2018-2022

North Central Library District

5 Year Plan

The North Central Library District, a service of James V Brown Library, provides support services to 40 state-aided libraries in 45 facilities across an 11 county area in north central Pennsylvania. NCLD is the largest geographic district in the state. It is comprised of 4 federated systems, 2 consolidated systems, and 9 independent libraries. The majority of libraries are small and rural. James V Brown Library, located in Williamsport, Lycoming County, is the District Library Center. The James V. Brown Library employs one full time District Consultant, one full time Technology Consultant, and one part time Youth Services Consultant. Other members of the James V Brown Library staff provide services to district members.

The North Central Library District is a source of assistance to member libraries and the people they serve. Services include: reference, postage paid interlibrary loan, continuing education opportunities for library boards and staff, eBooks and audios, cataloging assistance, and web site administration. Advisory services are provided to local library directors, trustees, municipal officials, and the people we serve. Consultation is provided to member libraries in the area of strategic planning, grant writing, board development, marketing, advocacy, technology, and youth services. The District serves as the liaison and channel of communication between local libraries and the Office of Commonwealth Libraries.

This plan lays out a framework of priorities for the North Central Library District in the next 5 years. This plan was formed using information collected from District stakeholders including the district team, library directors, board presidents, the Office of Commonwealth Libraries, Pennsylvania Library Association and District Advisory Council. Five focus areas were identified:

- Communicating Value
- Facilities Management
- Sustainability
- Managing Technology
- District Services

Goals and Action Steps:

Communicating Value	**Goal 1**: District member libraries will have materials, research, coaching, and learning opportunities to support communicating value to communities and funders.
	Action Steps: ✓ Provide learning opportunities in outcomes measurement ✓ Develop a library forum group for sharing discussion and best practices ✓ Survey member libraries about programs and services and matching those to community needs ✓ Provide up to date statistics and talking points for each county to use with potential funders ✓ Identify best practices in marketing ✓ Develop template for library statistics and community needs ✓ Collect photos and stories to use as testimonials to the value of the library in real lives. Produce a video to promote library value ✓ Utilize community organizing approach to empower boards, Friends and other supporters to communicate library value

Facilities Management	**Goal 2:** District member libraries will be knowledgeable about facilities management and will be prepared for community emergencies
	Action steps: ✓ Clarify the role of the library in disaster preparedness for the community and prepare a directory of community relief agencies/organizations ✓ Investigate trends in energy efficiency ✓ Research and clarify the role of the library in social issues such as homelessness, opioid epidemic, and child abuse and neglect ✓ Provide learning opportunities on safety and security ✓ Provide a directory of community organizations/agencies for safety and security and legal system structure for potential partnerships ✓ Create templates for disaster planning and maintenance checklists. ✓ Provide learning opportunities in risk management for facilities.

Sustainability

Goal 3: District member libraries will have the knowledge and tools to sustain library service for future generations

Action steps:

- ✓ Provide grant writing workshop/instruction
- ✓ List grant opportunities
- ✓ Share proven fundraising projects and strategies
- ✓ Provide learning opportunities about developing community partnerships
- ✓ Develop communication strategy to engage with local governments
- ✓ Identify community user groups and stakeholders

Managing Technology

Goal 4: District member libraries will have the tools and support they need to manage technology for library staff and the public

Action steps:

- ✓ Inform member libraries about ongoing technology trends
- ✓ Continue ongoing assessment and inventory
- ✓ Develop training strategy for library staff including managing and updating equipment and promoting the value of technology
- ✓ Create best practices guide in managing technology with maintenance schedules and tips for troubleshooting
- ✓ Create a list of resources for purchasing
- ✓ Apply knowledge to the community (advance the skills of the public and promote library technology to youth)
- ✓ Communicate state initiatives like Power Library, Access PA, and expanding broadband
- ✓ Investigate collective purchases of databases

District Services	**Goal 5:** All member library staff and boards will be knowledgeable about and understand the value of district services.
	Action Steps: ✓ Develop short video introduction to district services to be used in new staff and trustee orientation ✓ Provide list of district services with contact information to include with trustee orientation packets ✓ Review and revise district web site to make more intuitive for users