

Wauneta Public Library Strategic Plan 2016 - 2019

The Strategic Planning Team, consisting of one library staff member, two library board members and one community resident, met in the summer of 2016 to review the strategic planning process as outlined by the Nebraska Library Commission. After looking at available information, they developed a survey (copy attached) which was distributed using both hard copies and electronic forms on the library’s web page and Facebook page. The surveys were also used to guide the focus group discussions. Nearly 150 surveys were returned; data was entered into a spreadsheet and used by the team.

The SP Team met in August 2016 to review the results of the surveys and focus groups. They shared comments about what they had observed in the community and what they had heard from the citizens. They discussed how the library might plan to meet some of the needs of the community as indicated by the data collected.

A final meeting was held to review the draft of the plan which was then submitted to the Nebraska Library Commission for approval. The team will meet in the future to update the plan by reviewing the outcome of the existing goals and objectives, evaluating the success of actions taken, and to determine any changes or updates needed.

Village of Wauneta Profile 2016

Wauneta was established along the Frenchman River in 1886. The town was first settled as a cattle camp in 1877. The town grew as homesteaders claimed land in the area.

Population Statistics (based on 2010 census) data collected from factfinder2.census.gov

Population: 577 (95.7% white)
 Gender: Male - 46.1% Female - 53.9%
 Median age: 50.4 years
 Public School Enrollment - K - 12 = 246
 Race: One race - 99.5%, white - 95.7%, Hispanic or Latino - 6.6%

	Wauneta	Statewide
Family Median Income	\$35,000	\$51,440
Persons below poverty line	23.1%	13.2%
Age 0 - 19	20.7%	20.9%
Age 20 - 39	17.5%	26.8%
Age 40 - 59	23.4%	26.4%
Age 60 and older	38.3%	18.8%
Persons 25 years and older with high school education or higher	87.4%	90.5%
Persons 25 years and older with 4 year college degree or higher	15.5%	28.5%

Local Economy

Wauneta's economy is based on agriculture including farming, ranching, livestock feeding, commodities transport and attendant support services. In concert with that is a well-established and diverse community of small businesses providing both goods and services.

Geography

Wauneta is located in southwest Nebraska along the Frenchman River valley and above the Ogallala aquifer, 45 miles west of McCook and 240 miles east of Denver.

Transportation

The transportation network includes U.S. Highway 6. Interstate 80 is approximately 60 miles north. The village is also served by the Chase County Handibus Service which is on call to take residents around town, and out of town to events, doctor's appointments and shopping.

Community Assessment

The responses to the strategic plan survey indicated some very positive responses to the community. Seventy eight percent rated the quality of life in Wauneta as good or exceptional. Seventy per cent believe the quality of life has improved over the last 5 years. When asked if they would recommend living in Wauneta to friends and family, the overwhelming response was 'Yes.'

When asked what they 'boast' about when talking about Wauneta to friends or family, the responses included: friendly, helpful people, the beauty and quietness of the town, local stores, a good school, the sports programs, the city park and swimming pool, the theater, the library, the senior center and the nursing home.

The results of the strategic plan survey show that citizens of Wauneta from teenagers through senior citizens responded with some common ideas about needs for the community. This is a list in order of number of responses by the citizens:

1. more eating establishments — family restaurant, cafe, fast food, coffee shop
2. better upkeep of properties with more affordable housing
3. more activities for youth and teens
4. more cultural, educational and exercise related activities for adults of all ages
5. more retail outlets
6. new track at the school
7. motel, or bed and breakfasts for out-of-town visitors
8. more medical services
9. assisted living facilities
10. better water quality
11. better upkeep of properties
12. more law enforcement
13. pharmacy
14. laundromat
15. recycling dropoff

Our results have been shared with the Village Board; members have indicated that they are interested in addressing each of these issues.

Library Profile

Mission statement: *The mission of the Wauneta Public Library is to embrace and support the lifelong learning and reading enjoyment of the entire community by anticipating and planning for future needs.*

Goals and measurable objectives for the library based on needs

Community Need #1

Wauneta needs more youth-centered activities outside of school and organized sports as shown by responses on the community survey.

Goal #1

Wauneta Public Library will increase the number of programs offered to school-aged children throughout the year, through a variety of program types, in order to meet the needs and learning types of the individuals.

Objective #1

Wauneta Public Library will continue to offer the summer reading program, and will increase the number of registered participants by five percent in June 2017. Library staff and the reading program leader will be responsible for the program and marketing.

Objective #2

The library staff will communicate at least once a year by May 1st with local daycares, preschools and school personnel to be informed of the needs of the staff members, and how the public library might help meet those needs.

Objective #3

Wauneta Public Library staff will continue to share new resources and program information on a monthly basis in local news media, the web page and Facebook in order to inform parents and youth about services offered. This will include services, such as free WIFI, public computers and E-readers that are available for checkout to youth leaders so they can share books and information with their program participants.

Community Need #2

A lack of maintenance and upkeep of properties around town is connected to a lack of habitable and affordable housing. Some properties need improvements to be available for rent or sale.

Goal #2

The library will provide information and resources to assist owners in maintaining and improving property.

Objective #1

Wauneta Public Library staff will contact Southwest Community Betterment Corporation to arrange for a presentation on available home rehabilitation programs for home owners by December 2017.

Objective #2

Wauneta Public Library staff will establish communication with the Imperial Campus of MPCC to schedule programs in Wauneta beginning in January 2017 on home maintenance and improvements. Number and dates of programs will be coordinated with Brenda Ledall, Campus Coordinator. Topics previously offered in Imperial that could be brought to Wauneta include: Winterizing Your Home, Basic Homeowner Plumbing, Landscaping, Curb Appeal for Your Home.

Objective #3

Wauneta Public Library staff will contact local real estate agents to present and hold question and answer sessions to discuss with home owners the opportunity of income potential through residential rentals. Contact and communication will be established by February 1, 2017.

Community Need #3

There is a lack of activities and 'things to do' in Wauneta as shown in the survey responses by a wide range of adults: "need cultural/ historical events," "nothing to do," "need more exercise options," and "want educational opportunities locally."

Goal #1

Wauneta Public Library will increase cultural, educational and exercise related programming for the community.

Objective #1

Wauneta Public Library staff will communicate with Mid-Plains Community College to offer at least one educational adult course or workshop, such as technology training, crafting workshops, Tai Chi or other exercise class, each semester beginning in Fall 2017.

Objective #2

The library staff will communicate with Chase County Historical Society to offer at least one Wauneta-centric historical presentation in 2017. The Nebraska Humanities Council will be contacted as an additional resource by November 1, 2017.

Objective #3

Wauneta Public Library staff will establish cooperation with the Wauneta Chamber of Commerce to provide a larger venue at the local theater (run by the Chamber) for programs when needed. This will be accomplished by December 2016.

Library S.W.O.T. Analysis

Internal Strengths

The library has good facilities and is ADA accessible. The staff is qualified and experienced as well as responsive to the needs of the patrons. There is a wide variety in the selection of books and materials with good diversity for various age groups. Volunteers provide outreach to senior citizens by picking up, delivering and returning selections of books to those who cannot come to the library, especially to the nursing home.

Weaknesses

The library does not have a foundation or Friends of the Library organization to support the library from a non-profit standpoint.

There is a lack of awareness in the community as to the extent of resources and services available through the library.

The hours of operation are minimal with the library open only two afternoons each week.

External Opportunities

The community strongly supports local businesses and organizations.

The village board is very interested in and supportive of the library.

Junior high and high school students now have iPads. Many students are not aware of or not using the resources available to them through the library. (OverDrive, informational databases)

External Threats

The use of technology continues to rise. Many people are using tablets or e-readers (Amazon Kindles) rather than visiting the library itself.

Young people graduating from high school tend to move out of small towns and not return because of a lack of job opportunities. Thus our population continues to shrink and age.

The tight economy and other issues facing the city leads to tight budgets for all areas.

Evaluation of Strategic Plan

Library staff will record date of programs and activities listed for each objective. Library staff will review current performance and assess the future steps of each objective every six months. The Director will report to the library board in September and March about progress toward the objectives. Library board members will be involved in facilitating planned activities.

Biannual evaluation of the library's goals and objectives will be conducted by library staff, selected board members, the editor of the local newspaper and one library patron. The evaluations will include which objectives have been met. The evaluation team will determine if any objective is unreasonable or the steps to be taken to progress toward fulfilling the objective. In reviewing the strategic plan, the library staff and board will note if the library's use has increased in both visits and circulation counts, and how the goals and objectives may have been instrumental in such increase.

Plan completed and approved September 13, 2016.