



## LONG-RANGE PLAN 2016 – 2020

ADOPTED BY THE BREMEN PUBLIC LIBRARY  
BOARD OF TRUSTEES, AUGUST 29, 2016

### INTRODUCTION

The Bremen Public Library's Long-Range Plan (LRP) for 2016-2020 was created with the input of library staff and board members, as well as German Township community members and stakeholders—including representatives from the town's educational, spiritual, and business communities. The overall objective of this plan was to identify and anticipate the current and future needs of the Bremen Public Library, and to define the library's service priorities in order to allow the library to continue to flourish as a center for knowledge and learning. The library strives to be an integral part of residents' day-to-day lives, to provide them with the best available tools and resources to learn new skills and explore new interests, and to contribute positively to their overall quality of life. The long-range plan puts into writing the strategies library staff and administration will use to evaluate services and achieve stated goals.

### MISSION STATEMENT

*"We link our community to the world: past, present and future."*

### ABOUT THE LIBRARY

The Bremen Public Library is located in Bremen, Indiana, and serves the patrons of German Township in Marshall County, Indiana. As of the 2010 US Census, the population of German Township was 8,902. The library has over 5,400 registered library cardholders and circulates over 90,000 materials a year. The library's collection of over 60,000 materials is currently kept in a single 17,000 sq. ft. facility, and a collection of over 30,000 digitally accessible books and media is offered through the library's online catalog at [www.bremen.lib.in.us](http://www.bremen.lib.in.us).

## THE PLANNING PROCESS

Materials used to guide Indiana libraries through the long-range planning process can be found online through the Indiana State Library at <http://www.in.gov/library/templates.htm>. Available materials include examples of current long-range plans, templates, a list of service priorities for Indiana libraries, and work-forms intended to walk library staff through the recommended planning process. In order to ensure compliance with Indiana State Library Standards, library administration adhered to the prescribed method of planning by the ISL by taking the following steps:

1. The Bremen Public Library convened a Long-Range Planning Committee comprised of community leaders and stakeholders in order to help define the library's service priorities.
2. The LRP committee met, developed a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis of library services, discussed library and community needs, developed strategies and objectives for improving library service, and chose established service priorities from the established list of "Service Responses" for libraries developed by the New Jersey Library Trustee Institute (<http://www.in.gov/library/files/NJLibraryServiceResponses.pdf>).
3. The library conducted two surveys designed to generate input from both the business community—via the Bremen Chamber of Commerce—and young adult library patrons in regard to service priorities and community needs.
4. Results of the library surveys and an analysis of the Long-Range Planning Committee's findings were presented to the library board and service priorities were finalized.
5. Library staff developed a set of 10 goals derived from the recommended service priorities, as well as specific strategies to achieve those goals and measurable objectives to help evaluate the library's progress toward achievement.
6. Library staff conducted an assessment of the library's financial resources to be allocated to meet expressed service priorities and goals.
7. The library director drafted the first version of the long-range plan.
8. The library board reviewed and approved the final plan.

## SERVICE PRIORITIES, GOALS, STRATEGIES AND OBJECTIVES

The following five service priorities were determined. Each service priority is featured on its own page on the next five pages.



## ***Service Priority #1: Celebrate Diversity***

Cultural awareness. Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

- a. **Goal 1:** Patrons of the Bremen Public Library will have access to library materials that support the discovery and understanding of diverse cultures and traditions, as well as their own heritage.
  - i. **Strategies:**
    1. Evaluate and expand our Spanish language collection—dedicate 5% of the annual acquisitions budget to purchasing Spanish materials.
    2. Relocate our Spanish materials to a dedicated location.
    3. Aggressively promote our expanded Spanish collection through social media and through print at community centers where Spanish-speaking patrons congregate.
    4. Evaluate and improve our *English as a Second Language* materials; provide library resources to assist with naturalization.
    5. Create online and print surveys to generate input for collection development from diverse cultural groups.
    6. Create and distribute reader’s advisory resources that promote diverse authors, characters and cultures both in print and online.
  - ii. **Objectives:**
    1. **Circulation of Spanish language materials will increase by at least 2% annually.**
    2. **90% of patrons surveyed will indicate that the library meets their expectations pertaining to diversity in the library collection.**
- b. **Goal 2:** Patrons of the Bremen Public Library will attend library programs that promote appreciation and understanding of diverse cultures and traditions.
  - i. **Strategies:**
    1. Offer at least one program quarterly that promotes cultural awareness.
    2. Offer at least one program annually that will be presented in Spanish.
    3. Offer at least one program annually to educate patrons about the naturalization process.
    4. Celebrate and promote awareness of key dates and holidays pertaining to diversity—such as ‘Dia! Diversity in Action,’ ‘World Religion Day,’ ‘Black History Month,’ and ‘LGBT Pride Day,’ etc.
  - ii. **Objectives:**
    1. **Attendance of programs designed to promote cultural awareness will increase by 2% annually.**
    2. **90% of patrons surveyed will indicate that the library meets their expectations pertaining to promoting cultural awareness through library programming.**

## *Service Priority #2: Create Young Readers*

Early literacy. Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

- c. **Goal 1:** Children will enter school with the fundamental literacy skills required to learn to read, write, and listen.
  - i. **Strategies:**
    1. Aggressively promote the 1,000 Books Before Kindergarten program.
    2. Evaluate and improve our collection of parenting resources.
    3. Expand our baby book dedication program and continue to advocate early literacy to new parents.
    4. Create an electronic platform for 1,000 Books Before Kindergarten in order to simplify the recording process.
    5. Continue to look for outreach opportunities for story times.
  - ii. **Objectives:**
    1. **Patrons completing 1,000 Books Before Kindergarten will increase by 2% annually.**
    2. **Circulation of parenting materials will increase by 2% annually.**
    3. **Attendance of story time programs will increase by 2% annually.**
    4. **Circulation of picture books will increase 2% annually.**
    5. **Patrons completing our annual Summer Reading Program will increase 2% annually.**
- d. **Goal 2:** Children will have access to a facility and resources that will encourage play with other children, as well as help them to develop fundamental social and STEM (science, technology, engineering and math) skills in preparation for entering school.
  - i. **Strategies:**
    1. Expand our play centers and add writing and STEM components.
    2. Incorporate active storytelling activities into the play centers—such as flannel storyboards and props—to encourage children to retell stories and create original narratives.
    3. Provide educational board and card games that will help develop literacy skills.
    4. Provide toys designed to increase fundamental STEM knowledge for in-house use—such as Squishy Circuits and Lego Mindstorms.
    5. Replace old furniture.
  - ii. **Objectives:**
    1. **Usage of play centers will increase by 2% annually.**
    2. **90% of parents surveyed will indicate that the Children’s Department is a comfortable space conducive to learning and play.**

## *Service Priority #3: Express Creativity*

Create and share content. Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

- e. **Goal 1:** Patrons of the Bremen Public Library will have access to tools and educational materials required to create and distribute original print, video, audio or visual content in a real-world or online environment.
  - i. **Strategies:**
    1. Form a planning committee for the creation of a digital lab; start making visits to other libraries for research purposes.
    2. Create a digital lab by January 2018 that will house resources such as a green screen, a poster printer, microphones, cameras, conversion stations (for VHS, cassettes and compact discs), and possibly a 3D printer—depending on the recommendations of the planning committee.
    3. Evaluate the current collection in non-fiction and reference, and acquire or create reference materials that will help patrons learn about the tools acquired for the digital lab.
  - ii. **Objectives:**
    1. **Complete the construction of a digital lab by January 2018.**
    2. **The digital lab shall have 10 or more monthly visitors upon its completion.**
    3. **Increase the annual number of lab visits by 2% annually.**
    4. **Increase the circulation of non-fiction materials associated with computer science and content creation by 2% annually.**
- f. **Goal 2:** Patrons of the Bremen Public Library will participate in “maker” programs in order to learn new content creation skills and methods.
  - i. **Strategies:**
    1. Provide free educational programs to help library patrons develop content creation skills such as painting classes, or instruction on video and audio editing, etc...
    2. Offer one-on-one computer instruction classes for library patrons.
  - ii. **Objectives:**
    1. **90% of patrons attending “maker” programs surveyed will indicate they learned a new content creation skill or technique.**
    2. **At least 60 people will attend a “maker” program held at the library annually.**

## **Service Priority #4: Satisfy Curiosity**

Lifelong learning. Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

**g. Goal 1:** Young adult (teen) patrons will become lifelong library users.

**i. Strategies:**

1. Hire a YA Librarian to create YA programming and serve as a liaison to the schools and teenage library users.
2. Create a young adult volunteer program in order to keep teens engaged with the library and learn skills translatable to their career paths.
3. Create a homework assistance program.
4. Offer a rich and enhanced variety of educational and technological programs that appeal to teenage library users.
5. Conduct a survey of teenage library users to find out what kind of programs and materials appeal to them.
6. Create clubs and groups centered on teen interests such as a graphic novel club, a photography club, etc.
7. Expand on outreach opportunities to serve teenage users through partnerships with the schools and other organizations such as the Boys and Girls Club of America.

**ii. Objectives:**

1. **Increase the circulation of YA materials by 2% annually.**
2. **Offer volunteer opportunities for at least 15 young adults annually.**
3. **Increase the number of young adults participating in the Summer Reading Program by 2% annually.**
4. **At least 80 young adults will attend YA-themed library programs annually.**

**h. Goal 2:** Adult patrons will become lifelong library users.

**i. Strategies:**

1. Evaluate and strive to improve current outreach services to homebound patrons, retirement communities, and elderly care facilities.
2. Offer programs that will meet the educational and recreational needs of adult patrons in the community.
3. Evaluate current Inter-Library Loan services, including the Statewide Remote Circulation System initiative, in order to best meet patron demand.
4. Explore options to create an online materials request system.
5. Offer materials that meet the recreational and educational needs of adult patrons.
6. Offer reader's advisory materials to help library patrons in discover new voices and interests.
7. Develop a *Friends of the Library* group.

**ii. Objectives:**

1. **Increase the total circulation of adult materials by 2% annually.**
2. **90% of surveyed patrons will indicate that the library provides adequate materials to meet their educational and recreational needs.**
3. **Total attendance of adult programs will increase by 2% annually.**

## *Service Priority #5: Visit a Comfortable Space*

Physical and virtual spaces. Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

- i. **Goal 1:** The library's physical spaces shall be safe and inviting, so that patrons may explore library materials and resources, socialize, and hold meetings in comfort.
  - i. **Strategies:**
    1. The library will look into hiring a part-time facilities manager in order to assist the director with facilities maintenance.
    2. The library will replace or repair broken or outdated equipment such as drinking fountains, ceiling fans, and air-conditioning units.
    3. The library will evaluate and upgrade electrical and mechanical systems.
    4. The library will renovate the current facility—including wallpaper removal, carpeting, painting, landscaping, signage, upgrading the functionality and appearance of service desks and staff work spaces—as the budget allows.
    5. Staff will evaluate the floor plan and work with designers to maximize usage of the library's space and make it aesthetically pleasing.
    6. The library will continue to evaluate and improve our technological infrastructure while placing a premium on inter-net speed and accessibility.
    7. Renovate the meeting room to bring it up-to-date with current technologies.
  - ii. **Objectives:**
    1. **90% of patrons surveyed will indicate that the library is a comfortable place in which to study, learn, and discover new interests.**
    2. **Meeting room reservations will increase by 2% annually.**
- j. **Goal 2:** The library's website and digital collections will be user-friendly, and will incorporate a social networking platform and discovery resources designed to help patrons find and share materials of personal interest.
  - i. **Strategies:**
    1. Create and share online readers' advisory materials such as suggested reading lists by genre and author spotlights.
    2. Explore adding a digital service for periodicals and magazines such as Flipster.
    3. Offer one-on-one instruction on library digital services such as Hoopla and Overdrive, as well as databases such as Lynda.com and INSPIRE.
    4. Continue to promote and market the library's online resources aggressively through social media and outreach opportunities.
  - ii. **Objectives:**
    1. **Total digital circulation will increase 3% annually.**
    2. **Usage of databases will increase 2% annually.**
    3. **90% of patrons surveyed will indicate the library's website and mobile app are user-friendly.**
    4. **The total number of users reached via social media platforms will increase by 2% annually.**

## STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS

As developed by the BPL Long-Range Planning Committee

### **Strengths**

Patrons can get any book they want – ILL & requests  
Summer Reading Programs  
Children’s Programming  
Library collection – online and physical formats  
High school students aware of the library – strong readers  
Variety of programming  
Lynda.com – databases  
Graphic novels  
Variety of genres  
Parks pass

### **Weaknesses**

Teen engagement  
Promotion of library services  
Teacher engagement  
Programming for young adults  
Opportunities for technological learning and content creation

### **Opportunities**

Develop a mechanism by which younger students with no state ID can obtain cards  
Email newsletters  
Teach in-service days  
Book talks for children 0-5  
Add public library card to registration/laptop pick-up day at school – classroom cards  
Expand access passes – baseball games, zoo passes, museums  
Community volunteers – teen volunteers – homework help & tutoring

### **Threats**

Kids can’t get cards – problems with ID  
Transportation  
Limited library budget

## ACKNOWLEDGEMENTS

### *Bremen Public Library Board of Trustees:*

Don Harrison – President  
Trevor Mikel – Vice President  
Jennifer Heiter – Secretary  
Joyce Graybill – Treasurer  
Gayle Graverson – Member  
Carol Somsel – Member  
Emilie Huffman – Member

### *Bremen Public Library Long-Range Planning Committee*

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Kyle Burkett – Bremen Public Library, Director  
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Sonia Hernandez – German Township Community Member  
Ellen Fox – Bremen Public Schools, Student  
Lori Nykiel – Bremen Public Schools, Librarian

### *Bremen Public Library Staff*

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Christopher Scandling – Young Adult Librarian  
Terrie Bickel – Bookkeeper  
Lisa Bixel – Adult Department Assistant  
Melissa Nunez – Adult Department Assistant  
Christine O’Brien – Adult Department Assistant  
Cynthia Hartman – Children’s Department Assistant  
Sandra Edel – Custodian  
Violet Gunter – Page  
Claire Bickel – Page

### *Organizations*

The Bremen Public Library would also like to thank the **Bremen Public School Corporation** and the **Bremen Chamber of Commerce** for administering the surveys used to help create this document.