



Strategic Plan

October 2017 – September 2020

Approved September 12, 2017



**Kearney Public Library  
Strategic Plan  
October 2017 – September 2020**

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## Introduction

Kearney Public Library is pleased to present the *Kearney Public Library Strategic Plan October 2017 – September 2020*. This report details the results of the planning process carried out by an ad hoc committee of three members of the Kearney Public Library Advisory Board, the library director, and three members of the library management team. Members of the committee were:

Bani Christine – Advisory Board Member  
Patsy Bruner – Advisory Board Member  
Stefanie Greene – Advisory Board Member  
Matthew Williams – Library Director  
Christine Walsh – Assistant Library Director  
Sarah Haack – Circulation Coordinator  
Beth Rosenthal – Technology Learning Center Coordinator

Particularly helpful in shaping this plan was a survey that focused on Kearney Public Library with 334 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 to the survey and to create the greatest positive impact possible for the library. Also helpful were the Kearney Comprehensive Plan and the Downtown Kearney Plan.

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, provide programs of service and technology to meet those needs, and cooperate with other organizations, agencies, and institutions which can provide programs or services to meet community needs.
- To provide opportunities 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 2017 budget was \$1,605,448.

Kearney Public Library Advisory Board:

Patsy Bruner – Chair  
Evan Lewandowski – Vice Chair  
Bani Christine – Secretary  
Stefanie Green  
Heather Brummels

### **Service Area**

The Kearney Public Library serves the City of Kearney (est. population 33,520), Buffalo County (population outside of the City of Kearney 15,343) 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. The 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 49,052 square feet. The library is open 68 hours a week.

## **Circulation and Holdings**

Kearney Public Library circulated 532,524 items in 2016 and has consistently been the 3<sup>rd</sup> most heavily used library in Nebraska, after the mega cities of Omaha and Lincoln, even though it ranks 5<sup>th</sup> in population. Similarly, Kearney Public Library is a member of a consortium of 172 libraries to provide eBooks and downloadable audio and is consistently the number one user by a large margin. In 2016, 194,690 items were held in the library.

## **Service Levels and Programs**

- 238,600 visits in 2016 with 46,890 cardholders.
- 19.5 full-time equivalent employees.
- Public computer use shows growth from 72,581 logins in 2008 to 113,341 in 2016 with a large number of those logins from patrons using WI-FI.
- 28,313 people attended 714 programs in 2016.

## **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 12 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 2017 Survey Results

In the summer of 2017, Kearney Public Library conducted an online survey which ran from August 16 to September 5. People could complete the surveys using links from the Facebook page or the website. Paper forms were available at the library for those not wishing to use a computer. In addition, forms were available at the Senior Center and YMCA. In all, 334 people responded.

### Age of Responders and Frequency of Library Use

Responses were spread fairly evenly over the age groups with 34.6% 60 years and older, 23.2% 40 – 59 years, 25.7% 21- 39 years, and 16.5% 20 years and younger. 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. 95% of the people who responded have visited the library in person in the last 12 months. Of those people, 25% use the library every month, 29% use the library every week, and 29% use the library more than once a week/daily. Also, in the last 12 months, 66% of responders visited the website, 39% called the library, and 39% visited via social media (Facebook, Twitter, or Pinterest). Only 2% indicated they never use the library in any way, preferring to buy their own items or stream movies and television.

### Preferred Methods of Communication

When asked how they prefer the library to communicate with them, 60% said they prefer email and 46% said they preferred to learn about the library using social media. A later question shows that 24% of responders are more likely to use the web page and catalog compared to 46% who are more likely to use social media. 35% of responders said they valued the ability to receive texts from the library. 41% of responders still prefer printed material and 21% 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. 34% are using the site to discover library events, 22% to learn about library resources, 20% to utilize research databases, and 10% to suggest a purchase. 21% don't use the website at all.

### Collections and Services

Traditional collections and services are the most valued at Kearney Public Library. Overwhelmingly, people value books. 91% value printed books and 27% value eBooks and audiobooks as the most important collections in the library. 45% value DVDs as the most important collection. Similarly, 86% of responders say the most important service the library provides is books/eBooks/eResources. 57% indicate they are very satisfied with the collection and 32% are satisfied with the collection.

Library programs and events are the second most valued service at the library with 38% of the responses. Meeting rooms/study rooms, Wi-Fi, and the availability of staff for personalized assistance all rated between 20% and 30%.

Of the new electronic services offered, most use Lynda.com, Libby (for Overdrive), mobile printing, Freegal (music streaming), and MyHeritage. 63% don't use any new service.

### **Programs and Training/Classes**

The top adult programs preferred are craft/hobby activities, author/literary events, current events/lectures, and computer training. The top children's programs preferred are reading challenges, craft/hobby activities, storytimes, interactive (Happy Noon Year, Stuffed Animal Sleepover, Lego, Pony Palooza, etc.), and movies/concerts/performers. 56% of responders are very satisfied with library programming and 25% are satisfied. 49% of responders say they are very satisfied with training/classes and 24% are satisfied.

### **Staff**

We asked about the helpfulness of the staff in two different ways. In the first, 75% of responders indicated the library has very good customer service and 18% indicated the library has good customer service. Backing this finding, the second question found that 71% of responders are very satisfied with staff availability and 18% are satisfied.

### **Computers**

58% of responders are very satisfied with the computers at the library 20% are somewhat satisfied, and 18% are satisfied.

### **Hours**

63% of responders are very satisfied with library hours and 27% are satisfied.

### **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 76% of responders never use the bookmobile.

### **Popular Trends**

As part of our survey we provided people with some popular trends in libraries and inquired which ones they might like to see. The most popular by far was movie/TV streaming. Online payment of fines and fees was next, along with a library-sponsored book club, and a makerspace. Makerspace is a somewhat ambiguous term. It could be argued that the handicrafts (knitting, card making, etc.) we already do constitute a makerspace. More specifically, many people associate 3D printers with makerspaces.



# 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.
- Community gathering place (meeting rooms and public seating areas).
- Strong programming.
- Patron-focused approach to customer service including and educated staff with people skills, initiative and creativity.
- Bookmobile provides access to those unable to visit the physical library.
- A strong current collection containing materials from a variety of viewpoints.
- Art inside and outside the facility.
- Support from the city and county, including a strong budget.

## 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?

- Outreach to the multicultural community.
- Teen specialist librarian.
- Community awareness of library apps, texting, and social media.
- Community awareness of programming.
- Face-to-face/form Reader Advisory could be improved.
- Lack of space for materials.

## 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?

- Makerspace/creation space for hands-on creation (digital photography, graphic design, 3-D printing)
- Become a community resource for government services like Kearney Works.
- Be part of economic development.
- Participation in community events.
- Growth in the community, i.e. new businesses and buildings offer opportunities.
- Downtown revitalization.

## **Threats:**

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

Are library services 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.
- The possibility of economic changes, such as a decrease in the intake of sales tax, that impact funding levels.
- Public opinion that libraries are becoming irrelevant.
- Services like Amazon offer low prices and quick delivery of content.
- Google, etc.
- Wi-Fi at restaurants and other businesses.
- Other community activities and sports.
- Theft.
- Natural disasters.

## **Strategic Goals and Objectives**

### **Goal #1**

Kearney, being in the center of the state, is not close to large cities with opportunities to attend talks by professionals on current events or to hear major authors talk about their works. UNK is nearby, but the general public cannot attend all their events. The library fills that need by bringing in authors and experts to present talks to the general public.

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

Objective: Maintain an annual legacy author event to raise awareness of the Kearney Public Library Foundation and to raise money for the Foundation.

Objective: Continue to partner with Senior College, UNK, Humanities Nebraska, and other organizations to bring in speakers and events.

### **Goal #2**

Kearney is 2 hours from the nearest large bookstore and needs a library that has the newest and best information in print audio, and e-formats databases to provide ongoing learning opportunities for the citizens, as well as movies and educational films.

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

Objective: Purchase the newest and best books in every format and purchase another copy for every 5 holds.

Objective: Introduce a video streaming service.

### **Goal #3**

Kearney lost its state job center a few years ago, and the library has tried to fill the void to its best ability. Recently, Kearney Works, a locally run job center started. The library is in a position to take an active role in working with Kearney Works, as well as helping citizens to learn new career skills.

Objective: Form a partnership with Kearney Works to offer classes in resume building and aid people in navigating state databases for welfare, unemployment benefits, and more.

Objective: Offer learning databases such as Lynda.com to aid people in learning new skills and broadening their abilities.

Objective: Offer classes in computer skills, including Office software.

Objective: Research obtaining a 3D printer and other makerspace technologies to aid in learning new skills.

### **Goal #4**

Kearney has a need for meeting spaces for local non-profit groups and for business job training. Also, being central to the state, many statewide organizations choose Kearney to meet with people throughout the area and need a space to do so. The library has hosted up to 100 public meetings a month and will continue to do so.

Objective: Offer our computer classroom for use by organizations to train employees.

Objective: Offer our four meeting rooms and amenities for use by non-profits throughout the city and state.

Objective: Ensure we have the latest technology available for community training and classes.

## Community Profile for City of Kearney, Nebraska

### Population

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

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 ( <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	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	1,441
Kearney Catholic School 6-12	365
YRTC (Youth Rehabilitation Center) 7-12	112
Horizon Middle School 6-8	578
Sunrise Middle School 6-8	572
Zion Lutheran PK-8	177
Faith Christian K-8	91
Bryant Elementary K-5	227
Buffalo Hills Elementary K-5	210
Central Elementary K-5	250
Emerson Elementary K-5	238
Glenwood Elementary K-5	120
Kenwood Elementary K-5	385
Meadowlark Elementary K-5	391
Northeast Elementary K-5	393
Park Elementary K-5	246
Windy Hills Elementary K-5	258
Kearney Education Center PK	104
Total	6,158

<p><b>Describe the library/media facilities in the listed schools - are they adequate?</b> All schools have adequate library/media facilities.</p>	
<p><b>List higher education institutions available (include extension services, distance education, etc.)</b> The University of Nebraska at Kearney, Central Community College, the University of Nebraska at Lincoln Buffalo County Extension. Online opportunities are endless.</p>	

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

### 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 <a href="http://www.education.ne.gov/DataServices/Data_and_Information.html">http://www.education.ne.gov/DataServices/Data_and_Information.html</a> 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 the poverty line?	16.5%

## Economic Characteristics

This information was collected from the economic census taken in 2012.

From the Economic Census	# establishments	#employees
Manufacturing	29	710
Wholesale trade	46	698
Retail trade	190	3,245
Transportation and warehousing	26	465
Information	25	401
Finance and insurance	95	522
Real estate and rental and leasing	50	146
Professional, scientific, and technical services	80	536
Administrative and support and waste management and remediation services	52	1,165
Educational services	6	47
Health care and social assistance	155	3,745
Arts, entertainment, and recreation	23	541
Accommodation and food services	123	2,815
Other services (except public administration)	90	551

### Who are the major employers?

The University of Nebraska at Kearney, CHI Health Good Samaritan, Kearney Regional Medical Center, Kearney Public Schools, Walmart Superstore, HyVee, Eaton Corporation, Baldwin Filters, Cabela's, Cash Wa Distributing, West Pharmaceutical Services, Inc.

## 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.)

UNK

Parks: *Cottonmill Park, Harmon Park, Yanney Heritage Park, Hike/Bike Trail, Meadowlark North Dog Park, Patriot Park, Apollo Skate Park, Centennial, Dryden, Harvey, Collins, Fountain Hills, East Brooke, Memorial Field, Pioneer, Nina Hammer, Ted Baldwin and West Lincoln Way. Two parks have swimming pools and four have splash grounds. Many have ball diamonds, soccer fields,*

What are their goals and interests and what services do they provide for residents?

Goals and interests of these organizations vary from general interest in the betterment of Kearney, to youth advocacy, literacy instruction plus cultural and performing arts enrichment. Additional goals and interests support education, wellness and physical fitness opportunities. These are only a sampling of goals and interests supported by these cultural and recreation organizations.

<p><i>roller skating, volleyball, tennis courts, fishing, basketball courts, boating, disc golf, archery range, skate boarding and more. Yanney has an excellent amphitheater. Harmon has a great activity center and an inclusive playground.</i></p> <p>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 &amp; Rails Museum, Buffalo County Fairgrounds.</p>	
<p>List civic groups that are active in your service area</p> <p>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 the general interest in bettering Kearney, to Youth advocacy, housing for those in need, eradicating polio, literacy. These are only a sampling of goals and interests supported by these civic groups.</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).	<b>15,315</b>

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 ( <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	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	265
Gibbon Elementary School PK-6	366
Elm Creek High School 7-12	140
Elm Creek Elementary School PK-6	221
Shelton High School 7-12	135
Shelton Elementary School K-6	157
Ravenna Senior High 7-12	199
Ravenna Elementary School PK-6	254
Pleasanton High School 7-12	92
Pleasanton Elementary School PK-6	155
Amherst High School 7-12	127
Amherst Elementary School PK-6	202
Total	2,313

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

All schools have adequate library/media facilities.

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

The University of Nebraska at Kearney, Central Community College, the University of Nebraska at Lincoln Buffalo County Extension. Online opportunities are endless.

What library services that they need are available to them?

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.

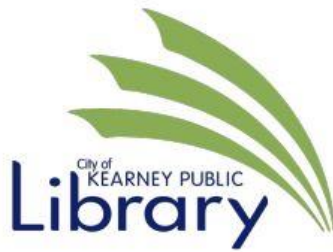
Kearney Public Library is within a reasonable drive for rural Buffalo County residents. Services include Wi-Fi and computers with high-speed internet, study areas, staff to proctor tests, study guides for entrance examinations, online databases, and 24/7 learning with Lynda.com.

### 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%

Who are the major employers?

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



*Let us know how you use the Kearney Public Library, what your preferences are, and share some ideas as we plan for the future. Your information is gathered anonymously.  
Feel free to 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 social media (Facebook, Twitter, Pinterest)
  - Used the KPL to Go app
  - Visited the Bookmobile
  - Used one of our digital services (eBooks, eAudio, eMagazines, music, etc.)
  - Have not interacted in any way with the library
  - Other \_\_\_\_\_
  
2. If you don't use the library, why not? Check all that apply.
  - Do not need to use it
  - Library is too far away
  - Buy your own books, magazines, etc.
  - Stream movies and TV shows (Netflix, Hulu, Amazon Prime, etc.)
  - Use school/college library
  - Library hours are inconvenient
  - Parking/transportation issues
  - Other \_\_\_\_\_
  
3. How often do you interact with the library or use library services?
  - More than once a week/daily
  - Once a week
  - Once a month
  - Once every three months
  - Once every six months
  - Once a year
  - Other \_\_\_\_\_
  
4. How often do you or a member of your family interact with the Bookmobile?
  - 1-2 times a month
  - Only during the school year
  - Only during the summer
  - Never
  - I didn't know there was a bookmobile
  
5. What is the best way to communicate with you about upcoming events, new materials, and new services? Check all that apply.
  - Email
  - Text
  - Website
  - Printed material in the library
  - Social media (Facebook, Twitter, etc.)
  - Traditional media (newspaper, radio, TV)
  - I prefer not to be contacted
  - Other \_\_\_\_\_

6. What do you use the library website for? Check all that apply.
- |  |   |
|--|---|
| <input type="checkbox"/> To search the library collection  | <input type="checkbox"/> To discover library events                         |
| <input type="checkbox"/> To manage my account (renew books, check due dates, fee balances, etc.) | <input type="checkbox"/> To utilize research databases/Historic Kearney Hub |
| <input type="checkbox"/> To download eResources (eBooks, eAudio, eMagazines)                     | <input type="checkbox"/> To learn about library services                    |
| <input type="checkbox"/> To suggest a purchase   | <input type="checkbox"/> I don't use the website                            |
|  | <input type="checkbox"/> Other _____  |
7. Which resources do you use? Check all that apply.
- |   |   |
|---|---|
| <input type="checkbox"/> KPL to Go app  | <input type="checkbox"/> Web page/catalog                                     |
| <input type="checkbox"/> Text messaging – about items due, available holds, renewable items, etc. | <input type="checkbox"/> Reference databases, Historic Kearney Hub, Lynda.com |
| <input type="checkbox"/> Library's social media (Facebook, Twitter, Pinterest)                    | <input type="checkbox"/> eBooks, eAudio, eMagazines, music                    |
|   | <input type="checkbox"/> None   |
8. Which collections are most important to you? Choose up to three.
- |   |  |
|---|--|
| <input type="checkbox"/> Books                | <input type="checkbox"/> Online information: Databases, Historic Kearney Hub online, Lynda.com |
| <input type="checkbox"/> DVDs                 | <input type="checkbox"/> eBooks, eAudio, eMagazines, music                                     |
| <input type="checkbox"/> Books on CD          |  |
| <input type="checkbox"/> Magazines/newspapers |  |
9. Which library services are most important to you? Choose up to three.
- |  |  |
|--|--|
| <input type="checkbox"/> Books, media, eResources      | <input type="checkbox"/> Computer lab              |
| <input type="checkbox"/> Meeting rooms and study rooms | <input type="checkbox"/> Interlibrary loan         |
| <input type="checkbox"/> Library programs and events   | <input type="checkbox"/> Book club bags            |
| <input type="checkbox"/> Computer training             | <input type="checkbox"/> Community gathering place |
| <input type="checkbox"/> Free Wi-Fi                    | <input type="checkbox"/> Staff assistance          |
10. Which new library services do you use? Check all that apply.
- Freegal – free online music collection
  - Mobile printing service
  - MyHeritage database – genealogy research tool
  - Britannica Encyclopedia Academic – online access
  - Lynda.com – online 24/7 tutorials and learning videos
  - Medigap database – quality Medicare gap insurance information
  - Libby – new app for eBooks and eAudio from OverDrive
  - None
11. Which adult programs are most important to you? Choose up to three.
- |  |  |
|--|--|
| <input type="checkbox"/> Author/literary events (book discussions, One Author Kearney, etc.) | <input type="checkbox"/> Computer use/technology training        |
| <input type="checkbox"/> Reading challenges (Summer Reading, Winter Reading, etc.)           | <input type="checkbox"/> Health/wellness events                  |
| <input type="checkbox"/> Music events  | <input type="checkbox"/> Business/career assistance and training |
| <input type="checkbox"/> Current events/lectures   | <input type="checkbox"/> Craft/hobby activities                  |
|  | <input type="checkbox"/> I don't attend                          |

12. Which youth programs are most important to you? Choose up to three.

- Class visits and tours
- Outreach to preschools
- Author/literary events
- Craft/hobby activities
- Reading challenges (Summer Reading, Winter Reading, etc.)
- Interactive (Happy Noon Year, Stuffed Animal Sleepover, Legos, Pony Palooza, etc.)
- Movies/concerts/performers
- Storytimes
- I don't have children/teens
- My children do not attend library programs

13. Overall, how satisfied are you with library resources and services?

<b>Customer service</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<b>Staff availability</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<b>Computer lab</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<b>Collections/materials</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<b>Events and programs</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<b>Training and classes</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied
<b>Hours of operation</b>	1	2	3	4	5	
Very Dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

If dissatisfied with any of the above, what can we change?

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14. Listed below are some popular trends in the library community. Select those you would be interested in seeing at our library.

- Movie/TV streaming services
- Online payment option for fines/fees
- Library sponsored book club
- Fax machine
- More in-depth job/career assistance
- Makerspace (an area or service that offers opportunities to create intellectual/physical materials using resources such as computers, 3-D printers, arts/craft supplies, etc.)
- Other \_\_\_\_\_

15. Looking to the future, what would you like to see in your community and/or in the library?

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16. What is your home zip code? \_\_\_\_\_

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

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

- |   |   |
|---|---|
| <input type="checkbox"/> 10 years and younger | <input type="checkbox"/> 21-39 years        |
| <input type="checkbox"/> 11-15 years          | <input type="checkbox"/> 40-59 years        |
| <input type="checkbox"/> 16-20 years          | <input type="checkbox"/> 60 years and older |

19. Please add any additional comments or suggestions.

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Thank you!

*We appreciate you taking the time to help us see how we're  
doing and to help us as we plan for the future!*