



Strategic Plan

October 2014 – September 2017

Approved September 9, 2014

Kearney Public Library
Strategic Plan
October 2014 – September 2017

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Introduction

Kearney Public Library is pleased to present the *Kearney Public Library Strategic Plan October 2014 – September 2017*. This report details the results of the planning process carried out by an ad hoc committee of 2 members of the Kearney Public Library Advisory Board, the library director, 2 members of the library management team, and 2 members representing the community at large. Members of the committee were:

Bani Christine – Advisory Board Member
Carol Lomicky – Advisory Board Member
Matthew Williams – Library Director
Christine Walsh – Assistant Library Director
Matthew Kovar – Technology Learning Center Coordinator
Marion McDermott – Executive Director, Kearney Area Chamber of Commerce
Todd Herges – Vice President of Managed Services, Intellicom Inc.

To start the process, an initial survey was given by members of the committee to neighbors and co-workers asking questions about the community in general. Questions asked included:

- What is Kearney doing well?
- What are Kearney's biggest challenges?
- Do you feel plugged into the community?
- If you could change one thing about Kearney what would it be?

The survey revealed the following:

- Most respondents feel the city is expanding nicely with new businesses and employment opportunities. They also enjoy the many amenities such as parks, bike trails, and of course, the library.
- Housing in general, especially affordable housing, came up repeatedly with the general opinion that there is not enough housing and what is available is much too expensive for the average person. Many respondents felt the city needs more entertainment outlets for young people, such as dance clubs, and more culture and art in general.
- Responses varied on whether people felt "plugged in" to what is happening in Kearney. Some felt very plugged in, but others felt information on what was happening in Kearney was too scattered and hard to find.

Although the Strategic Planning Committee feels the needs identified in the survey fall mainly outside the purview of the library, the library will look for opportunities to provide assistance in the areas mentioned.

Particularly helpful in shaping this plan was a survey that focused on Kearney Public Library with 352 respondents weighing in with overwhelmingly positive feedback, including many written comments regarding how to improve library services. An analysis of the strengths, weaknesses, threats and opportunities also provided valuable input.

This document validates the mission of the library and all aspects of the library's operation received careful consideration, including funding, collection, services, programming, marketing, the physical plant, and technology. In the end, we carefully chose a select few objectives and goals crafted both to respond to the needs of the community as related in the survey and to create the greatest positive impact possible for the library.

A plan is, of course, only a set of guidelines. Changes in circumstances, evolutions in technology, and the requirements of government, the public, and other stakeholders may necessitate changes from the plan as presented.

The plan will be reviewed at management team meetings on a monthly basis and will be reviewed by the advisory board in detail twice a year.

Matthew R. Williams
Library Director

Mission, General Objectives, and Background

Mission

The Kearney Public Library exists to provide equal access to information and to promote the enjoyment of reading, culture, and the pursuit of lifelong learning.

General Objectives

- To serve the community as a center of reliable information through print and non-print collections, technology and programming.
- To support educational, civic, and cultural activities of groups and organizations.
- To provide opportunity and encouragement for children, young people, and adults to educate themselves.
- To identify community needs, to provide programs of service and technology to meet those needs, and to cooperate with other organizations, agencies, and institutions which can provide programs or services to meet community needs.
- To provide opportunity for recreation through the use of literature, technology, music, films and other art forms.

Background

Governance and Budget

Kearney Public Library was organized under Chapter 16 (16-251) of the *Nebraska Revised State Statutes* and, as such, has an appointed advisory board rather than an administrative board. Advisory boards recommend policies but final administrative authority rests with the city manager and city council. The library's 2013 budget was \$1,485,525.

Kearney Public Library Advisory Board:

Shawna Bowman – Chairperson

Bani Christine – Secretary

Carol Lomicky

Kathleen Emken

Patsy Bruner

Service Area

The Kearney Public Library serves the City of Kearney (est. population 31,174), Buffalo County (population outside of the City of Kearney 15,315) and surrounding counties, with the majority of the funding coming from the City of Kearney. Buffalo County also provides solid funding for county library service and the bookmobile.

Facility

Kearney Public Library began operation in 1890. Land was donated by Mrs. C.O. (Lottie) Norton in 1903 and the Carnegie Foundation gave \$10,000 to build a library. This is the same land the library is located on today. In 1939 an east wing was added to the library and in 1951 a west wing for children was added.

In 1973, the Carnegie building was razed and a new library opened in 1975. An addition and major renovation occurred in 2010 and was completed in 2012. The building now covers just less than 50,000 square feet. The library is open 68 hours a week.

Circulation and Holdings

Kearney Public Library circulated 520,839 items in 2013 and has consistently been the 3rd most heavily used library in Nebraska, after the mega cities of Omaha and Lincoln, even though it ranks 5th in population. Similarly, Kearney Public Library is in a consortium of 110 libraries to provide eBooks and downloadable audio and is consistently the number one user by a large margin. In 2013, 164,908 items were held in the library.

Service Levels and Programs

- Visits to the library show growth from 208,704 visits in 2003 to 243,118 in 2013 with 40,973 cardholders.
- Library staff consists of 19.5 full-time equivalent employees.
- Public computer use shows growth from 72,581 logins in 2008 to 92,291 in 2013 with a large number of those logins from patrons using WI-FI.
- 14,059 people attended 246 programs in 2013.

Technology

Kearney Public Library uses Horizon Integrated Library Service by SirsiDynix to track items owned, orders made, bills paid, and patrons who have borrowed. The library has 13 public computers dedicated for searching the catalog. The library has 49 public Internet computers, including those located in the well-used computer lab and classroom, and free WI-FI throughout the facility. Kearney Public Library also has a technology plan.

Summary of Strategic Planning 2014 Survey Results

In the summer of 2014 Kearney Public Library conducted an online survey which ran from July 17, the last day of Summer Reading Program, to August 8. People could complete the surveys at home using their own computers or use computers set up at the library. Paper forms were available at the library for those not wishing to use a computer. In addition, slips were handed out at Hy-Vee Grocery Store and Walmart with the web address of the survey and forms were available at the Senior Center and YMCA. There was also a link on the Library's Facebook page to the survey. Monday of the final week, the Kearney Area Chamber of Commerce sent a free email blast to all chamber members which greatly increased participation. In all, 352 people responded.

Age of Responders and Frequency of Library Use

Responses were spread evenly among people from 25 to 74 years of age. A very small percentage of those under 25 or over 75 responded. Overall, responses and comments were extremely positive showing our patrons to be highly satisfied with our services, programs, staff, physical plant and technology.

Most responses came from those that could be labeled super-users of the library. 91% of the people who responded have visited the library in person in the last 12 months. Of those people, 29% use the library every month and 45% use the library every week. Several people commented that they actually use the library every day. Also, in the last 12 months, 59% of responders visited the website, 32% called the library, and 24% visited the Facebook Page. Only 6% indicated they never use the library in any way, preferring to buy their own items or use a service like Netflix or Hulu.

Preferred Methods of Communication

When asked how they prefer the library to communicate with them, 62% said they prefer email and 39% said they preferred to learn about the library using social media. A later question shows that 48% of responders are more likely to use the web page and catalog compared to 30% who are more likely to use Facebook. Surprisingly, 28% of responders said they valued the ability to receive texts from the library but many commented they had no idea the library provided that service. Similarly, 19% of responders indicated they valued the KPL to Go app but many said they were not aware of it. 29% of responders still prefer printed material and 30% still use traditional media, such as television, radio and newspaper to find out about the library.

Website Use

Most people use the website to search for materials or check their account and are highly satisfied. The low percentage using it to access eBooks may indicate they are going directly to the Overdrive site, bypassing the website. 29% of responders say they always find what they are looking for on the website and 61% say they usually find what they are looking for. 22% of responders don't use the website at all and 19% say they don't access the library electronically at all.

Collections and Services

Traditional collections and services are the most valued at Kearney Public Library. Overwhelmingly, people value books. 94% of responders value printed books, 24% value eBooks and 27% value audiobooks as the most important collections in the library. 57% value DVDs as the most important collection. Similarly, 84% of responders say the most important service the library provides is books/eBooks/eResources. 64% indicate they are very satisfied with the collection and 28% are somewhat satisfied with the collection.

WI-FI is the second most valued service at the library with 64% of the responses. Meeting rooms/study rooms, library programs/storytimes, the computer lab, and the availability of staff for personalized assistance all rated between 25% and 30%.

Programs and Training/Classes

The top adult programs preferred are author/literary events, current events/lectures, and music events. The top children's programs preferred are author/literary events (including Summer Reading Program), storytimes, and class visits/tours. 41% of responders are very satisfied with library programming and 27% are somewhat satisfied. 30% of responders say they do not attend library programming. 28% of responders say they are very satisfied with training/classes and 19% are somewhat satisfied. 51% of responders say they do not attend trainings/classes. Thus, 68% of satisfied responders does not mean that 32% are dissatisfied, but rather that they do not use this service for reasons mostly left unsaid. Many commented that they hope to attend programs at some point but their lives are too busy at this time.

Staff

We asked about the helpfulness of staff in two different ways. In the first, 82% of responders indicated they find the staff very helpful and 18% find the staff usually helpful. Backing this finding, the second question found that 86% of responders are very satisfied with the staff and 11% are somewhat satisfied.

Computers

55% of responders are very satisfied with the computers at the library and 15% are somewhat satisfied. 28% indicated they do not use the computers at the library.

Hours

60% of responders are very satisfied with library hours and 31% are somewhat satisfied, although, the largest number of comments received indicates that responders would be more satisfied if the library stayed open on Sundays in the summer.

Bookmobile

The bookmobile question was, unfortunately, not very revealing due to the fact that the survey was conducted during the short period in the year when the bookmobile does not run, thus denying those that only use the bookmobile the opportunity to respond. Consequently, the number of responders indicating they use the bookmobile is skewed, showing that 78% of responders never use the bookmobile.

Comments

A study of the comments on the surveys indicates five high priority things the library can do to improve:

- Stay open on Sundays during the summer and/or have longer Friday hours.
- Provide more programming on the weekends and evenings.
- Promote social media and electronic resources better, i.e. texting, Facebook, Twitter, and the KPL to Go app.
- Clean/repair/replace scratched and dirty DVDs.
- Offer a music collection with:
 - Sheet music or perhaps esheet music.
 - Provide a music database similar to an iTunes or Pandora with classical and modern music.

Analysis of Strengths, Weaknesses, Threats and Opportunities for the Kearney Public Library

Strengths:

What are your library's strongest contributions to your community?

What does your library do that no one else does?

What do your users like best about your library?

- Strong technology access for patrons. Apps, texting, web page and social media are available. WI-FI and computer lab are strong assets.
- Open borrower policy that allows access to all, regardless of where they live.
- Community gathering place (meeting rooms and public seating areas).
- Strong programming.
- Patron-focused approach to customer service.
- Bookmobile provides access to those unable to visit the physical library.
- Forward thinking/customer service oriented staff.
- Strong collection containing materials from a variety of viewpoints.
- New facility.
- Strong focus on marketing via electronic, print and traditional sources.
- Very strong in traditional resources such as books and media which are still the most valued resources by the public according to our survey.

Weaknesses:

In what areas does your library have fewer resources than you need?

What else needs improvement?

What do your users wish you did better?

- Community outreach and partnerships with other community organizations.
- Library hours. Closed on Sundays in the summer.
- Late teens to 24 year olds age group are underrepresented within the library.
- Community awareness of library apps, texting and social media.
- Need for more innovative classes/services.
- Web presence does what it needs to but could be streamlined and easier to navigate.
- Face-to-face/form Reader Advisory could be improved.
- Spanish collection.
- Possible need of additional youth/teen specialist.
- Lack of parking.

Opportunities:

What could you do if only your library had the resources to do it?

What is happening in the world now that you would like to take advantage of?

How can your strengths open doors to opportunities for your library?

- Higher level computer education program (similar to former CCC offerings)
- Makerspace/creationspace for hands-on creation (digital photography, graphic design, 3-D printing)
- Become a community resource for government services (on our way to this already)
- Increase cooperation between other area libraries to pool resources (GI, Hastings, Holdrege)
- Offer “different” items in collection (video games, music, etc.)
- Be more “green” with overdues, etc. (we are taking strides in this direction)
- Outdoor activity space
- Continue to move wireless with printing, etc.

Threats:

What is happening in the world that could impact your library negatively?

What library services are provided elsewhere with greater ease for users?

What weaknesses leave you vulnerable to cuts in or competition for your services?

- Constant changes in technology (current technology will be outdated soon).
- Keeping a balance between changing technology and patron wants and needs.
- Possibility of economic changes that impact funding levels.
- Public opinion that libraries are becoming irrelevant.
- Services like Amazon offer low prices and quick delivery of content.
- Wi-Fi at restaurants and other businesses.
- Other community groups offering programming.
- Theft.
- Natural disasters.

Strategic Goals and Objectives

Goal: Improve Quality Programming, Marketing and Outreach

Objective: Offer a wider variety of programs utilizing community and university sources, as well as humanities resources. 2015 and ongoing.

Objective: Implement a half-hour storytime every 5th Saturday when the Youth Librarian is on duty. 2015.

Objective: Use Kearney Public Library Foundation Lane Endowment Funds to bring in speakers and events featuring topics on science, history and technology. Ongoing.

Objective: Collaborate with other nearby libraries and/or community partners to bring in widely known speakers. 2015.

Objective: Increase involvement in community-wide events through the use of a volunteer library ambassador. 2014.

Objective: Have a greater presence at parades by having library employees/volunteers walk with the bookmobile and hand out leaflets. 2014.

Objective: Increase the amount of programming taking place outside the physical library to pull in new users who would be unlikely to take the first steps into the library on their own. 2015.

Objective: Increase library use through marketing and increasing programming for all age groups. Ongoing.

Objective: Work with the Kearney Public Library Advisory Board and the Kearney Public Library Foundation to communicate regularly with patrons and donors making the boards more visible to the general public and staff, including displaying photographs of board members on a wall in the library. Pictures of new board members shall be taken every November.

Objective: Create and maintain an annual legacy author event to raise awareness of the Kearney Public Library Foundation and to raise money for the Foundation. 2014 and continuing annually.

Objective: Promote social media and electronic resources by designating one week per month to push one particular form to the public. For example, spend a week promoting and pushing the texting resource through ads, bookmarks, and word of mouth at the circulation desks. October 2014 and ongoing.

Goal: Provide Quality Technology and Digitization

Objective: Digitize unique library collections to bring additional historic photos and Kearney Public Library resources to everyone via the Internet. Explore using an intern or a volunteer for this project. 2015.

Objective: Continue to explore ways to continue the digitization project of the Kearney Hub. Ongoing.

Objective: Provide for online payment of fines and fees. 2015.

Objective: Work with IT to ensure that the computers in the technology classroom have the latest operating system and office products for training purposes. 2015 and ongoing.

Goal: Ensure a Quality Collection

Objective: Keep track of changes in the eBook market and offer the widest availability of eBooks to patrons. Ongoing.

Objective: Continue to transition appropriate collections from print to electronic and/or from reference to the circulating collection. Ongoing.

Objective: Use volunteers and staff to clean and repair the DVD collection, replacing DVDs when necessary. 2014 and ongoing.

Objective: Upgrade the single disc cleaning and repairing machine to a multi-disc cleaning and repairing machine to facilitate returning DVDs to the circulating collection more quickly, and thus into the hands of waiting patrons. Fiscal year 2015-2016.

Objective: Investigate the possibility of offering sheet music via an eBook type format. 2014.

Objective: Investigate a feasible electronic platform for offering downloadable and/or streaming music. 2014.

Goal: Provide Quality Training and Continuing Education for Staff

Objective: Hold frequent staff meetings with training on a specific topic included. 2014.

Objective: Allow clerks to participate in webinars, conferences, and other outside training opportunities whenever feasible. Ongoing.

Objective: Allow and encourage the management team to continue their education and become more involved with the Nebraska Library Association. Ongoing.

Goal: Provide a Quality Physical Plant and Bookmobile

Objective: Continually look for ways to make the environment more user-friendly. Ongoing.

Objective: Add a permanent hearing loop to the Platte Meeting Rooms to compliment the portable loop systems we have available currently. 2014.

Objective: Keep the library open seven days a week all year, except official holidays, by adding Sunday hours from Memorial Day until Labor Day. 2015.

Objective: Research the cost of replacing the Bookmobile and increase the amount of money the county gives the city each year toward replacement, thus enabling the library to replace the Bookmobile five years from 2014 if not sooner. Due January 15, 2015.

Community Profile for City of Kearney, Nebraska

Population

Total population (# 1.12 from the <i>2011-2012 Nebraska Public Libraries Survey</i>)	30,787
Population of legal service area (# 1.13)	30,787

For the following: If the library service area includes the entire county, use county figures. If the library service area includes only the municipality, or the municipality and a small area outside the municipality, use city figures.

from the American FactFinder (http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml) table that includes: Population, Age, Sex, Race, Households and Housing ...	Number	% of Total Pop.
Age Under 5 years	2,300	7.5
Age 5 - 9	1,945	6.3
Age 10 - 14	1,617	5.3
Age 15 - 19	2,614	8.5
Age 20 - 24	4,650	15.1
Age 25 - 29	2,739	8.9
Age 30 - 34	2,000	6.5
Age 35 - 39	1,671	5.4
Age 40 - 44	1,483	4.8
Age 45 - 49	1,666	5.4
Age 50 - 54	1,725	5.6
Age 55 - 59	1,639	5.3
Age 60 - 64	1,320	4.3
Age 65 - 69	938	3.0
Age 70 - 74	692	2.2
Age 75 - 79	615	2.0
Age 80 - 84	554	1.8
Age 85 and older	619	2.0

Education

Population 3 years and over enrolled in school_(From the American FactFinder table that includes: Education, Marital Status, Relationships, Fertility, Grandparents ...)		
Nursery school, preschool	589	
Kindergarten	315	
Elementary (grades 1-8)	2,668	
High school (grades 9-12)	1,201	
College or graduate school	5,590	

Educational Attainment, Pop.25 years +		
Less than 9th grade		2.3%
9th to 12th grade, no diploma		4.4%
High school graduate (includes equivalency)		26.7%
Some college, no degree		23.6%
Associate's degree		7.6%
Bachelor's degree		24.5%
Graduate or professional degree		10.8%
Percent high school graduate or higher		93.2%
Percent bachelor's degree or higher		35.2%

List the schools in your community	approximate enrollments:
Kearney Senior High School 9-12	1,423
Kearney Catholic School 6-12	339
YRTC (Youth Rehabilitation Center) 7-12	112
Horizon Middle School 6-8	540
Sunrise Middle School 6-8	487
Zion Lutheran PK-8	152
Faith Christian K-8	91
Bryant Elementary K-5	254
Buffalo Hills Elementary K-5	168
Central Elementary K-5	261
Emerson Elementary K-5	239
Glenwood Elementary K-5	122
Kenwood Elementary K-5	408
Meadowlark Elementary K-5	410
Northeast Elementary K-5	406
Park Elementary K-5	276
Windy Hills Elementary K-5	256
Kearney Education Center PK	104
Total	6,048

Describe the library/media facilities in the listed schools - are they adequate? All the elementary schools have fairly good media centers. The middle schools and high schools have excellent media centers.	
List higher education institutions available (include extension services, distance education, etc.) University of Nebraska at Kearney, Central Community College, University of Nebraska at Lincoln Buffalo County Extension. Online opportunities are endless.	

What library services that they need are available to them? Wi-Fi and computers with high speed internet. Study areas. Staff to proctor tests. Study guides for entrance examinations. Online databases.	
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Language

Language Spoken at Home (Pop. 5 years +)		
English only		92.6%
Language other than English		7.4%
Speak English less than "very well"		26.6%
Spanish	1,480	5.2%
Speak English less than "very well"		27.2%
Asian and Pacific Island languages	361	1.3%
Speak English less than "very well"		25.2%
Other languages	53	1%
Speak English less than "very well"		15.1%

Worklife

Worklife From the American FactFinder table Income, Employment, Occupation, Commuting to Work ...		
Own children under 6 years	2,716	
All parents in family in labor force (% of above)	2,014	74.2%
Own children 6 to 17 years	3,842	
All parents in family in labor force (% of above)	3,305	86.0%
Mean travel time to work (minutes)		13.3

Household/Family Economics

Free and Reduced Lunch Counts by School (available at: http://www.education.ne.gov/DataServices/Data_and_Information.html or this number may already be in your Technology Plan)	
Average (mean) household income?	\$61,857
Median household income?	\$47,614
Unemployment rate?	4.6%
Percentage below poverty line?	16.5%

Economic Characteristics

From the Economic Census	# establishments	#employees
Manufacturing	23	538
Wholesale trade	32	558
Retail trade	209	3,197
Information	21	
Real estate and rental and leasing	48	161
Professional, scientific, and technical services	66	442
Administrative & support and waste management & remediation svcs	51	
Educational services	5	57
Health care and social assistance	128	3,623
Arts, entertainment, and recreation	21	265
Accommodation and food services	118	2,480
Other services (except public administration)	87	451

It's important to note that the economic census was taken in 2007 prior to the annexation of businesses such as Eaton, Baldwin and Cabela's.

Who are the major employers?

University of Nebraska at Kearney, Good Samaritan Health Systems, Kearney Public Schools, Walmart Superstore, HyVee, Eaton Corporation, Baldwin Filters, Cabela's call center, Cash Wa Distributing, West Pharmaceutical Services, Inc.

Cultural Characteristics of Your Community

Describe the cultural and recreational activities that are popular in your community.	
<p>List the cultural and recreational facilities available (facilities include parks, pools, gyms, theatres, etc.)</p> <p>UNK</p> <p>Parks: Cottonmill Park, Harmon Park, Yanney Heritage Park, Meadowlark North Dog Park, Apollo, Centennial, Dryden, Harvey, Memorial Field, Pioneer, Nina Hammer, Ted Baldwin and West Lincoln Way. To parks have Swimming pools and two have splashgrounds. Many have ball diamonds, soccer fields, roller skating, volleyball, tennis courts, fishing, basketball courts, boating, disc golf,</p>	<p>What are their goals and interests and what services do they provide for residents?</p> <p>Goals and interests vary among the organizations from general interest in bettering Kearney, to Youth advocacy, housing for those in need, eradicating polio, literacy, and the list goes on and on.</p>

<p>archery range, skate boarding and more. Yanney has an excellent amphitheater. Harmon has a great activity center and an inclusive playground. YMCA, Meadowlark Hills Golf Course, Kearney Area Children’s Museum, MONA, Big Apple, Viaero Event Center (with Hockey), Merryman Performing Arts Center, Kearney Community Theatre, Peterson Senior Activity Center, World Theater, Cinema 8, Hilltop Cinema, Archway Monument, Trails & Rails Museum, Buffalo County Fairgrounds.</p>	
<p>List civic groups that are active in your service area American Legion, Family Advocacy, Community Action Partnership, Mid-Nebraska Community Services, American Red Cross, United Way Kearney, Head Start, Kearney Area Literacy Council, Kearney Area Community Foundation, Kearney Area Chamber of Commerce, Visitor’s Bureau, Downtown Improvement Board, Habitat for Humanity, Salvation Army, Kearney Noon Rotary Club, Kearney Dawn Rotary Club, Dobytown Kiwanis Club, Kearney Noon Kiwanis Club, Golden K Kiwanis Club, Sertoma Club, Kearney Lions Club, GFWC Kearney Woman’s Club, Elks Club, Eagles Club and Eagles Auxiliary.</p>	<p>What are their goals and interests and what services do they provide for residents?</p> <p>Goals and interests vary among the organizations from general interest in bettering Kearney, to Youth advocacy, housing for those in need, eradicating polio, literacy, and the list goes on and on.</p>

Community Profile: Buffalo County, Nebraska Not Including the City of Kearney.

Population

Total population (# 1.12 from the <i>2011-2012 Nebraska Public Libraries Survey</i>)	
Population of legal service area (# 1.13) Buffalo County Not Including Kearney Including the towns of Amherst (pop. 248), Elm Creek (pop. 901), Gibbon (pop. 1,833), Miller (pop. 136), Odessa (unincorporated pop. 130) , Pleasanton (pop. 341), Ravenna (pop. 1,360), Riverdale (pop. 182), and Shelton (pop. 1,059).	15,315

For the following:

If the library service area includes the entire county, use county figures.

If the library service area includes only the municipality, or the municipality and a small area outside the municipality, use city figures.

from the American FactFinder (http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml) table that includes: Population, Age, Sex, Race, Households and Housing ...	Number	% of Total Pop.
Age Under 5 years	1,034	6.8
Age 5 - 9	1,135	7.4
Age 10 - 14	1,198	7.8
Age 15 - 19	1,229	8.0
Age 20 - 24	633	4.1
Age 25 - 29	725	4.7
Age 30 - 34	876	5.7
Age 35 - 39	914	6.0
Age 40 - 44	975	6.4
Age 45 - 49	1,162	7.6
Age 50 - 54	1,279	8.4
Age 55 - 59	1,126	7.4
Age 60 - 64	869	5.7
Age 65 - 69	645	4.2
Age 70 - 74	480	3.1
Age 75 - 79	398	2.6
Age 80 - 84	315	2.0
Age 85 and older	322	2.1

Education

Population 3 years and over enrolled in school_(From the American FactFinder table that includes: Education, Marital Status, Relationships, Fertility, Grandparents ...)		
Nursery school, preschool	274	
Kindergarten	235	
Elementary (grades 1-8)	2,039	
High school (grades 9-12)	1,220	
College or graduate school	545	

List the schools in your county	approximate enrollments:
Gibbon High School 7-12	249
Gibbon Elementary School PK-6	340
Elm Creek High School 7-12	142
Elm Creek Elementary School PK-6	203
Shelton High School 7-12	134
Shelton Elementary School K-6	152
Ravenna Senior High 7-12	209
Ravenna Elementary School PK-6	249
Pleasanton High School 7-12	97
Pleasanton Elementary School PK-6	156
Amherst High School 7-12	139
Amherst Elementary School PK-6	201
Total	2,271

Describe the library/media facilities in the listed schools - are they adequate? Media Centers vary widely throughout the county. Some, such as Shelton, have excellent media centers and staff. Some have only part-time staff and small collections.	
List higher education institutions available (include extension services, distance education, etc.) University of Nebraska at Kearney, Central Community College, University of Nebraska at Lincoln Buffalo County Extension. Online opportunities are endless.	

<p>What library services that they need are available to them?</p> <p>The Bookmobile serves each community. It has regular stops at Shelton Library, Gibbon Library, Pleasanton, Ravenna, Riverdale, Amherst and Elm Creek. The bookmobile does not stop at Gibbon Schools but has stops at all other schools.</p> <p>Kearney Public Library is within a reasonable drive for rural Buffalo County residents. Services include: Wi-Fi and computers with high speed internet. Study areas. Staff to proctor tests. Study guides for entrance examinations. Online databases.</p>	
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Language

Language Spoken at Home (Pop. 5 years +)		
Gibbon		
English only		71.7%
Language other than English		28.3%
Speak English less than "very well"		54.6%
Spanish	419	26%
Speak English less than "very well"		54.9%
Other languages	37	2.3%
Speak English less than "very well"		51.4%
Shelton		
English Only		88.5%
Language other than English		11.5%
Speak English less than "very well"		42.6%
Spanish	115	11.5%
Speak English less than "very well"		42.6%

<p>Who are the major employers?</p> <p>University of Nebraska at Kearney, Good Samaritan Health Systems, Kearney Public Schools, Walmart Superstore, HyVee, Eaton Corporation, Baldwin Filters, Cabela's call center, Cash Wa Distributing, West Pharmaceutical Services, Inc.</p>
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Please assist the Kearney Public Library to develop a long-term strategic plan by filling out this survey. You may drop the survey in the book return at the Library.

1. In which ways have you interacted with the library in the last 12 months? Check all that apply.
 - Visited the library in person
 - Called the library on the phone
 - Visited the library's website
 - emailed the library
 - viewed the library's Facebook page
 - Used the KPL to Go App
 - I have visited the Bookmobile
 - I have not interacted in any way with the library
 - Other

2. If you don't use the library, what is the reason for not doing so? Check all that apply.
 - Do not need to use it
 - The library is too far from my home
 - I buy my own books/magazines/DVDs
 - I use Netflix, Hulu or another online source to get my movies and TV shows
 - I use the library at my school/college
 - I cannot get to the library when it is open
 - Parking is a problem
 - Other (please specify)

3. How often do you normally interact with the library or use library services?
 - Once a week
 - Once a month
 - Once every 3 months
 - Once every 6 months
 - Once a year

4. The Buffalo County/Kearney Public Library Bookmobile stops at over 40 locations throughout Buffalo County every 2 weeks and the services are available to all residents of Buffalo County. How often do you or a member of your family interact with the Bookmobile?
 - 1-5 times a month
 - Monthly
 - Only visit the Bookmobile during the summer
 - Never
 - I didn't know there was a bookmobile

5. How helpful are library staff members when you ask for assistance?
- Very helpful
 - Usually helpful
 - Occasionally helpful
 - Never helpful
6. What is the best way to communicate with you about upcoming events, new materials, and new services?
- email
 - text
 - website
 - printed material in the library
 - social media, such as Facebook and Twitter
 - traditional media such as the newspaper, radio, and television
 - I do not wish communication from the library
7. What do you use the library website for? Check all that apply.
- To search for books/DVDs
 - To find out what I have checked out or what fines and fees I might owe
 - To renew and reserve items
 - To download e-resources (eBooks, downloadable audio, eMagazines)
 - To suggest a purchase to the library
 - To discover library events
 - To utilize research databases/historic Kearney Hub online
 - To learn about library services
 - I don't use the website
8. When you use the website how often can you easily find what you need?
- Always
 - Usually
 - Occasionally
 - Never
9. Of the following resources for accessing the library electronically, which are you most likely to use?
- KPL to Go app for mobile phones
 - Ability to receive texts about items due, available holds and renewable items, as well as program reminders
 - Library Facebook page
 - Library Twitter account
 - Library web page/catalog
 - Overdrive eBook website
 - I do not access the library electronically

10. Of the following collections the library provides, which are most important to you? Choose up to 3.

- Books
- DVDs
- Audio book CDs
- Online information databases/historic Kearney Hub online
- Magazines/newspapers
- eBooks/eMagazines
- Downloadable audio books

11. Of the following services the library provides, which are most important to you? Choose up to 3.

- Books/media/e-resources
- Meeting rooms/study rooms
- Library programs/story times
- Computer training
- Free WI-FI
- Computer lab/Internet
- Community gathering place
- Availability of staff for personalized assistance

12. Of the following adult programs the library provides, which are the most important to you? Choose up to 3.

- Author/literary events
- Music events
- Current events/lectures
- Computer use/technology training
- Health/wellness events
- Business/career assistance and training
- Craft/hobby events and classes
- I don't attend adult programs

13. Of the following children's and teen programs the library provides, which are the most important to you? Choose up to 3.

- Class visits and tours
- Outreach to preschools
- Author/Literary (book discussions, Summer Reading)
- Story times
- Movies/concerts/performers
- Computer gaming events
- I don't have children/teens
- My children do not attend library programs

14. Overall, how satisfied are you with the following library resources and services? Please circle 1.

- Staff available to assist patrons
Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, NA
- Using library computers
Very Satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, NA
- Collections/materials
Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, NA
- Programs for adults, teens and children
Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, NA
- Trainings and classes
Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, NA
- Hours of operation
Very satisfied, Somewhat satisfied, Somewhat dissatisfied, Very dissatisfied, NA

15. What is your home zip code? _____

16. Does your household include any children under 12? YES NO

17. In which of the following categories does your age fall?

- 14 years and younger
- 15-18 years
- 19-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75 years and older

18. What can the library do better for you? Please add any additional comments or suggestions.

Thank You!