

**Stroud Public Library
Strategic Plan**

2019-2021

Prepared October 2019

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Planning Process

In October 2019, in preparation for grant applications for the preservation of our local history collection, staff began a complete review of governing documents. Technology and Emergency plans are to be updated. A new Strategic Plan and an Archival & Preservation Policy is needed. Librarians and Board members did SWOT assessments, consulted census data, previous surveys and reviewed library technology.

Assessments to understand what the community needs from the library and how well the library performs are needed. An annual library patron survey will begin January 2020 and the library will continue to participate in the comparative library assessment program EDGE. This first Strategic Plan is to be replaced in 2021 after further assessments with community leaders.

Summary of Results

Census data of the area shows that unmarried women with children are highly likely to be below the poverty level (70.6%). Having a high school education does not change the likelihood of being below the poverty level (19%). 16.7% of all individuals lived below the poverty level and the unemployment rate is 4.3%. Educational services, and health care and social assistance make for the largest employment opportunities, with transportation, warehousing and utilities being second. Approximately 25% of the population are children and 20% are senior adults.

The results of the Edge assessment were very low. The library either does not meet or does not need to meet most of the benchmarks examined. The library scored the lowest in maintaining partnerships with others in the community. However, the library scored only a little below average for participating libraries of our size (population <5000).

Recent technology updates include fiber optic cable and new Wi-Fi and networking hardware. Regular computer hardware replacement is still needed. Most other technologies are too expensive to improve security and services.

The SWOT assessments reflect agreement on the following:

- Lack of capital improvement/funding for building maintenance, building security and staffing.
- Lack of programming, adult education opportunities and community partnerships.
- Lack of community awareness of the benefits the library provides.

Organizational Values

Mission Statement

Stroud Public Library connects you to the joy of reading and information for life-long learning. It is our intent to provide the best in library services that knowledge and resources can furnish.

- Research
The library's primary goal is to provide resources for school, work or personal legal matters. Specialized area of research is local history.
- Recreational reading
The library's second goal is to be a source of enjoyable reading material for all.
- Community service
The library hopes to improve the quality of life for citizens in our community.

Action plan

Goal 1: Community Engagement

Library staff work to generate more interest in the library and develop partnerships.

Strategy A: Publicize events and acquisitions quarterly

1. Programs can be advertised on the website, social media, with flyers and newspaper articles per event.
 - a. Write a yearly announcement about the Wilma McDaniel Poetry contest.
 - b. Write a yearly announcement advertising the book sale.
 - c. Write a yearly announcement advertising new books purchased.
 - d. Write a yearly announcement on the progress and use of the eBook service.
2. Annual patron survey asks in which new programs patrons would like to participate.

Strategy B: Host programs to promote literacy and engage the public.

1. Summer Reading Program is held every Thursday in June.
2. Tiny Tots (toddler) reading program is held on the first Thursday of the month during the school year.
3. Library with assistance from Stroud Arts hosts the Mrs. Claus program at Christmas parade.
4. Staff prepares FotL book gift for each child on the City Angel Tree at Christmas. Present includes information about the library and services.
5. Books for Jacob's Ladder at end of school year
6. Family literacy – possibly participate in 1000 Books Before Kindergarten Program

Strategy C: Partners

TBD/continue partnership with Stroud Arts

Progress Indicators

- ❖ Number of visitors to the library.
- ❖ Number of volunteers and amount of donations.
- ❖ Number of partnerships.

Goal 2: Family Literacy

Parents bring their young children to the library to read to them and check out books.

Strategy A: Possible participation in 1000 Books Before Kindergarten

Strategy B: Participate in and advertise the OKC Read for Adventure program which provides a free zoo voucher for those that check out “Our Day at the Zoo”

Strategy C: Toddler reading program “Tiny Tots” held monthly during the school year.

Progress Indicators

- ❖ Number of children participating in program.
- ❖ Number of families coming to the library.
- ❖ Number of children’s books circulated.

Goal 3: Local History Collection

The library improves the archival storage and digital preservation of its local history collection while continuing to provide obituaries and other local historical data to those living in and out of town.

Strategy A: Provide obituaries and news articles from local newspapers

1. Scan obituary/article text from the Stroud American and Lincoln County News as they are published into a database.
2. Publish index (finding aid) of obituaries on library website.
3. Electronic copies can be requested for free.
4. Entries can be printed for the standard printing fee. They will be mailed with a request for a small donation to cover the cost.

Strategy B: Genealogy Collection

1. Continue to buy microfilm copies of the local newspaper from the Oklahoma Historical Society.
2. Sell Stroud Centennial (1892-1992) books. (\$45/ea.)

Strategy C: Archival Work

1. Have collection assessed by consultant.
2. Hire consultant to write Archival & Preservation Policy.
3. Improve archival storage.

Strategy D: Digital Preservation

1. Hire consultant to write Archival & Preservation Policy.
2. Add items to collection monitored by Fixity, a software program that determines the integrity of digital files.
3. Evaluate off-site storage options.

Progress Indicators

- ❖ Number of patrons served and requests filled/not filled.
- ❖ Percentage of collection catalogued
- ❖ Percentage of digital collection with Fixity

Goal 4: Organizational Maintenance

The library completes organizational improvements, such as updating governing documents and pursuing capital improvements.

Strategy A: Governing Documents

1. Review Technology Plan every three years.
2. Review Emergency Plan every three years.
3. Review Strategic Plan every five years.
4. Review Policy & Procedure Manual according to the State Aid Grants to Public Libraries Performance Measure Surveys Schedule or every five years, whichever occurs first.
5. Write Archival & Preservation Policy and review periodically.

Strategy B: Pursue Capital Improvements

1. Seek local grant opportunities for capital improvements.
2. Fundraise for a new roof.
3. Fundraise for a new A/C unit for the basement.

Strategy C: Keep library board positions filled.

1. One new board member is currently needed.

Progress Indicators

- ❖ Percentage of governing documents completed.
- ❖ Percentage of capital improvements completed.
- ❖ Percentage of library board positions filled.

Goal 5: Technology Updates

The library acquires necessary technology updates and continues to participate in the EDGE assessment.

Strategy A: Surveys

1. Annual patron survey that asks about the patron's usage of and satisfaction with library services, patron's other access to computer resources and why the patron uses the library computers, and what other programs the patron would like to attend.

Strategy B: Update software and hardware

1. Follow technology plan to update computers.
2. Keep Microsoft Office software on all computers.
3. Get estimates for other technologies:
 - i. Typewriter
 - ii. Microfilm scanner
 - iii. Privacy screen filters for computers

Strategy C: EDGE Action Plan Items

1. Links for educational resources, e-Government, health and employment sites are maintained on the website and intranet home page.
2. Website content will be checked and updated regularly.
3. Provide and maintain a roster of community organization to help distribute materials about library services
4. Provide real-time reference services. Library has initiated the Facebook messenger application for this service.
5. Deliver a presentation about library services to community group(s) at least annually.
6. Support the technology needs of local community organizations by providing devices or spaces in the library.

Progress Indicators

- ❖ Results of annual patron survey.
- ❖ Following the technology plan.
- ❖ Complete items on the EDGE action plan.

Appendix A: Community profile from Census

2017 Data

SEX AND AGE				
Total population	2,719	+/-26	2,719	(X)
Male	1,314	+/-76	48.30%	+/-2.8
Female	1,405	+/-76	51.70%	+/-2.8
Under 5 years	228	+/-62	8.40%	+/-2.3
5 to 9 years	185	+/-45	6.80%	+/-1.7
10 to 14 years	109	+/-44	4.00%	+/-1.6
15 to 19 years	235	+/-61	8.60%	+/-2.2
20 to 24 years	122	+/-47	4.50%	+/-1.7
25 to 34 years	330	+/-67	12.10%	+/-2.5
35 to 44 years	306	+/-54	11.30%	+/-2.0
45 to 54 years	329	+/-61	12.10%	+/-2.2
55 to 59 years	209	+/-46	7.70%	+/-1.7
60 to 64 years	138	+/-47	5.10%	+/-1.7
65 to 74 years	273	+/-69	10.00%	+/-2.5
75 to 84 years	209	+/-64	7.70%	+/-2.4
85 years and over	46	+/-28	1.70%	+/-1.0
Median age (years)	39.9	+/-2.4	(X)	(X)
Under 18 years	687	+/-82	25.30%	+/-3.0
16 years and over	2,127	+/-84	78.20%	+/-3.0
18 years and over	2,032	+/-82	74.70%	+/-3.0
21 years and over	1,951	+/-80	71.80%	+/-3.0
62 years and over	624	+/-94	22.90%	+/-3.5
65 years and over	528	+/-97	19.40%	+/-3.6
18 years and over	2,032	+/-82	2,032	(X)
Male	990	+/-67	48.70%	+/-2.8
Female	1,042	+/-72	51.30%	+/-2.8
65 years and over	528	+/-97	528	(X)
Male	238	+/-54	45.10%	+/-6.7
Female	290	+/-66	54.90%	+/-6.7

Age and Sex

39.9

+/- 2.4

Median age in Stroud city, Oklahoma

37.8

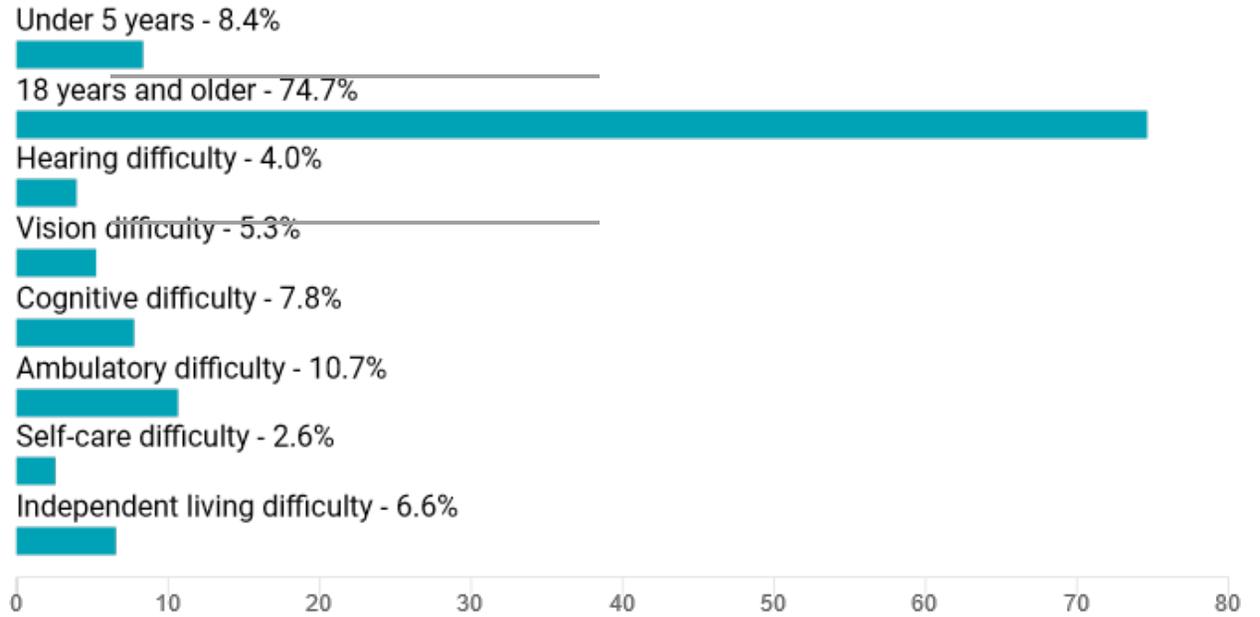
+/- 0.1

Median age in the United States

Table: [DP05](#)

Table Survey/Program: [2017](#)

[American Community Survey 5-Year Estimates](#)



Population 16 years and over	2,127	+/-84	2,127	(X)
In labor force	1,204	+/-101	56.60%	+/-4.8
Civilian labor force	1,204	+/-101	56.60%	+/-4.8
Employed	1,112	+/-95	52.30%	+/-4.6
Unemployed	92	+/-37	4.30%	+/-1.7
Armed Forces	0	+/-9	0.00%	+/-0.9
Not in labor force	923	+/-116	43.40%	+/-4.8

Population 25 years and over	1,840	+/-92	#####	(X)
Less than 9th grade	74	+/-30	4.00%	+/-1.6
9th to 12th grade, no diploma	168	+/-60	9.10%	+/-3.2
High school graduate (includes equivalency)	665	+/-105	36.10%	+/-5.6
Some college, no degree	531	+/-73	28.90%	+/-3.8
Associate's degree	121	+/-44	6.60%	+/-2.4
Bachelor's degree	214	+/-69	11.60%	+/-3.6
Graduate or professional degree	67	+/-32	3.60%	+/-1.7
Percent high school graduate or higher	(X)	(X)	86.80%	+/-3.6
Percent bachelor's degree or higher	(X)	(X)	15.30%	+/-4.2

PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL			
All families			11.00% +/-4.2
With related children of the householder under 18 years			19.90% +/-9.2
With related children of the householder under 5 years only			33.30% +/-20.7
Married couple families			6.20% +/-3.4
With related children of the householder under 18 years			11.80% +/-8.1
With related children of the householder under 5 years only			25.60% +/-23.3
Families with female householder, no husband present			25.80% +/-15.8
With related children of the householder under 18 years			41.80% +/-23.2
With related children of the householder under 5 years only			70.60% +/-50.0
All people			16.70% +/-4.5
Under 18 years			19.20% +/-8.9
Related children of the householder under 18 years			18.70% +/-9.0
Related children of the householder under 5 years			20.60% +/-11.0
Related children of the householder 5 to 17 years			17.60% +/-11.2
18 years and over			15.90% +/-3.9
18 to 64 years			18.30% +/-5.3
65 years and over			8.70% +/-4.8
People in families			12.40% +/-5.3
Unrelated individuals 15 years and over			34.30% +/-7.3

INDUSTRY				
Civilian employed population 16 years and over	1,112	+/-95	%	(X)
Agriculture, forestry, fishing and hunting, and mining	93	+/-41	8.40%	+/-3.7
Construction	56	+/-32	5.00%	+/-2.8
Manufacturing	102	+/-36	9.20%	+/-3.2
Wholesale trade	13	+/-13	1.20%	+/-1.2
Retail trade	61	+/-39	5.50%	+/-3.5
Transportation and warehousing, and utilities	107	+/-41	9.60%	+/-3.6
Information	4	+/-6	0.40%	+/-0.6
Finance and insurance, and real estate and rental and leasing	62	+/-29	5.60%	+/-2.7
Professional, scientific, and management, and administrative and waste management services	82	+/-33	7.40%	+/-3.0
Educational services, and health care and social assistance	304	+/-66	27.30%	+/-5.2
Arts, entertainment, and recreation, and accommodation and food services	102	+/-44	9.20%	+/-3.7
Other services, except public administration	39	+/-24	3.50%	+/-2.2
Public administration	87	+/-39	7.80%	+/-3.5

2010 Data:

Poverty rate for the population 25 years and over for whom poverty status is determined by educational attainment level

	Total		Male		Female	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Less than high school graduate	19.0%	+/-17.4	11.1%	+/-13.9	31.8%	+/-31.7
High school graduate (includes equivalency)	19.3%	+/-9.9	1.5%	+/-3.4	29.1%	+/-14.6
Some college or associate's degree	6.0%	+/-5.2	1.3%	+/-2.4	11.8%	+/-11.2
Bachelor's degree or higher	6.7%	+/-8.6	0.0%	+/-16.7	13.5%	+/-16.2

From ACS_12_5YR_S1501

Appendix B: Technology assessment summary

Although we have a new server and network hardware, a new printer and fiber optic cable, computer hardware will continue to need updating. Oldest patron computer in use was purchased in 2011. Patrons sometimes ask about privacy measures on the computers.

Investigate alternative anti-virus and parental control software. Additional licenses for Microsoft Office are needed.

The library could also make good use of these items for which there has been no budget:

1. Microfilm scanner
2. Electronic security at doors or cameras
3. Typewriter
4. Patron card printer

Appendix C: SWOT Analyses

Strengths: *What does the library do best?*

- Pleasant environment: a/c, well-lit, comfy chairs, decor
- Handicap access; except no automatic doors
- Great location for groups to meet/conference room
- Designated Oklahoma Literary Landmark for Wilma Elizabeth McDaniel
- Knowing customers by name, and greeting them when they enter the building
- Good book selection, continuing to put new books on shelves, keeping new children's books in rotation.
- Maintains active involvement with community
 - Monthly Tiny Tot programming
 - Summer Reading program
 - Participation in the Angel Tree program with book giveaways
- Maintaining community history
 - Great genealogy/local history section
 - Knowledgeable staff person
- Good Services
 - Ebooks
 - Interlibrary loan
 - Faxing
 - Scanning, printing and copying
 - Tax forms & information table
 - Online catalog
- Good Technology
 - Internet Speed
 - Public access computers
 - Wi-Fi available 24/7
 - Knowledgeable staff person
 - Facebook and Twitter usage
 - Website updates

Weaknesses: *What do you think the library could improve?*

- Advertising does not reach enough people
 - Public unaware of library services
 - Marketing of events
- Few partnerships
- Fundraising
- Building issues
 - Roof/ceiling tiles
 - parking lot needs work
 - windows/trim need painting
 - basement A/C replacement
 - drainage problem at west door
 - public computer chairs in worn condition

- Security of building/visitors/archive
- Lack of programming for teens/adults/families
- Need more seating; separate spaces
 - Lack of space to hold large programming events
 - Small children's area sometimes noise is an issue
- Computers/age of hardware/privacy when using
- Employees underpaid
- YA Collection needs some work along with a Tween collection

Opportunities: *What needs do you see in the community that could be opportunities for the library to make a difference?*

- Programming
 - Additional programing for all ages in the community
 - Classes on accessing/using OK Virtual Llibrary
 - School class visits/homework help
 - Public computer lab for classes such as coding, Word, email
- Community Engagement
 - Make the library the hub for all community information
 - More community involvement
 - Participation in a summer meal program for children in need
 - Provide volunteer opportunities
- Advertising
 - Market the library to Tulsa/OKC as a meeting location
 - Inform the public at local events about what the library offers
- Fundraising
- Upgrade computer equipment to stay relevant

Threats: *What outside forces do you feel could negatively affect the library?*

- Abuse of afterhours Wi-Fi with calls to the police due to noise-public urination-trash etc.
- Growing popularity of eBooks
- Greater distance from schools may adversely affect student accessibility
- Community apathy/lack of interest/not telling the library's story to the community
- Budget Issues/Lack of Tax revenue
 - Under-staffed
 - Not open enough hours
 - Purchasing restricted to spring
 - Need capital improvements
 - Weather-heavy downpours of rain-basement issues-roof issues/need building infrastructure investment

Appendix D: Library Profile

Annual Report Statistics

The library reports annually to the Oklahoma Department of Libraries on services provided, materials purchased and circulated, program attendance and much more.

Source for the following information: library annual report data as collected by the Oklahoma Department of Libraries and compiled by Bibliostat Connect.

2018 Annual Report Data

Annual library visits: 7,071
Annual reference transactions: 6 per week
Registered users: 4,399
Total staff (FTE): 1.75
Print materials: 12,666
e-Book collection: 42,927
Audio collection: 412
e-Audio collection: 10,937
Video collection: 446
e-Video collection: 682
Print serial subscriptions: 2
Circulation of all materials: 5,981
Yearly programs: 14
Yearly program attendance: 858
ILL received: 7
ILL provided: 0
Weekly hours: 40
Internet computers used by general public: 5
Uses of public internet computers, per year: 1,651
Wireless sessions: 3,227
Annual operating revenue: \$76,547
Annual total operating expenditures: \$76,547

2019 Annual Report Data

Annual library visits: 5,706
Annual reference transactions: 5 per week
Registered users: 4,520
Total staff (FTE): 1.74
Print materials: 12,714
e-Book collection: 46,402
Audio collection: 413
e-Audio collection: 12,993
Video collection: 481
e-Video collection: 701
Print serial subscriptions: 2
Circulation of all materials: 6,461
Yearly programs: 22
Yearly program attendance: 306
ILL received: 4
ILL provided: 0
Weekly hours: 40
Internet computers used by general public: 5
Uses of public internet computers, per year: 1,564
Wireless sessions: 2,661
Annual operating revenue: \$81,766
Annual total operating expenditures: \$81,766

Appendix E: Patron Survey

<https://www.surveymonkey.com/r/Y3V8RXXK>

Stroud Public Library

Annual Patron Survey

Thank you for your support!

If you would like to join the Friends of the Library, please [contact us here](#).

1. Which of these library services have you found to be well done?
2. Which of these library services have you found to need improvement?
3. Which of these library services do you feel is most important to the community or to you?
Choose top 3.
4. Which of these library services do you feel is least important to the community or to you?
Choose top 3.

- Books
- Audiobooks
- Magazines
- DVDs
- Reference materials
- Desks and chairs
- Interlibrary Loan
- Online Patron Access Catalog (OPAC)
- Your OPAC account
- OverDrive eBooks
- OverDrive Audiobooks
- OverDrive Magazines
- OverDrive movies
- EBSCOhost periodicals access
- ABCMouse.com
- Resources on library website
- Computers with Internet
- Computers used without Internet
- Internet used without Computer (Wi-Fi)
- Printing from Computer
- Printing over wifi
- Copier
- Scanner
- Fax Service
- Tax Forms
- Local History research
- Local History pictures
- Obituary and other genealogical research
- Quilt Collection
- Conference Room/meeting space
- Summer Reading Program
- Tiny Tots Reading Program
- McDaniel poetry contest
- Book Sale
- Facebook/Twitter usage
- Email notifications
- Library Hours
- Facilities – restrooms, water fountain, environment
- Librarian assistance

5. How often do you...

Never Less than once a month A few times a month More than once a week Daily

- Come to the Library
- Visit the Library online
- Use a Library computer
- Use the Library Wi-Fi

6. Do you have access to any of the following at home? Please check all that apply.

- Computer
- Dial-up Internet
- High-speed Internet
- Wireless internet (Wi-Fi)
- Computer printer
- I don't have any computers/internet at home.

7. Why are the library computer services important to you? Please check all that apply.

- Education
- Work (current job)
- Personal Socialization (i.e., Facebook, personal email)
- Health information
- Business Communication
- Personal Entertainment (i.e., music, movies, games)
- Job search/unemployment
- Research (not for school)
- E-Government (i.e., health care, social security, tax forms)
- N/A: I don't use library computers

8. Would you use/participate in additional services/programs? Choose top 3.

- | | |
|--|---|
| • Newsletter by email | • Meet the Author party |
| • Book club (we could not provide copies for everyone) | • Musical Performances |
| • Writer's club | • Local History Program |
| • Movie club | • Financial Planning and Money Management |
| • Coding club | • Health Classes |
| • Crafting club | • Tween Programming |
| • Volunteer opportunities | • Teen Programming |
| • Free tax preparation assistance | • More Opportunities to Learn Things |

9. Please tell us a little about you, the persons using the library. Check all that apply.

- | | |
|-------------|--|
| • Age 0-17 | • Reside in/near Stroud (Stroud address) |
| • Age 18-24 | • In Stroud because I work in Stroud |
| • Age 25-34 | • Reside in/near a nearby town |
| • Age 35-44 | • Male |
| • Age 45-54 | • Female |
| • Age 55+ | • Have a Stroud Public Library card |