within the community and attracts new businesses. There are many other organizations within the community that contribute to the quality of life in Shelby, including Shelby Senior Center which provides meals five days a week, including home delivery. Various activities are also available at the senior center.

Public Communication

The Polk County News is published weekly. The Columbus Telegram, Lincoln Journal and Omaha World Herald are daily publications available for purchase or home delivery (hard copies available at the library or on-line via computer access). Community interest e-mails are available by contacting a local volunteer (Mary Lerch). Two electronic signs are available (located at school and on Highway 92) for community events or personal messages. Several options are available for internet subscribers or free secure wireless internet access Shelby, listed in frequency order per survey results is available at the library. Unsecured W-Fi is available at A & B Grill N'Bar, Pinnacle Bank and Cubby's Community Store. In 1996, the US Postal Service built a new facility in Shelby. Hours were reduced in 2013 due to federal budget restraints, however, service remains adequate.

Community Assessment - Priority needs and desires

Survey results reflect the following:

Positive aspects of living in Shelby –

- Secure/safe/friendly environment
- Close proximity to metropolitan areas
- School growth and expansion encourages new residents
- EMT/fire service

Negative aspects of living in -

- The desire to keep main street attractive and viable (grocery store relocated off main street in 2016, building remains empty); main street restaurant is for sale
- Lack of funds for village services and village improvements
- A large number of Shelby residents are frustrated with cell phone service. Calls are often dropped while using the phone in main street businesses and in several residences.
- Swimming pool age and lack of reserve funds for future improvements.
- Lack of cable TV choices and current cost

Library Analysis – Major S.W.O.T’s

Overview: Shelby Community Library (SCL) 2015 statistics, reflected on the most recent Nebraska Library Survey data, were compared to our peer group of 27 libraries. Shelby’s Legal Service Area population is the 11th largest of the 27 peer libraries.

Internal Environment

Major Strengths (peer ranking noted in parenthesis):

- annual library visits (1st)
- number of public computers (1st)
- total attendance at library programs (2nd)
- total circulation (3rd)
- annual hours open (3rd)
- registered borrowers (3rd)
- total number of library programs (4th)
- attendance at children’s programs (5th)
- active friends of the library
- archive collection brings new patrons into the library
- private area for meetings
- successful foundation
- involved board members
- supportive community
- library location is part of new and growing school system

Major Weaknesses:

- library no longer located on main street
- lack of bilingual staff or volunteers
- lack of communication/planning with school personnel prior and since merger
- total gov’t revenue (11th)
- you can find everything on the internet
- median age is 40-42; this age group is not active library patrons

External Environment

Major Opportunities

- the need for information/programs on areas of current interest/concern (health care, internet services, cellular phone services, cable TV services, lack of businesses on main street, etc.)
- the need for information/programs on how to keep main street attractive and viable

- the need for information/programs to generate revenue for villages services
- the need for programs and services to integrate the Hispanic population into the community

Major Threats

- availability and reduced cost of internet devices and Wi Fi
- lack of funding for village services and improvements

Analysis of community profile, community assessment and where the library can contribute to community progress.

Shelby has maintained their population based on past census records. The local economy is centered on agriculture which has become vulnerable in recent years due to low commodity prices. Shelby has not only been able to maintain their school but began a \$14.9 million renovation in 2016. Main street lost a business when the grocery store was sold and relocated to the edge of town in May 2016. The building remains empty and the main street restaurant is currently for sale.

To keep Shelby viable, it is imperative for the community to support local businesses. It is also important to keep residents invested in Shelby using various communication channels and frequent community programs, both educational and entertaining, that appeal to all residents. The library will strive to provide the following to contribute to the community:

- provide a local information resource on various interests/needs of the community
- collaborate with local civic groups to identify current and future needs of the community
- provide a location that meets various community needs (internet access, meeting space, quiet study space, learning opportunities, etc.)
- offer programs that encourage adults to get involved in the community

Library mission and objectives

The mission of the Shelby Community Library is to collect, preserve, and make available materials in print and electronic form to serve the recreational, informational, educational, and leisure needs of the community. The Shelby Community Library is committed to supporting a lifelong enjoyment of reading and learning for all ages.

List of goals, with objectives

COMMUNITY NEED #1

A need for additional revenue for village services and improvements.

Goal:

The library will offer resources and programs for assisting the village in gaining additional revenue.

Objectives:

1. Provide programs on a semi-annual basis beginning in 2017 (Grants, TIF, City Sales Tax, Main Street Improvement Program, etc.).
2. Utilize local/county/state/federal services and businesses to obtain information regarding services and programs available in the area and publicize the specific information that is available at the

library. This will be accomplished in 2017 when the new library entrance is completed, allowing for additional display space.

3. Work with the village board to research/find services/programs available through the League of Municipalities and/or other similar resources. This will be accomplished by the end of 2017.

COMMUNITY NEED #2

The community's desire to keep main street viable.

Goal:

Work with community leadership to encourage residents to patronize Shelby businesses, attract new businesses and promote community pride.

Objectives:

1. Share survey results with community leadership. This will be accomplished in the first half of 2017.
2. The library will offer to host meetings of community leaders/groups at the library, i.e. Shelby Chamber of Commerce, Shelby Betterment Corp., American Legion Club, American Legion Auxiliary, etc. This will be an ongoing effort to help the community make main street attractive to businesses and customers.
3. Increase community involvement by working with the village board and clerk to establish a community website to communicate village projects, needs, activities, etc. Links will be present to other community groups who have websites. We will begin working on this during the last quarter of 2016.

Evaluation

The library staff and board trustees will work together at monthly board meetings to ensure we are working towards obtaining our goals. This ongoing evaluation will be used to continuously monitor and improve the library's efforts to help attain the community surveyed needs. Reviewing the Strategic Plan will be a standard monthly agenda item.

Community Survey Questions

What do you like most about living in Shelby?

1. What do you like least about living in Shelby?
2. Would you recommend Shelby to your family or friends as a good place to live?
 - a. If "Yes," what would be the one major reason?
 - b. If "No," what would be the one major reason?
3. What would you say is the most critical issue facing you (or Shelby) today?
4. **Do you use the library? Yes No
 - a. If yes, do the library hours meet your needs?
 - b. If no, what would encourage you to become a library patron?

**This question was included to determine if current library hours are meeting community needs as well as to determine if there is a specific group of residents not utilizing the library (and why not).