



# Lied Winside Public Library

## Community Needs Response Plan 2018-2021

Board Approved on September 25<sup>th</sup>, 2018

Lied Winside Public Library Mission Statement:

To connect and empower the lives of our community through ideas,  
knowledge, and the joy of reading.

# Planning Process

This plan was created by the Lied Winside Public Library Board members & the library director. We will review our community needs response plan annually in September and revise as needed.

## Library Board Members

Linda Barg  
Helen Hancock  
Karol Stubbs  
Teresa Watters  
Dawn Peters

## Library Director

Lara Lanphear

# Community Profile

- Winside's Population as of 2010 was 427. Our Current Population as of 2016 is 407.
- Our median age is 36.5 years old.
- People 65 and older represent 14.9% of our population.
- The median household income for Winside is \$62, 500 while our state median income is \$54,384.
- 94.8% of the population is a high school graduate or equivalent.
- There are 230 housing units located in Winside.
- 5.3% of individuals are below poverty level.

## Community Assessment

Our village history starts three miles west and ¼ mile south of our now present town. In 1884, N.W. Railroad wanted to create a town between Wayne & Norfolk where they could place an additional depot. Because of this they founded Northside. However, this "town" had problems from the very beginning. Northside's location was a problem since it sat at the bottom of "Apex Hill." The trains were having a very difficult time going west out of town. Almost immediately discussion began about moving the town. Some people were for it others were against it. There were quite a few disputes about moving the town. Ultimately, the town was moved. Everyone was so elated at the fact that we were "the winning side" and they named the new town "Winside." On October 7<sup>th</sup>, 1890 Winside was officially incorporated as a town.

In the beginning, the town thrived, and had several businesses located on Main Street. Unfortunately, due to the World Wars and the inventions of automobiles (residence can go to bigger cities easier), the businesses dramatically suffered. In the 1970's, several businesses closed & a multitude of farmers moved away. Now in 2018, Winside has 20 businesses, 3 churches, a library, & a post office. Even though Winside has changed dramatically over the years, the community still has the wonderful small-town feel.

## Community Needs

The library board members recently conducted a survey at the Winside Public School's annual spring concert. The members encouraged all ages to participate. It was a great success—over fifty surveys were handed back at the end of the concert. The board members & library director analyzed the information and composed this list of what our community believes is the most concerning.

1. School Declining
2. Café needs to reopen/a place to eat
3. Activities for the kids/teens.
4. Business retention and lack of.
5. Residential Cleanup
6. Infrastructure improvements. Sidewalks, streets, etc.
7. Decline of population
8. Limited daycare
9. Lack of pride for our town
10. In need of a pool

Our City Council has seen these surveys and is working on addressing these issues.

# Library Analysis

## **Internal Environment**

### *Major Strengths*

- ∂ Friendly, Helpful Staff
- ∂ Newer facility
- ∂ We are open more hours than our average peers.  
*Our local hours: 1040      Peers Average: 795*
- ∂ Funding is above average
- ∂ Circulation
- ∂ Collection size
- ∂ Weeding rate is above average
- ∂ Free WIFI
- ∂ Meeting room is used frequently by the community

### *Major Weaknesses*

- ∂ turnover rate is below average
- ∂ no automation system
- ∂ Computers & copier are outdated
- ∂ No handicap assessible doors
- ∂ Lack of attendance during programs
- ∂ Lack of parking during big city events such as Old Settlers, Tour of Homes, etc.
- ∂ Lack of Programming for teens & adults

## **External Environment**

### *Major Opportunities*

- ∂ Newly opened daycare facilities
- ∂ Limited entertainment in town
- ∂ Our community still has a Pre-K through 12<sup>th</sup> grade public school.

### *Major Threats*

- ∂ Lack of police force
- ∂ Business retention.
- ∂ School population grades Pre-K through 12<sup>th</sup> is only at 198. Fifteen students less than last year.
- ∂ Community is interested in events/programs, but very few attend.
- ∂ School stopped participating in AR. The number of visits to the library from younger patrons are dwindling because of this change.
- ∂ Advancements in technology. Many patrons would rather use their devices than come to the library.

# The Role of the Library

Libraries are a vital part of every community. At the Lied Winside Public Library, we strive to give our community a place to gather, learn, and grow. Even though we are a small town, we believe our library helps unify and strengthen us.

After conducting the surveys, the strategic planning committee discovered there are several factors the town needs to improve on. One of the major concerns that the town has is the café closing. Due to the café closing,

several members of the community did not have a place to go to gather, eat, play cards, etc.

Because of this, the library has offered our meeting room as a place for the community to gather. The patrons who use it enjoy playing cards, chitchatting, and having their afternoon coffee there two to three times a month.

Another major concern we have with our community is lack of activities for the kids and teens. The town of Winside does not have a rec center, pool, or any additional activities (besides school-related). The library will attempt to draw more teens in next year during our Summer Reading Program by having special programs for teens. We do have programs and speakers come for the younger patrons (Pre-K-5<sup>th</sup> grade). We also had a story circle for ages 0-3 during this past summer and it was a huge success. Because we did different programming this past year, our numbers were substantially higher than the previous years.

Community members visiting the library and using our resources have been declining in recent years. There are several factors that contribute to this problem. Some factors include people have easier access to technology & people seem to be more “busier” now & do not take the time to come down to the library. To resolve this problem, the library will be opened different hours starting October 1<sup>st</sup> to meet the communities needs. We will also start different programming within the next couple of years to include more teen & adult patrons. This will hopefully encourage more of our community members to use the multifarious services we offer.



# Goals & Objectives

## **Community Need #1**

*Providing programming for teens*

Goal: In the survey we conducted, the community expressed the need for activities for the kids in our community. Our library does not provide any programs or incentives to encourage teen readers to the library. Our library does have several books specifically for teens. However, we see very few use our materials/resources. In order for teenagers to get excited/have a reason to come to the library, we will start programming especially for teens.

### **Objectives**

- a. During the SRP of 2019, the library will offer special programs for teens. We currently do programs only for our young readers on Wednesday mornings. For teens we will provide STEM/STEAM Programs, Movie day at the library, and special presenters.
- b. Outreach Program. We currently do a book club for the 4-6 graders at our local school. It is a huge success. In the 2019/2020 fiscal year, we will do a similar book club with teens. We will have them pick out books that they believe they will enjoy reading and have discussions during lunch time.

## **Community Need #2**

*Recreating our Friends of the Library*

Goal: In the survey we handed out, the community expressed the need for more activities for the kids and to strengthen the town pride.

Our goal is to recreate the Friends of the Library, so we can do special fundraising in order to hold more desirable programming, purchase equipment and update our technology in the library. This would ultimately better our community. Being a part of the Friends of the Library would also enable community members to be a part of an entity in our small town. Hence, it would give them a sense of town pride.

### Objectives

- a. In the 2019/2020 fiscal year, our director and assistant will reach out to some of our very loyal patrons to see if they would like to be involved. We will also ask the board members to reach out to the former patrons who were Friends of the Library.
- b. In the fall of 2019, the library will hold a Members Drive. We will invite the community to visit the library, & get the community informed on what we would like to do for our town.
- c. In the winter/spring of 2020, we will hold a meeting for the members to discuss our goals & visions for the town of Winside.

### Community Need #3

#### *Community Cleanup with the Library*

Goal: Twice a year (Spring & Fall), the library will hold a program for all ages to participate in a neighborhood cleanup. One of the concerns the community perceived when we conducted our survey was lack of residential cleanup & lack of town pride.

## Objectives

- a. Starting in the winter/spring of 2020, our first step will be to set up a date & find a library board member/city council member who would like to help coordinate this program. The coordinator and librarian will ask for volunteers to meet at the library (cleanup committee) & discuss what the community would like to do for our first community cleanup project. After we set a date & generate a plan, we will contact local companies & ask for donations for the supplies we need.
- b. We will start advertising our “Community Cleanup with the Library” program one month in advanced. The librarian & the board members will put up flyers, advertise on Facebook, and post on our website. The sign up will be at the library & the town store.
- c. After the event takes place we will hold a post-cleanup party at the library or park to thank the members of the community who helped participate in this program. We will ask local vendors for donation of food, water, etc.

## Evaluation

The Lied Winside Public Library board members & librarian will implement these goals into our agenda straight away. The library will use this community

needs response plan to help strengthen & unify our town. As stated, we will reevaluate this plan in its entirety annually & as needed.

\*Did not include a summary because this is our first year implementing our community needs response plan.