

# STRATEGIC PLAN 2016 – 2019



**Your place to recall yesterday, inform today, and inspire tomorrow.**

**KILGORE MEMORIAL LIBRARY  
YORK, NEBRASKA  
STRATEGIC PLAN 2016 – 2019  
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## ACKNOWLEDGEMENTS

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Kilgore Memorial Library's Citizen Advisory Board

Kilgore Memorial Library's library staff

### **Process:**

Board Retreat

Planning committee meetings

Staff meetings

Scheduled visits with community leaders

## LIBRARY MISSION STATEMENT

*The mission of Kilgore Memorial Library is to provide resources, educational workshops, and community events to ensure that citizens can recall yesterday, inform today, and inspire tomorrow.*

Specifically, we will provide:

- Friendly knowledgeable staff capable of assisting patrons to meet their information needs.
- Environments, physical and digital, where patrons can access and locate available resources.
- Collections in formats that meet the information needs of our patrons.
- Workshops that deliver continuous learning for citizens of all ages.
- Events that offer opportunities to recall, inform, and inspire those who attend.

## COMMUNITY PROFILE

### **The City of York -- as defined on the official city website**

York, a city of more than 8,000 citizens, offers all of the character of a small town with the advantages of a more populated city. Strategically located at the intersection of Highway 81, a major north-south 4-lane expressway that stretches from South America to Canada, and Interstate 80 that traverses the Atlantic to the Pacific. York is the heart of the nation.

York provides numerous amenities found only in larger more metropolitan cities, such as cutting-edge health care technologies and facilities, a vibrant hospitality industry ready to serve the needs of visitors and residents alike, progressive educational institutions including a four-year college and a full range of support services for families and businesses.

York's transportation arterials and location allow easy access to Lincoln, the home of state government, the University of Nebraska, and the Lied Center for Performing Arts. Connected can also be used to describe the telecommunications infrastructure York citizens enjoy. You can do business with anyone, anywhere, from York, Nebraska.

An excellent workforce, quality of life, and low cost of living combine to make York one of the most attractive locations to live or work in the United States.

### **York County -- as defined by York County Development Corporation (YCDC)**

With a population 13,700, York County includes the communities of Benedict, Bradshaw, Gresham, Henderson, Lushton, McCool Junction, Thayer, Waco, and York. The county is in the heart of agricultural country and a transportation corridor which includes east/west by I-80 and U.S. Hwy. 34,

and north/south by U.S. 81, a major north-south 4-lane expressway that stretches from the Gulf of Mexico to Canada (Pan-America Highway). Burlington Northern Santa Fe's main line travels through the York County communities of Waco, York, and Bradshaw. There is also a line extending to Benedict giving many opportunities for rail service companies. Private air service is available in York. Other competitive advantages offered here are fertile soil, plentiful underground water supply, community minded 4-year college, a robust and loyal workforce, and some of the lowest electric rates in the nation due to Nebraska being a 100-percent all public power state. Businesses in York County have been able to recruit workforce from an hour drive time, which includes the metro areas of Lincoln and Grand Island, significantly expanding the labor pool. This competitive location has attracted transportation logistics, warehousing, advanced manufacturing, and agriculture companies.

### **A History of Library Service in York**

Public library service in York grew from a subscription library established by the I.C. Sorosis in 1885. The collection, with just over 200 titles housed in a bookcase in a local dentist's office. It soon became apparent the subscription library was insufficient for the community's needs.

In 1894, the City Council committed property tax funds for a public library. A printed catalog of the collection from 1895 lists 1,048 books, eight reference sets, and "bound magazines." The library moved several times in its early years.

The next milestone in the library's history came when Mrs. Lydia Woods' bequest was made to build a public library and purchase books. The building opened in the fall of 1902. With several remodels and a 1931 addition, the Woods library building housed York's public library for the next eight decades.

The announcement that Dr. William Sherwood Kilgore had bequeathed funds to build a new public library in honor of his parents came in the fall of 1982. His gift created the 15,837 square-foot Kilgore Memorial Library at 520 Nebraska Avenue that stands today. It opened in the spring of 1986.

By its 20th Anniversary, Kilgore Memorial Library contained approximately 64,000 items including multiple media formats. More than 2,500 individuals borrowed one or more items annually, with an average annual loan of about 75,000 items. The library's electronic services included an online public catalog, subscriptions to downloadable electronic books, audio books, and full texts of magazine articles.

Kilgore Memorial Library is currently the only accredited public library in York County. The majority of funding for the library is through the City of York. The York County commissioners periodically include a contribution to the library in their annual budget. The library also enjoys an active Friends group and Foundation that support the library with fundraising and volunteers.

As the Kilgore building is turning 30 years old in 2016, we are poised to explore the need for additional spaces necessary to provide 21<sup>st</sup>-century library services. With this addition, we hope to expand our youth and teen areas, with plenty of space for young people to gather and experience their library while older patrons are using their library the way they enjoy. Expanded event spaces are also on the wish list for additional space. We have selected a consulting firm to work with as we conduct a feasibility study to learn if the public will support an addition to our current facility.

The staff has grown to five full-time and six part-time employees with a combined FTE of 6.25. We are proud that our staff includes the first IT employee for the City of York. We also have a graphic design artist working for us on a part-time basis. Library services in York have come a long way in 131 years and we look forward to what develops in the future.

For additional details about the legal service area of Kilgore Memorial Library see our Community Profile worksheet for the City of York, Nebraska, in Appendix I at the end of this document.

## AN ASSESSMENT OF COMMUNITY NEEDS

To assess the needs of citizens in York and the surrounding region, the library staff gathered documentation provided by area public service providers, health agencies, schools, city and county agencies, including regional partnerships and coalitions. As we gathered these documents and visited with key agency leaders about the results of these studies, we determined that we have a clear picture of community needs without conducting a survey from the library.

The documents reviewed include:

Date	Study
May 2016	York Area Health Coalition: Basic Needs; Health Care Access and Promotion; Child/Youth and Family Safety and Development – Goals and Objectives summaries – prepared by subcommittee chairs
March 2016	York Learning Center: Workplace Skills Survey Summary; Trades & Industry Survey Summary; and Health Care Survey Summary – conducted and compiled by Southeast Community College
December 2015	Comprehensive Community Plan – prepared by York County Drug Task Force for Juvenile Services

December 2015	York County Workforce Skills Gap Analysis – conducted by Smart Solutions Group
December 2015	York Public Schools Annual Report with School Improvement Goals
December 2015	York Region Labor Market Overall Profile – compiled by Smart Solutions Group
December 2015	Community Health Assessment – prepared by York General Health Services
September 2015	Annual Report Blue Valley Community Action Partnership – prepared by BVCA Leadership Team
March 2015	Community Needs Survey – conducted by the local York Lion’s Club
June 2014	Community Survey for the City of York – conducted by Research Associates
June 2014	York County Childhood Needs Assessment – prepared by Schmeckle Research, Inc.
Various dates 2011 through 2015	Community Needs Assessments Reports on: Employment, Barriers to Employment, and Training Needs, Financial Behaviors among adults 19 – 44 years old, Food and Nutrition, – specifically the BVCA Partnership Regional Assessment Data documents – prepared by Community Action of Nebraska

After reviewing these documents, and correlating agency websites offering additional demographic and service provider information, we determined that York and the surrounding region have many and varied needs. After closer review, the library staff categorized the long list of community needs into the themes of health care, community infrastructure, youth and family support, and workforce development. A detailed review of each of these themes follows.

**Health Care**

With the support of The Nebraska Children and Families Foundation (NCFE), the York County Health Coalition has expanded to include three focus groups. These new groups are working to 1) support family safety and development, 2) provide support for meeting basic needs, and to 3) improve health access and promotion in our community. The health care focused group has identified a list of consumer health education topics very similar to those listed in the community health assessment report, conducted by York General Health Services. Both agencies see obesity, cancer, suicide, diabetes, alcohol abuse, and mental health concerns as priorities for their work.

All three of the health coalition focus groups have identified the need for certified health care providers with specific specialties in our area, particularly in the mental health care arena. Other topics the health coalition groups are considering include the need for public transportation and food assistance programs. These needs are confirmed by the statistics reported in the York Public Schools annual report stating that 56-percent of elementary students qualify to receive free and reduced meals through the

schools. After school program coordinators report that school bus transportation is only available after the regular school day, and many students who would benefit most from the after school program need to ride the bus so they cannot attend this beneficial program.

### **Community Infrastructure**

A community survey to measure the attitudes of registered voters to various city issues found that those responding indicated the need for infrastructure improvements, economic development activities with an emphasis on retail shopping outlets, and recreation facilities improvements.

The health coalition's basic needs focus group has identified a need for affordable housing. This need is evidenced by the number of citizens who find it necessary to utilize the services of York's Living Water Mission.

### **Youth and Family Support**

The work of the Children and Family Safety and Development focus group of the York County Health Coalition has identified the following goals for their work.

1. Support quality care and education environments;
2. Support youth and family crisis prevention;
3. Support quality out of school time activities;
4. Provide parent education opportunities;
5. Provide coordinated services to support families to prevent the need to be enrolled in social services programs or correctional facilities.

Providing a mechanism to coordinate and promote the services available to children and families is another challenge discussed by coalition members. Current efforts of this group include creating community-based social media sites as a mechanism to easily facilitate promotion of youth and family focused events planned in York. This group has also selected the goal of supporting quality out of school activities as the priority goal for this year.

### **Workforce Development**

In 2016, Southeast Community College established a new learning center in York. As they work to determine what programs of study to deliver through this regional education center, an advisory committee worked through a focused study and determined the need for three task force groups. The areas identified as needing further study include trades and industry, soft skills including workplace skills, and health care. A survey of workplace skills training needs sent to managers of regional business



owners further indicates a need for training in the areas of leadership, business communication, computers and technology, customer service, and problem-solving skills.

The York County Development Corporation contracted with a consulting firm to conduct a workforce skills gap analysis. The result of this study, released in December 2015, projects the occupations with the highest potential skills gap in our region include heavy and tractor-trailer truck drivers, first-line supervisors in administrative offices, maintenance and repair workers, electricians, and sales representatives.

## LIBRARY SWOT ANALYSIS

To accomplish the process for this segment of our strategic plan an analysis of our strengths, weakness, opportunities, and threats was executed. Library staff, library board members, and the strategic planning community team were asked to complete the document found in Appendix II of this document. Completing this form was the first step in our strategic planning process. A blank form was distributed to each library staff member to complete independently, and each library board member filled in the form as part of a board retreat held in April 2015.

At a meeting held in May 2015, the strategic planning committee received a copy of this document filled in with a compilation of the information from the staff and board to review. Community committee members offered additional comments and insights for this document. Additionally, as we met with community leaders to discuss community needs in York, time and time again, we heard that there is a need to provide evidence-based programs as we work to improve our community.

As with many areas of this study, we find that technology topics are seen as both strengths and weaknesses at our library. Strengths include the fact that the library has a certified IT specialist on staff working to improve and maintain all aspects of information technology services necessary in today's public library. However, weaknesses and threats identified include lack of staff skills or training, no classroom lab, under-utilized website, lack of digital literacy, and knowing which new technologies are important for library services and programs.

As important as all of these identified threats or weaknesses are, the one that impacts the ability for the library to meet the needs of the community most is knowing what technology to plan for as we go forward. A current technology inventory and plan for our library can be reviewed in Appendix III of this document. Our technology plan indicates that we have a strategy in place to keep the current

physical equipment in the library up to date. What we will need to include in our goals is how to determine what technologies we need to plan for to support the new programs and services we will be providing.

Highlights of the SWOT exercise include the recognition of the strengths and weaknesses of our staff, opposing thoughts on current library programs, lack of space for improved programming, and acknowledgment of the different perspectives of lifelong residents and new citizens to our community.

Working through this process proved to be an enlightening practice for the library staff. It was great to celebrate strengths, especially those recognized by the other groups. It was also eye-opening to realize how differently citizen's view the library.

## WHAT THIS MEANS FOR YORK AND ITS LIBRARY

From the perspective of the library staff the information gathered and reviewed for this process indicates that residents of York are concerned about several issues. As reported earlier, the broad themes for these needs are health care, community infrastructure, youth and family support and workforce development. With all of these identified needs, we are also aware of an equally long list of individuals and agencies working to resolve them. As community leaders were interviewed, we found a tone of optimism in our community that was exhilarating.

From what we have learned, the implications for Kilgore Memorial Library and its staff are huge. Our library currently provides resources for three of the identified themes of need in our community. Based on the needs expressed by our community most are not aware of what the library provides, or what we are providing is not meeting their needs. When we review the SWOT analysis of our services, it does not take long to realize that there is an opportunity for us to work to improve identified threats and weaknesses.

Providing evidenced-based programming and services was expressed in all discussions we were engaged in during our strategic planning process. Evidence-based programs have been developed for libraries by several professional organizations. Several sections of the American Library Association as well as the National Library of Medicine, provide access to research on the topics of concern in our community. To be viewed as a viable resource for the community, librarians at Kilgore Memorial Library will need to be more strategic in offering services that are based on research.

As mentioned earlier in this report, the needs of our community are varied. Almost as varied as the citizens of this community. The staff of Kilgore Memorial Library believes there are several areas we can focus on for the next three years as we work to meet our mission of recalling, informing, and inspiring the information needs of those we serve.

## GOALS

The primary scope of developing goals for the library is to identify areas of community need that seem attainable by the library with actual potential for impact from the services we provide. With this in mind, the areas of community need that the staff has selected to focus on for the duration of this plan include, 1) Consumer health care education; 2) Workplace skills training for patrons; and 3) Meeting safety and developmental needs of families, especially those with children ages 0 to 18. The following chart outlines the objectives, strategies, and tactics we plan to use to work toward this goal.

Goal	Objectives	Strategies	Tactics
Identify and develop evidenced-based programs and services that support community needs.	Research professional organizations for potential evidenced-based programming. Identify a minimum of three programs that support each of the three current identified community needs.	Search ala.org	PLA, YALS, ALSC, ACRL
		Search NebraskaAccess databases	EBSCOhost
		Survey peer libraries	CASTL
		Search Nebraska Library Association membership	PLTS, Annual Conference
	TARGET COMPLETION DATE – December 2016		
	Select one evidence-based program to develop that supports each of the three current identified community needs	Review each program	Create evaluation criteria
		Select programs that are focused on needs of our citizens	Review with community leaders
TARGET COMPLETION DATE – January 2017			

Select one evidenced-based program to develop and provide to the community.	Determine what is required to implement each program selected above and select one with most potential for success	Are there skills gaps in the library staff that require CE
		Would a partnership be an option
	Determine which of the selected programs have the highest potential for impact on community need	Create assessment rubric
<b>TARGET COMPLETION DATE – February 2017</b> (actual program will be offered at appropriate time later in year)		
Select additional evidence-based programs to develop and provide the community.	Determine what is required to implement each program selected above and select one with most potential for success	Would a partnership be an option
	Determine which of the selected programs have the highest potential for impact on current community need	Use assessment rubric designed above
<b>TARGET COMPLETION DATE – ONGOING</b> (Programs will be offered when fully developed)		

Another measure for establishing goals was to look at the identified strengths, weaknesses, opportunities, and threats (SWOT) for the library. After reviewing the completed SWOT analysis document for our library, we have determined it is necessary to improve the perceived weaknesses and threats identified by the public.

These targeted areas include improving the perceived:

1. Need for additional public communication, in a variety of formats;
2. Shortage of staff/volunteers; and
3. Lack of staff expertise or skills.

By working to improve our public image we anticipate that our strengths will be utilized, our opportunities will grow, and in the end, our community will be stronger through the services we provide.

Input from the SWOT documentation and community leader discussions also indicates that we need to be planning for new technologies that may be required as we develop new library programs. As new technologies are brought into the library environment, it will be necessary to ensure that the library

staff is trained to use them. Following this plan will alleviate stress on staff and improve our image in the area of digital literacy. The following charts outline how we plan to achieve these goals.

Goal	Objectives	Strategies	Tactics	
Promote library resources and programs to citizens and regional service providers through online and print media outlets.	Create a marketing plan to outline details of this goal.	Research for sample plans	Online	
		Utilize resources provided by professional organizations	Literature review	
	TARGET COMPLETION DATE – December 2016			
	Identify tools and skills required to promote library resources and services in print and online formats.	Identify gaps in resources or tools for creating and delivering online and print content		Create inventory of resources and identify gaps
		Identify gaps in staff skills for creating and delivering content in these formats. Provide CE when necessary		Create basic skills inventory for each staff position
				Identify CE opportunities for identified skills gaps
	TARGET COMPLETION DATE – December 2016			
	Provide funding for necessary resources identified in gap analysis	Develop budget to make formal requests during annual process		City, county, Library Foundation, Library Friends
	Provide necessary CE for key staff with the expectation of sharing skills with other staff as necessary.	Webinars provided by professional organizations		ALA, NLA, OCLC, NLC
		Online training		TechSoup, TechBoomers, Microsoft.com, NLC
		Community Continuing Ed		SECC
		Credit coursework		SECC, CCC, UNO
	TARGET COMPLETION DATE – ONGOING			

Goal	Objectives	Strategies	Tactics	
Explore methods to expand staff for offering new evidence-based programs from the library through volunteers, interns, and partnerships.	Research volunteer service programs in public libraries.	Search ala.org	PLA, United for Libraries	
		Search NebraskAccess	EBSCO host	
		Conduct web search for sample programs	Internet	
	TARGET COMPLETION DATE – January 2017			
	Explore potential for developing internships with area college students and university researchers.	Research existing internships at public libraries with college and university students.	Conduct online research	
		Research existing partnerships with university researchers and public libraries.		
		Reach out to regional colleges and universities to explore the experiential learning potential of an internship at the public library in York.	Reach out to UNO, UNL, Doane, Concordia, York College, SECC, CCC	
	TARGET COMPLETION DATE – May 2017			
	Explore developing programming partnerships with organizations and agencies in York.	Conduct research to identify organizations and agencies in York for potential partnership.	Chamber Office, York County Visitor Bureau, online search.	
		Reach out to board chair or executive officer of each group and meet with those who respond with an invitation.	Send letter to request meeting	
TARGET COMPLETION DATE – September 2017				

## PLAN FOR EVALUATION OF ACCOMPLISHMENT

The library staff will take primary responsibility in accomplishing the goals identified in this document. The library director will include accomplishments toward each goal in her bi-monthly director's report to the board. The entire plan will be reviewed with the library board annually during the regularly scheduled meeting in September when necessary adjustments on completion dates and goal objectives will be approved. During the September 2018 meeting, the process for preparing an updated strategic plan and the membership of the next Strategic Planning Committee will be introduced and approved.

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APPENDIX I



## Community Profile – City of York, Nebraska

### Population

Population of legal service area (as reported on latest Public Library Survey)	<b>7,957</b>
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Source: the American FactFinder ( <a href="http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml">http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml</a> ) table that includes: Population, Age, Sex, Race, Households and Housing	Number	% of Total Pop.
Age Under 5 years	538	6.9%
Age 5 - 9	448	5.8%
Age 10 - 14	492	6.3%
Age 15 - 19	575	7.4%
Age 20 - 24	607	7.8%
Age 25 - 29	498	6.4%
Age 30 - 34	371	4.8%
Age 35 - 39	408	5.3%
Age 40 - 44	423	5.4%
Age 45 - 49	496	6.4%
Age 50 - 54	523	6.7%
Age 55 - 59	559	7.2%
Age 60 - 64	416	5.4%
Age 65 - 69	308	4.0%
Age 70 - 74	309	4.0%
Age 75 - 79	258	3.3%
Age 80 - 84	243	3.1%
Age 85 and older	294	3.8%

### Education

List the schools in your community	approximate enrollments:
High Schools: York Public High School	434
Jr. Highs or Middle Schools: York Public Middle School	265
Elementary Schools: York Public Elementary School	535
St. Joseph's Catholic	147
Emmanuel/Faith Lutheran	100
Other Schools: Epworth Village	8

Population 3 years and over enrolled in school (From the American FactFinder table that includes: Education, Marital Status, Relationships, Fertility, Grandparents)		
Nursery school, preschool	172	
Kindergarten	125	
Elementary (grades 1-8)	615	
High school (grades 9-12)	410	
College or graduate school	741	
Educational Attainment, Pop.25 years +		
Less than 9th grade		2.5%
9th to 12th grade, no diploma		4.0%
High school graduate (includes equivalency)		32.9%
Some college, no degree		24.8%
Associate's degree		10.2%
Bachelor's degree		17.0%
Graduate or professional degree		8.6%
Percent high school graduate or higher		93.6%
Percent bachelor's degree or higher		25.6%

**Describe the library/media facilities in the listed schools - are they adequate?**

*The public schools have excellent school libraries. Each building has a full-time media specialist. I have not been to the parochial school libraries but suspect they are adequate. The Epworth Village students come to the public library frequently for their information needs which indicate they may not have sufficient resources at their school.*

**List higher education institutions available (include extension services, distance education, etc.)**

*York College, Southeast Community College Regional Site, UNL Extension Office. We also work with students taking distance classes at colleges across the country.*

**What are the library services that they have and what services are not available to them?**

*York College offers full use of Levitt Library to their students and faculty.*

*Southeast Community College offers the use of their main campus library to their students, which includes a selection of online subscriptions for students to use for their classwork.*

*The Extension Office employees have access to the resources of UNL. The students that use extension services would rely on information provided by the extension employees or the public library.*

*Many distance learners require access to computers and Internet access to their online class environments, productivity applications like Microsoft Office, and testing services. Many of these students look to the public library to provide these services for their educational needs.*

**Language**

Language Spoken at Home (Pop. 5 years +)		
English only	7,135	96.3%
Language other than English	274	3.7%
Speak English less than "very well"	174	63.4%
Spanish	200	2.7%
Speak English less than "very well"	134	67.0%
Other languages	67	.9%
Speak English less than "very well"	33	50%

**Work Life**

Work Life From the American FactFinder table Income, Employment, Occupation, Commuting to Work		
Own children under 6 years	597	
All parents in family in labor force (% of above)	469	78.6%
Own children 6 to 17 years	901	
All parents in family in labor force (% of above)	861	95.6%
Mean travel time to work (minutes)		10.9

**Household/Family Economics**

Free and Reduced Lunch Counts for York Public School District (From YPS Annual Report December 2015)	45%	557 students
Average (mean) household income?		\$60,006
Median household income?		\$48,622
Unemployment rate?		1.7%
Percentage below poverty line?		11.8%

**Economic Characteristics**

From the American FactFinder Economic Census	# of employees
Manufacturing	646
Wholesale trade	89
Retail trade	367
Information	68
Real estate and rental and leasing; Finance and Insurance	237
Professional, scientific, management, administrative, waste management services	257
Educational services, Health Care, and Social Assistance	1,148
Arts, Entertainment, Recreation, and Accommodation and Food Service	417
Public Administration	160
Other services (except public administration)	311
Agriculture, Forestry, Fishing and Hunting, and Mining	157
Construction	214
Transportation and Warehousing, and Utilities	258

**Who are the major employers?**

*York General Health Care Services, Cornerstone Bank, York Public Schools, UTC, Central Valley Ag, Walmart, Champion Home Builders, State of Nebraska, NPPD, Petro, ASI, York College, C-Tec, Inc., DuPont Pioneer, City of York, Overland Sand & Gravel Company, Abengoa, York Cold Storage, Cyclonaire, Dow Agro Sciences / Mycogen Seeds, Kroy Industries, Monsanto.*

*Source: York County Development Corporation*

**Cultural Characteristics of Your Community**

Describe the cultural and recreational activities that are popular in your community.

**List the cultural and recreational facilities available (facilities include parks, pools, gyms, theatres, etc.)**

*Beaver Creek Trail, for Biking and hiking; Sunset Bowl; campgrounds; disc golf; fishing at Recharge Lake; York County Club for golf; Junction Motor Speedway – stock car racing; Kilgore Memorial Library; Sun Theatre – movie theatre; 11 city managed parks; York Community Center – indoor swimming pool, Racquetball Courts; Family Aquatic Center – outdoor pool facility; tennis courts; Wessels Living History Farm; Anna Palmer Museum; York County Historical Society; Yorkshire Playhouse – community theater; York College – Holthus Field House (indoor track), Campbell Activity Center, Bartholomew Performing Arts Center, Levitt Stadium (football and baseball); Ballpark Complex – eight baseball/softball fields currently under construction. York also offers 26 churches for residents.*

*Source: City of York website*

**List the cultural and recreational organizations that are active groups including clubs:**

*American Legion/VFW and Auxiliaries, Boy Scouts of America, Crossroads Riders, Elks Lodge, Fraternal Order of Eagles, Nebraska Czechs of York, TeamMates, Friends of the Anna Palmer Museum – Palmer Pals, Wessels Living History Farm, Wild Hawgs Motor Cycle Club, Friends of Kilgore Memorial Library, York Adopt a Pet, York Area Senior Center, York County Health Coalition, York County Historical Association, York Fun Club for Seniors, York Lions Club, York Sertoma, York Rotary Club, Yorkshire Playhouse, Sandy Meadows Golf Course, Galaway Creek Golf Course*

*Source: York Chamber of Commerce*

**What are your community's means for public communication - newspaper, radio, social media such as Facebook, etc.?**

*York News Times – daily newspaper; Chamber Chat – twice weekly email blast; 104.9 Max Country and 103.5 KOOL Radio; Time Warner Cable -- Closed Circuit Channel; York Public Schools – Superintendents Blog; Many agencies use Facebook to communicate with community members, including Kilgore Memorial Library.*

APPENDIX II



## Planning for Nebraska Public Libraries

Internal Environment	Strengths	Weaknesses
Human Resources (Director, Staff, Volunteers)	Dedication of current staff Expertise of staff	Small number of employees Lack of volunteer program Expertise of staff
Facilities (Building Size, Overall condition, Organization of space, ADA Compliance, Mechanical systems, Hours, Location, Parking)	Location in community Recent renovations Healthy mechanical systems	Lack of long-range plans Orientation of building on lot Lack of individualized spaces Grounds
Technology	# of public workstations Broadband speeds (50M/5M) IT focused staff member	Dated AV equipment for public meetings Lack of staff skills/training
Funding (Municipal, County, State, Grants, Gifts, Other)	City funding Friends support Foundation	Lack of focus for Foundation Board Provide service to county residents w/o financial support
Collection (Categorize by subject and/or type of material)	Print, LG Print, CDs, DVDs, Equipment, Cake Pans, Electronic	Need to purchase the same title in multiple formats Funding for downloadable formats
Services Offered (List)	Circulating collections (print, audio, downloadable, DVD, cake pans; magazines); genealogy and York history research assistance; public access computers; open WIFI; study and meeting rooms; photocopier and scanner; ILL; regional newspaper subscriptions;	Youth programming is for P-K during the school year. No after school programming. During summer SRC is only programming.
Programs & Outreach (List)	Adult Summer Reading SMACKDOWN, StoryWalk, Summer Reading Club, P-K Story Time, Friends programming	No/very little off-site programming. After school and weekend programming for children
Operations	Staff dedication	Staff too small to accomplish everything Rethink responsibilities for staff
Governance	City Funded, director reports to City Admin/Mayor/Council Advisory Board MLS Director	Board transformed from governing to advisory New city administrator 1 <sup>st</sup> public library for director
External Environment	Opportunities	Threats
Economy	1/2-cent city sales tax Growing/Strong	Uncertainties Loss of county financial support Interest rates on Foundation investments
Technology	IT focused/trained staff member Patrons have training needs Staff training	No classroom lab Website underutilized Lack of website content Knowing what technologies to prepare for
Social Climate	Mixed – long-term residents remember the “good old days.” New residents are hopeful and in transition Support of Friends Group	Lack of digital literacy Patrons need help to accomplish tasks online (unemployment, applications, IRS, health care, etc.)
Community Relations	Excellent support from local media. Strong advocates	Apathy Library staff not using media to speak to community Very little social media use Hours open to public



APPENDIX III

### KILGORE MEMORIAL LIBRARY TECHNOLOGY INVENTORY

Technology	Install Date	Contract end date	Technical Notes	Upgrade Date	Technology Plan
<b>Telecommunication</b>					
Americom VoIP 1 Main Line 5 external extensions 3 internal extensions	2014	2017	City contract		
Time Warner Cable 50/5Mbps	2014	2017			Partner with the City of York to upgrade to service with 100x100 Mbps by 2020
<b>Networks</b>					
Wired – Staff	Unknown				As needed
Wireless – Public	Unknown				As needed
Wireless – Staff	2014			2020	As needed
SonicWall	2015	2018	Upgrade based on cable bandwidth or EOL	2020	Or sooner if cable speed increases to reduce bottlenecks
External storage – 1 TB	2015				Add additional storage when required
Server	2015		Recommend 5-year renewal	2020	As needed
Routers	2014		Commercial Grade	2017	Recommended update to alleviate the bottleneck at these points.
<b>Public Computing</b>					<b>Replacement Cycle 4-years</b>
10 Intel NUC	2016		Win 10, Office 2016	2020	
1 PC with ADA software	2012		Win 7, Office 2010	2016	
7 Laptops	2013		Win 7, Office 2010	2017	
2 OPAC stations	2006		iOS	2016	
1 KIC Edge Scanner	2015	Annual			
Envisionware	2016	Annual	PC Timer – 15 licenses		
Faronics	2016	2019	DeepFreeze – 15 licenses		

<b>Printing</b>					<b>Replacement Cycle 4-years</b>
Dell color – Public	2015				
Sharpe B/W or Color Copier – Public Copier/Printer – Staff	2013	2017	Copier on lease from EAKES	2017	
HP color -- Staff	2012				
<b>Staff Computing</b>					<b>Replacement Cycle 4-years</b>
<b>Circulation</b>					
2 PCs	2014		Win 10, Office 2016	2018	
2 – Linear Barcode Scanners	2014		Honeywell 1300G Linear 270 scan/s, 5V, 200 mA		
2 – Receipt Printers	2014		Epson TM-T88V Thermal		
<b>Technical Services</b>					
1 PC	2014		Win 7, Office 2010	2018	
1 Laptop	2016		Win 10, Office 2016	2021	
2-2d barcode scanners	2013		Used donation		
Dell Printer	2015				
<b>Youth Services</b>					
1 PC	2015		Win 10, Office 16	2019	
1 Laptop	2016		Win 10, Office 16	2020	
1 2d barcode scanner	2010				
<b>Media Services</b>					
1 PC	2016		Win 10, Office 16, Adobe Creative Cloud	2020	
1 Laptop	2016	Adobe licensed one year	Win 10, Office 16, Adobe Creative Cloud	2020	

1 Linear Barcode Scanner	2016		<i>Honeywell 1300G Linear 270 scan/s, 5V, 200 mA</i>		
<b>Administration</b>					
1 Laptop	2016		Win 10, Office 16	2021	
1 Laptop	2012		Win 7, Office 10	2017	
1 2d barcode scanner	2010				
<b>IT Support</b>					
1 Laptop	2015		Win 10, Office 16	2019	
1 iPad Air 2	2016		16 GB	2020	
<b>Audio Visual</b>					
2 – ceiling mounted projectors	2015				Update as needed
2 – electric ceiling mounted screens	1986				Update as needed
1 – portable sound system	2015				Update as needed
<b>ILS</b>					
Biblionix – Apollo	2013	Annual renewal		Included with annual renewals	<p>This system includes support for patron self-checkout stations. We plan to investigate the feasibility of setting up one station in 2017.</p> <p>This system also includes the capability of including a live chat client on our website. We plan to investigate implementing this service in 2017.</p>
<b>Library Web Page</b>					
WordPress hosted by NLC	2014			2017	One goal in our strategic plan is to promote library resources and programs through online outlets. Our website is crucial to this goal.

NOTES: