

INDIAN VALLEY PUBLIC LIBRARY

The IVPL reflects our Indian Valley community. We value the positive impact our public library has on our children. We value literacy and promoting a love of reading. We value respect for each individual person and recognize the need to serve all. We value community and the potential for our library to strengthen our democracy by inviting civic engagement and civil discussions.

We also recognize that we must not take our library for granted. It is up to us, good women and men alike, to support our library by our active involvement and charitable contributions. Thank you to everyone who has contributed financially to the IVPL.

We appreciate our staff and volunteers who dedicate so much time and love to make our library one of the best in the Commonwealth.

The IVPL is committed to reporting back to the community on a regular basis about the progress in implementing the plan. We encourage all library users to check the public website (www.ivpl.org) for ongoing information and updates.

Now more than ever, and together, The Indian Valley Public Library will “enrich lives and minds, build community, and be innovative.”



Victor M. Verbeke, President , IVPL Board of Trustees
 Dr. Alexander Grande, III & Karen Hosler Kispert, Ph.D.
 Strategic Planning Committee Co-chairs
 November 15, 2016

STRATEGIC PLANNING COMMITTEE

Victor Verbeke, Esq., Co-Chairperson (Library Board)
 Dr. Alexander Grande, III, Co-Chairperson/Co-Facilitator (Library Board)
 Karen Hosler-Kispert, Co-Facilitator (Community)
 Linda Beck (Library Director)
 Douglas Gifford (Community)
 Julian Hauck (Community)
 Steven Hunsberger (Community)
 Ned Leight (Community)
 Jonathan Leister (Library Staff)
 Suzanne Leonard (Library Board)

Wendy Ormsby (Community)
 Lauren Pfendner (Library Staff)
 Elaine Portock (Community)
 Laurie Reynolds (Community)
 Gail Ryan (School District)
 Paula Slemmer (Community)
 Margie Stern (Library Director)
 Jay Stover (Community)
 Jim Styer (Community)
 Susan Szczepkowski (Community)

Indian Valley Public Library

ACCESSING THE FUTURE:
 BUILDING RELATIONSHIPS &
 KNOWLEDGE NETWORKS IN THE
 COMMUNITY

A STRATEGIC PLAN 2017 –2021



BUILD ENRICH INNOVATE

VISION: The vision of the Indian Valley Public Library is to inspire lifelong learning for all.

MISSION: The mission of the Indian Valley Public Library is to:

- Build and serve the community;
- Enrich lives and minds by inspiring curiosity and advancing literacy; and
- Provide innovative collections, programs and services.



EXECUTIVE SUMMARY AND INTRODUCTION

TO BETTER SERVE THE INDIAN VALLEY

In October 2015, a Strategic Planning Committee comprised of Indian Valley Public Library (IVPL) Trustees, library staff, municipal and community leaders, and friends of the IVPL initiated this very first strategic plan for the Indian Valley Public Library. The purpose of this planning effort was to clearly articulate the IVPL's vision and mission and to set measurable goals for the next five years.

A TRUE COMMUNITY LIBRARY

Although the Indian Valley community has grown and changed significantly in the last 25 years, our community has not changed in its appreciation of the important role the IVPL plays in the daily lives of thousands of our citizens. A public library was first established in Souderton in 1948 by the Souderton-Telford Women's Club. During the 1960's, the Souderton-Telford Rotary Club assumed a major leadership role by providing a true community service in the establishment of the IVPL as a true community library. The Souderton-Telford Rotary provided the Library with its initial book collection, created the Library's charter, and subsequent approval by the courts, and developed by-laws for its governance and operation. In conjunction with the IVPL Board of Trustees, Rotarians also assisted in the development of an annual, municipal per capita funding plan, which at one time also included the SASD, for the six municipalities comprising the school district. The Rotary Club continues to support the Library as it serves the greater Indian Valley community. In 1979, the current IVPL was established in its present location, the former Telford Elementary School, thanks to the donation of the building by the Souderton Area School District for a nominal sum. That year, the Souderton-Telford Rotary Club instituted and led a \$900,000 community fundraising campaign, which renovated the school into a modern public library.

A COMMUNITY HUB BUILT ON PEOPLE, PLACE and PLATFORM

The idea of great opportunity for public libraries as community hubs resonated with the Strategic Planning Committee, and we used that idea as a framework for setting strategic goals. In particular, the committee structured this plan around the three assets of the public library identified in the Aspen Report -- people, place and platform.

PEOPLE. The public library is a hub of civic engagement, fostering new relationships and strengthening the human capital of the community.

PLACE. The public library is a welcoming space for a wide range of purposes—reading, communicating, learning, playing, meeting and getting business done.

PLATFORM. The public library is user-centered. It provides opportunities for individuals and the community to gain access to a variety of tools and resources with which to discover and create new knowledge.



PLATFORM
IVPL provides access to tools and resources with which to discover, create and learn.

Objective 3.1: Provide current materials of high interest in a variety of formats -- e.g., books, magazines, electronic data, videos and recordings -- for people of all ages.

Build and maintain physical and electronic collections to promote curiosity, enjoyment and lifelong learning.

Objective 3.2: Foster a culture of innovation for emerging technology and information literacy.

Continue to evaluate vendors and platforms to create the best possible online experience for our customers.

Evaluate the efficiency of the website and all electronic resources.

Build and maintain programs for all ages to become proficient with and better understand digital technologies.

SUSTAINABILITY
Ensure long-term sustainability for IVPL by identifying reliable sources of revenue for daily operations as well as long-term planning and investment.

Objective 4.1: Develop new collaboration and community partnerships.

Continue to advocate with each local municipality the importance and value of IVPL.

Investigate and develop new private fundraising opportunities.

Review organization structure for operational efficiency.

Objective 4.2: Create a "Friends of the Library" group to champion and advocate for IVPL.

Conduct an informational meeting with potential "friends."

Solicit advice on forming a "Friends of the Library" from Citizens for Better Libraries.

Objective 4.3: Conduct a "Tell Our Story" advocacy initiative.

Identify patrons who will advocate for the library.

Use green screen and video equipment to produce highlights of patron stories.

Share videos on IVPL website, social media and other potential outlets.

**STRATEGIC INITIATIVES,
 OBJECTIVES AND ACTION STEPS**

STRATEGIC INITIATIVES, OBJECTIVES AND ACTION STEPS



PEOPLE

IVPL is the place where people can connect, foster relationships, build community, and engage in programs, activities and events. IVPL is treasured as the space which inspires life-long learning for all.

Objective 1.1: Grow and sustain new relationships to enrich lives.

- Implement four new multicultural and multigenerational programs.
- Re-engage with Keystone to foster relationships with "New Americans."
- Partner with and serve needs of retirement communities and "aging in place" adults.

Objective 1.2: Offer quality programs for children, teens, and adults.

- Continue to provide programs for children, teens, and adults.
- Solicit ideas from staff and patrons.
- Analyze program experience through evaluation surveys.
- Investigate new avenues for library program promotion.

Objective 1.3: Strengthen community and serve the public.

- Continue to reach out in the community to build awareness of library services.
- Work to develop, maintain and grow partnerships with other organizations in the Souderton Area School District and greater Indian Valley.
- Develop a plan to work with Chamber of Commerce and other local businesses to share business resources.

Objective 1.4: Support staff to continue to grow their skills and talent.

- Provide in-service staff training.
- Send librarians to professional library training either locally, statewide or national.
- Set aside work time for staff to participate in online webinar trainings.

PLACE

IVPL is recognized as a welcoming place and community center for reading, learning, playing, and bringing people together.

Objective 2.1: Improve the physical spaces of the IVPL.

- Conduct a feasibility study for new or redesign of library.
- Evaluate space to meet needs of all current and potential new users – New Americans, Millennials, and college commuters.

Objective 2.2: Create a new digitization lab.

- Investigate grant opportunities to purchase digitization equipment
- Determine the best space to house the digitization lab.
- Purchase equipment
- Write digitization lab use policy

PLANNING PROCESS- COMMUNITY DATA and INPUT

Qualitative Assessment



#1 Discussion

Seven focus groups were held, including key library stakeholders such as IVPL staff, business and community leaders, service clubs, students, and other Indian Valley residents



#2 Feedback

Participants talked about their positive experiences at the library, how they envisioned the library in five years, and their reactions to the new mission and vision statements



#3 Evaluation

The common theme from all focus group sessions was a resounding "we love our library, it is the most valuable asset in the Indian Valley, and it can become an even more effective community hub in the future"



#4 Design

Feedback was used in concert with quantitative data to inform the strategic plan, including mission and vision statements

Quantitative Assessment



#1 Creation

In addition to the seven focus groups, a 15 question survey was designed for further community input into strategic planning



#2 Distribution

The survey was distributed via mail, online and in the library itself, resulting in more than 725 individuals completing the questionnaire



#3 Evaluation

Survey responses accentuated and highlighted comments from the focus groups; hundreds of comments were received attesting to the overall importance of the library in people's lives



#4 Design

Feedback was used in conjunction with focus group responses to inform the strategic plan, including mission and vision statements

WE VALUE

Relationships:

With the public, by providing welcoming, friendly, professional staff, and personalized outstanding customer service at all times to all members of the diverse Indian Valley Community.

With our municipalities and townships, other educational institutions, and community organizations, as we cooperate and form partnerships to achieve common goals.

Responsiveness:

To the changing needs of the Indian Valley Public Library patrons, as we consider services, programs, and locations to maintain this library's relevance in the Indian Valley community.

To new materials and changing formats and technologies as they emerge.

To the changing and challenging world around us and how this shapes delivery of library and information services.

Sustainability and Stewardship:

Through thoughtful and efficient use of resources and public funds with the

mandate to provide free basic library service.

Intellectual Freedom and Privacy:

The rights of every individual to both seek and receive information from all points of view without restriction; the right to confidential use of the library; and the right to privacy.

Open Access:

To advance knowledge that reflects a global perspective.

To connect with other organizations whose mission complements our own.

To inspire interest, expand horizons, and enrich perspectives.

To build tools that allow us to connect with the world in our areas of expertise.

Citizenship:

To promote full citizenship and participation in society.

To insure a thriving democracy by fostering civic responsibility and engagement, mindfulness and tolerance.

Summary of Survey Results

Community opinion and feedback was sought. Seven focus groups were held. Focus group participants included key library stakeholders such as IVPL staff, business and community leaders, service clubs, students, and other Indian Valley residents. In addition to the focus groups, community input was obtained through a survey questionnaire. More than 725 individuals completed the questionnaire.

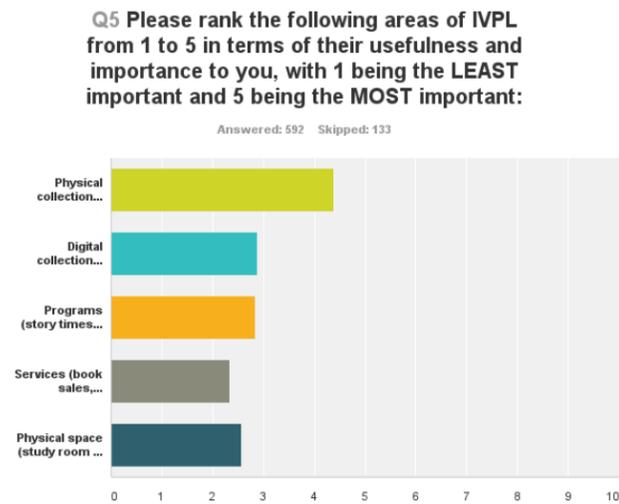
Demographics

- 24% responses from Lower Salford; 18% from Franconia; 11% from Telford; 9% from Souderton; 5% from Salford; 19% other Montgomery County municipalities and 11% from Bucks County.
- Most of the respondents were between the ages of 36-65 and 94% used the library.

Library Usage

Respondents ranked in order the following services of IVPL in terms of use and importance:

- Physical collection (books, DVDs, audiobooks, games, etc.)
- Digital collection (eBooks, eAudiobooks, databases, digital magazines, etc.)
- Programs (story times, summer reading, lectures, movie matinees, etc.)
- Physical space (study room for solo work, Community Room for meetings/events, Reading Room, etc.)
- Services (book sales, scanning, faxing, copying, etc.)

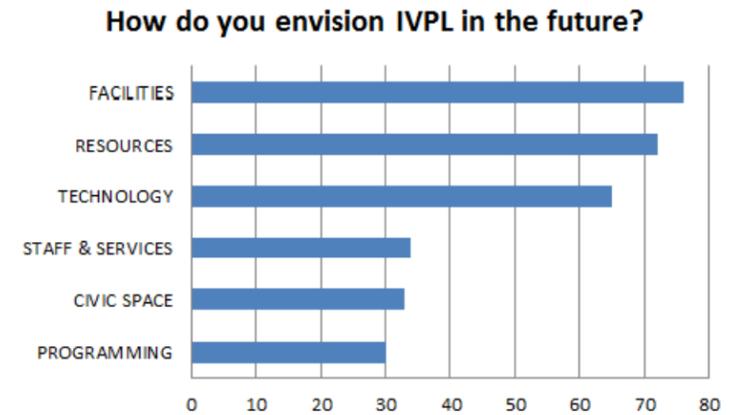


The Future of IVPL

The community was asked to envision the library in the future. What do you think IVPL will look like? What will be different? What would be the same? Here is a sampling of responses for the vision of the future of IVPL:

Facilities/Civic Space

- More private study areas/ individual comfortable reading areas.
- More meeting spaces to accommodate the growing number of groups that gather there.
- An outdoor reading area.
- Go green, be a model to the community to be self sufficient.
- Better bathroom facilities.
- More centrally located facility with adequate parking.
- Seating for seniors - higher, with arms, etc.



Resources (collection)/Technology

- More makerspace type things, 3d printers, etc.
- More ebooks and more virtual online learning platform/perhaps meet at library for elearning college courses.
- Updated materials, expanded physical and electronic collection.
- Less wait time for audiobooks & ebooks.
- Expanded music section.

Programs/Services

- Expanded outreach in to the community.
- More educational and instructional programs.
- Senior training center for digital understanding/use of all materials.
- Free educational programs.
- Place where students can get services to help with their studies.
- More activities for school age children during summer and winter breaks.