

**Strategic Plan 2016-2020**  
**Juniata County Library**  
498 Jefferson St. Mifflintown, PA 17059  
[www.juniatalibrary.org](http://www.juniatalibrary.org)

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The Juniata County Library Is a United Way Agency



## Overview and Scan of the Community and Library

Juniata County is a long, narrow slice of Central Pennsylvania tucked between State College and Harrisburg. Its population is 24,526 according to the 2010 census data. 83% of those above the age of 25 have a high school diploma or equivalent, while only 12% of those above the age of 25 have a bachelor's degree or higher. The median household income is \$46,163 with the unemployment rate at 4.6%, under the state level of 5.4%. 76.9% of Juniata County residents own their own home. While Juniata County has been known for agricultural work, its residents are increasingly finding employment in service sectors.

- ❖ As of date, there are 9,932 library card holders in Juniata County, of which 1,558 (17%) are patrons 18 and under.
- ❖ There is an average of 4,500 visits a month to the library for computer use, story times, and book browsing.
- ❖ There are 48,850 total print items in the library collection, with adult fiction, kid easy reader, and public computer use ranking as the highest of all collections circulated.
- ❖ Total circulation in 2015 was 85,054, with 29,615 (35%) coming from children's materials.
- ❖ Digital circulation in 2015 was 4,090 with Tumble book use exceeding 108,879 sessions.

The Juniata County Library is staffed by 11 employees. The library building is owned by the government of Juniata County and is situated right by a playground, a park, and a local elementary school.

### SWOT Analysis

A team of strategic planners conducted intensive interviews with local individuals and groups in 2014 to get an all-encompassing picture of what the library is seen as and where it can grow. After the interviews, the strategic planning committee established the following:

#### Strengths of the library

- ❖ Generally well-regarded by the community
- ❖ Financially well-supported at the local level

#### Weaknesses of the library

- ❖ Public not well-informed about services
- ❖ Aging library technology

#### Opportunities for the library

- ❖ Partnerships with local educational organizations
- ❖ Technological need of the community

#### Threats to the library

- ❖ Continued absence of sufficient state aid

❖ Perceptions of increasing irrelevance in a digital age

## **Who We Are**

### **Mission Statement**

The Juniata County Library offers free services and opportunities enabling all members of our diverse community to explore ideas, the power of information, and the joy of reading. The Library has a special mission to young children and their caregivers to encourage a love of reading and learning.

### **Vision Statement**

The Juniata County Library, as both a physical space and a 24/7 online knowledge portal, will be the information hub of the community, utilizing current technologies and high speed internet access to improve residents' connectivity to the world. The Juniata County Library is a center for early childhood information, parent education, early literacy, socialization, and family support. The Library will partner with families and other community organizations to create enthusiasm for life-long learning. The Juniata County Library actively pursues a role to provide current, high-demand materials of popular interest for users of all ages in various formats at little-to-no-cost.

## **Values, Goals, and Objectives**

### **Goal 1: Optimize the space used by the library in order to provide a safe, welcoming and accessible environment for the public, staff and volunteers.**

- Offer access and conveniences for the public, staff and volunteers, as well as a secure storehouse for our collections, supplies, and devices.
- Pursue increasing energy efficiency, which can include window coverage throughout the building.
- Offer up-to-date technological devices for personal use by the public. By 2018 all Windows computers will be running on the latest version of Windows 10 and all staff and volunteers will be proficiently trained in using the computing system so to best serve public needs.

### **Goal 2: Be on the cutting edge of technological access for reading, learning, and job development.**

- Continue to offer learning opportunities for a variety of technological devices, platforms, and programs for free and or a small fee.
- Partner with local schools to bridge the needs and current technological capacities of youth with rich library content.
- Continue to construct and adapt the online presence of the library through an interactive website, catalog, and market all of the library through current social media outlets.

### **Goal 3: Foster new local partnerships and strengthen established bonds so to encourage and facilitate reading amongst all age groups and backgrounds.**

- Issue a library card to every student in Juniata County schools, both public, private, and home based. Additionally, inform and encourage all elementary school teachers to use Tumble Books and all age-level teachers to access online library resources germane to their classroom objectives.
- Partner with retirement communities to provide their residents easy access to library materials and learning opportunities on site.
- Strategically market the library at local events and in communities for all nationalities and backgrounds, most notably Hispanic populations. Additionally, increase awareness of what the library has to offer through established and emerging digital outlets.
- Specialize in serving the reading and learning needs of emerging populations in the county, most notably Hispanic populations.