

TUPPER LIGHTFOOT MEMORIAL LIBRARY

2021-2025 FIVE-YEAR PLAN

Adopted by
The Library Board
August 2020

 8/17/2020

(Signature of Chair or Vice-Chair)

COMMUNITY PROFILE

According to the U.S. Census, the Brundidge population is 2,295 with seventy-two percent of the population African American. The median age is thirty nine with the population background as follows: twenty-three percent under eighteen; sixty percent between eighteen and sixty four; and eighteen percent sixty five and over. Medium household income is \$31,364 with seventy-one percent of households making under \$50,000. Eighty-one percent of the population has an educational attainment of high school graduate or above. Forty-two percent of the households are headed by females.

U.S. Census Bureau (2018). *American Community Survey 5-year estimates*. Retrieved from *Census Reporter Profile page for Brundidge, AL* <<http://censusreporter.org/profiles/16000US0110240-brundidge-al/>>

LIBRARY PROFILE

Awards

The Tupper Lightfoot Memorial Library in Brundidge, Alabama, received the Alabama Public Library Standards of Achievement Award at the GOLD Level in 2019. This honor is the result of dedication and support through many years from the City of Brundidge, library board members, friends, staff & patrons. The Alabama Public Library Standards consist of criteria that measure facilities, administration & governance, planning, budgeting, staffing, continuing education, promotion & partnering, collections, services and technology.

The Library Board

Molly Casey, Chair; LaVentrice Terry, Vice-Chair; Amanda Lopez, Secretary-Treasurer; Carter Davenport; Waymond Rodgers.

The Library Staff

Theresa Trawick, Director; Garneshia Lampley, Children and Teen Coordinator; Amber Brantley, Administrative Assistant; Karis Nicholson, Circulation Clerk; Evelyn Flournoy, Part-time Assistant.

The Friends of TLML (501-C-3) Officers

Larry McLeod, President; Martha Harden, Secretary; Lynne Dansby, Treasurer.

2019 At-A-Glance

Tupper Lightfoot Memorial Library, located in Brundidge, Alabama, served a legal service area of 6026, which includes Brundidge and surrounding areas. The public service hours for the library were 2,363 with 11,880 total library visits. The total book volume in print format was 14,928. Patrons had access to Ebooks through Camellia Net, a statewide consortium. Databases provided by the state of Alabama and accessed through the Library's website included Learning Express (practice tests); Homework Alabama (with free tutors); Chilton's Auto Repair; the Merck Manuals (medicine); and, Ancestry.com (Library edition). Total collection use was 11,941.

The library's website offered sources for education and research on the following web pages: homepage, digital library, kids, young adult, jobs and careers, Alabama, local history, information safety, voting and other educational resources.

The library offered 232 programs with attendance at 3,583. Established programs include the following: Pre-School; Home-School; Teen Time; Gear Up (PCHS); Summer Reading; Reading to Head Start; Community Heroes; Martin Luther King Birthday Celebration; Haunted Library; Christmas at Tupper; Check It Out; Winter Read Contest for Adults; and, Bibliotherapy.

In-house computers were used 2,323 times, (does not include WiFi use)

Preparing the Plan--Input from Library Staff

Strengths

Small community where most people in the community know each other.
Small diverse staff who is able to work well together. The Library meets the need of several communities by offering diverse reading material, computer use, Wi-Fi, scanning, copying, faxing, programming for all ages and much more.

Weaknesses

People quickly spread false and inaccurate information.

There is a need for several methods of payment. (Debit, credit, PayPal, etc).

Preparing the Plan--Input from a Community Survey

The Library surveyed the community through a mailed questionnaire and a website questionnaire. Many of the surveys were returned with "great job." Results are summarized below.

What else could the library do for the community? For you? For your family?

Put out more newsletters asking family to have a day at the library for fun and to get out of the house with kids and grandkids.

Have transportation for out-of-town people.

Offer more interaction with authors/persons of interest at gatherings.

Teach computer classes for seniors and youth.

Teach local history through seminars, handouts, online and books, etc.

Offer Seminars on Covid-19.

Give How-To classes (3-D printers, starting a community garden, digital learning lab).

Provide city transportation for out-of-town people. A lot of people living outside the city would love to use the library but cannot access it as easily.

Teach computer classes for seniors and youth.

Teach history of the area.

Provide resources and learning about physical and mental health.

Give programs on how to sign up for federal benefits, how to access free or low-cost foods, yoga classes, healthy cooking demonstrations.

Partner with local schools to make accelerated reading program more interesting.

Go into schools and read.

What do you believe to be the strengths and weaknesses of the library and community?

Strengths

Our library is one of the strengths of our community.

The librarian and her commitment to the people of the community.

Lots to do at the library.

Friendliness; internet and WiFi.

Small, friendly.

Full of good books.

Small town atmosphere and caring workers.

Summer Reading Program; outreach to community with Growing Words, Silent Book Club, brown-bag programs, tutoring and teen time.

The library actively works to make the library a safe place that educates and assimilates everyone.

Wonderful staff. Great hours. Always willing to support tutoring program. Great kid programs.

The library has lots of programs and activities.

Weaknesses

People do not take advantage of what we have.

Lack of new books (not Ebooks).

Lack of complete book series.

Lack of technical offerings.

Selection of books for young adults.

Community is still slow to welcome people of diverse backgrounds/philosophies.

COMMUNITY VISION (from 2015 forum)

Children are happy, healthy, educated, safe. Children love to read, have curiosity and have a love of learning. Those from twelve- to eighteen- years old show curiosity, have self-esteem, are good communicators, are prepared for the world of work and know “who they are.” They are open-minded. The nineteen to forty-year olds have great jobs and have good family environments. They are life-long learners, who have not lost their curiosity about life and things. They have adequate housing. There is a rich community life, and they are contributors to that community life. They live by Christian values, such as showing respect for their fellow man. They are ruled by government leaders who are attuned to their needs and represent them as a whole. The forty-one-years old and upward have an economy supportive of their retirement. They have solid coping skills and can balance work and leisure time. They use leisure time for volunteering, rest, hobbies and family time. They have good decision-making skills.

LIBRARY VISION

During the next five years, the Library is recognized as an essential place. It is a place where its programs and services contribute strongly to the community. It is; a place where individuals, families and organizations are inspired to read. The Library brings about a “sense of place” for all. It is a quiet storehouse of knowledge and center of civilization; at the same time, it is a place of lively interaction that offers hands-on learning, cultural experiences, exploration and discovery of a variety of subjects and issues. It is a dynamic organization that wisely changes as needs change.

TAGLINE

The Library—Bringing Community Together

MISSION STATEMENT The Mission of the Tupper Lightfoot Memorial Library is to bring community together in a comfortable, encouraging, enriching and engaging environment. The library is to strive to promote life-long learning and all types of literacy, especially reading and information literacy.

1. GOAL--SUPPLY SERVICES AND PROGRAMS THAT ARE DYNAMIC AND COMMUNITY FOCUSED.

1.1 OBJECTIVE--Maximize infrastructure (technology, financial, etc.).

Activity Remind the City that funding must be maintained or increased, in order to continue to get State Aid.

Activity Continue to provide helpful and timely service to all patrons..

Activity Participate in a minimum of three approved training workshops annually per staff member.

Activity Follow annual replacement cycle in Technology Plan.

Activity Analyze operations for maximum benefit to staff and community.

Activity Develop cloud storage for local history and genealogy items to be available for the public to peruse.

Activity Conduct an annual audit of all equipment to determine future replacement needs and new technology requirements; maintain logs of how, when, where and how equipment has been maintained, repaired, etc.

Activity Evaluate WiFi hotspot lending program.

Activity Design and implement credit/debit card payment processing, e.g., Square.

Activity Search for ways to offer WiFi printing capabilities.

Activity Clarify procedures so that staff are able to give consistent and quality services.

Activity Maintain technology infrastructure to deliver services.

Activity Re-evaluate annually--Pike County Library Cooperative.

1.2 OBJECTIVE--Systematize a culture where staff participate and take responsibility for meeting service goals.

Activity Instruct staff in public service techniques through at least two training webinars and workshops annually.

Activity Continue staff development days twice annually.

Activity Continue monthly one-hour staff meetings.

1.3 OBJECTIVE--Investigate new services and programs to implement.

Activity Spread awareness and educate about Going Green.

Activity Hold, promote or participate in at least one litter clean up event each year.

Activity Evaluate offering programs about seeds and related topics.

Activity Seek funding for a Story Stroll and implement. A Story Stroll combines the joy of walking outside with the joy of reading. Each display on the walk would contain a page from a children's book. Children, parents and/or grandparents would read, as they strolled around the library.

Activity Research VHS to DVD converter services.

Activity Investigate programs that would fill in or enhance local school programs.

Activity Explore early literacy programming.

Activity Each semester, coordinate with English teachers, history teachers and others

to teach research skills or help with assignments.

Activity Examine ways to offer workforce development.

Activity Explore more age-targeted programs

Activity Explore more intergenerational programs.

Activity Offer an Introductory Spanish class for non-Spanish speakers.

Activity Establish a program specifically for the Hispanic community.

Activity Find at least three ways to promote Pike County Area Transit, so that citizens without transportation can come to the library.

1.4 OBJECTIVE--Expand outreach services.

Activity Create at least three ways to reach out to the Hispanic community.

Activity Twice a year, recruit and reward volunteers.

Activity Participate in and promote at least one local career fair.

Activity Expand the efforts of Library Card Sign Up Month (September) to showcase the library.

Activity Invest in new ways to deliver curb-side services.

Activity Seek funding for a Books on Wheels and implement. A cargo trailer will be outfitted to deliver books to children and adults who are not able to come to the library.

Activity Find ways to promote Pike County Area Transit, so that citizens without transportation can come to the library.

Activity Explore services to the homebound.

Activity For the blind and visually impaired, in at least two ways, promote the state's Blind & Physically Handicapped Division of the Alabama Public Library Service.

Activity Encourage the start of clubs by patrons.

Activity Continue no-registration programming (Seuss Day, MLK Day, Haunted Library.)

1.5 OBJECTIVE--Provide infrastructure for services and programming.

Activity Order books, supplies, etc., to support programs.

Activity Stay updated on technologies that would support current and future programs by reading at least one professional source each week.

Activity Exchange, at least monthly, programming and service ideas among staff.

Activity Survey routinely to get feedback on programming and services to show that at least ninety percent of patrons are satisfied.

1.6 OBJECTIVE--Sustain the number of after-school programs.

Activity Stay in weekly contact with teachers, reading coaches, school administrators, etc. in support of tutoring.

Activity At least twice a year, poll students and teachers for ideas for teens.

Activity Research what other libraries are doing for after-school programming.

Activity Plan programs as results of library surveys of the community.

Activity At least each semester, get reading lists and school projects/reports handouts to know topics, deadlines and resources needed to assist students.

1.7 OBJECTIVE--Supply Readers' Advisory Service.

Activity Assist patrons on a one-on-one basis.

Activity Use the library catalog website to advise readers.

Activity Use the library website as a tool for Readers' Advisory Service.

Activity Create at least three Readers' Advisory brochures/handouts annually.

1.8 OBJECTIVE--Teach acceptance and values.

Activity Create and implement annually a program about researching opposing viewpoints, bullying, marginalizing/stereotyping.

Activity Host annually a mental health awareness programs.

Activity Create an annual program about diversity.

1.9 OBJECTIVE-- Going Green programs.

Activity Sponser, participate, and/or promote annually a litter clean up event.

Activity Hold a Going Green annual program.

1.10 OBJECTIVE--Train the workforce.

Activity Expand web and social media resources for the workforce, e.g., resume building, job search, etc.

Activity Offer or promote an annual workshop, webinar, etc. related to workforce development.

1.11 OBJECTIVE--Encourage artistic endeavors.

Activity Host at least two paint parties annually with wider age ranges.

Activity Supply at least an annual sidewalk chalk art event.

Activity Create more opportunities for murals and sculptures around the City.

2. GOAL--ENHANCE AND PROMOTE COLLECTIONS THAT ARE EDUCATIONAL, INFORMATIVE AND ENJOYABLE.

2.1 OBJECTIVE--Acquire resources in different formats.

Activity Explore online movie streaming options, e.g., Hulu, Netflix.

Activity Evaluate adding a Redbox kiosk (library gets 3% of income).

Activity Research what is needed for a seed collection.

2.2 OBJECTIVE--Improve the cultural and interest range of all resources, such as race, religion, gender and sexuality.

- Activity** Add highly recommended materials in the field of diversity.
- Activity** Increase anime and manga collections.
- Activity** Survey annually how patrons see the library's holdings related to diversity.

2.3 OBJECTIVE--Evaluate and adjust the operations of collections.

- Activity** De-select materials at least once a month to make room for items to be added.
- Activity** Improve and document procedures annually for local history and genealogy.
- Activity** Organize local history and genealogy for ease of access.
- Activity** Revise and update the collection development policy at least once during the planning period.
- Activity** Solicit requests for materials from stakeholders (staff, patrons, etc.) each week.
- Activity** Study operations to improve efficiency and effectiveness in acquiring materials.

2.4 OBJECTIVE--Preserve local history and genealogy materials.

- Activity** Digitize materials in LHG at least two hours per week.
- Activity** Refine written procedures for digitization.
- Activity** Assign priorities for digitization.
- Activity** Assign staff to work LHG at set times.
- Activity** Gather information about how to acquire digitized copies of Brundidge newspapers.
- Activity** Hold at least one program annually.
- Activity** Upload more items to Alabama Mosaic.

3. GOAL--DEVELOP PARTNERSHIPS WITH COMMUNITY ORGANIZATIONS.

3.1 OBJECTIVE--Expand partnership with local schools.

- Activity** Arrange at least two visits to the schools each year.
- Activity** Initiate more ways to stay in touch with teachers.
- Activity** Arrange with schools to allow every enrolled student the opportunity to receive a library card by fourth grade.
- Activity** Pursue contact with school administrators, teachers, guidance counselors and reading coaches, etc. at least once a semester.
- Activity** Place a school calendar on the library's website.
- Activity** Partner with schools on at least one, big event sponsored by either the library and/or school.

3.2 OBJECTIVE--Expand partnerships with local service organizations.

- Activity** Create institutional cards for community partners, such as schools, day care centers, local nonprofits, homeschoolers, churches and other community groups.
- Activity** Stay abreast of happenings and projects of the Rotary Club, Lions Club,

Brundidge Business Association, Brundidge Historical Society, Brundidge Study Club,, in case the library could contribute.

Activity Stay abreast of happenings and projects for Pike County, such as Pike County Chamber of Commerce, Pike County United Appeal, etc.

Activity Communicate often with churches through phone calls and emails.

Activity Find ways to assist with food drives, such as asking patrons to contribute non-perishables in lieu of paying late fees or giving out donated books as part of community food drives.

Activity Combine efforts to host Imagi-Con or other community events.

Activity Find ways to partner with local comic stores to increase interests in community.

Activity Explore the creation of a Community Calendar on the library's website to link to City website.

4. GOAL--MAINTAIN A PHYSICAL SPACE THAT IS SAFE, WELCOMING AND MULTIFUNCTIONAL

4.1 OBJECTIVE--Maintain grounds that are safe, attractive and inviting.

Activity Investigate the use of solar-powered security lights.

Activity Install outside security cameras.

4.2 OBJECTIVE--Improve buildings to be safer, more attractive, inviting and functional.

Activity Seek funding for the building connector.

Activity Build building connector.

Activity Create/Acquire a checklist/timeline for building maintenance (exterior painting; exterior wall cleaning, porch floor cleaning, exterior furniture cleaning, etc.)

4.3 OBJECTIVE--Enhance building interiors to be safer, more attractive and inviting.

Activity Plan, purchase and assemble furniture, coffee bar, etc., for connector.

Activity Maintain interior lighting.

Activity Design displays to promote the library, its collections and services.

Activity Incorporate a device near public service desks to hold walking canes.

Activity Replace toys or items in children's area that cannot be easily or properly sanitized.

Activity Reevaluate buildings, furniture, computers, etc., to improve access for challenged individuals.

Activity Continue to develop genealogy space.

Activity Continue to offer meeting space for use by small groups.

Activity Evaluate Safety Plan annually and make needed changes.

Activity Keep a safe, secure environment for local history and genealogy.

Activity Update Emergency Plan annually.

Activity Design spaces conducive to printing, copying and related services.

4.4 OBJECTIVE--Go Green.

Activity Use recyclable/compostable materials instead of single use plastics.

Activity Reduce electricity usage.

Activity Start recycling.

Activity Look into renewable energy options (would likely require a grant).

5. GOAL--PROMOTE AND ADVOCATE

5.1 OBJECTIVE--Use memorials and donations to promote the library.

Activity Advertise memorials and donations and the importance of them to the library

Activity Organize information related to memorials/donations.

Activity Install plaques to recognize key donors.

Activity Keep a wish list of items and/or resources needed by the library.

5.2 OBJECTIVE--Enhance promotional/advocacy web pages.

Activity Add URLs and descriptions of the best of the best websites.

Activity Create new pages to assist the community at the point of need, e.g, upcoming election information.

Activity Designate a section of library webpages to promote local authors.

5.3 OBJECTIVE--Participate in the community.

Activity Create a calendar for representation at City meetings to share information and to understand how the library can meet community needs.

Activity Coordinate with the Friends group for promotion and for advocacy.

Activity Continue to sponsor community programs on a variety of topics to be held at the Senior Center.

Activity Use personal, community and professional contacts to promote the library.

5.4 OBJECTIVE--Use exhibits, competitions, activities, etc., to the benefit of the library.

Activity Design and implement a local history and genealogy exhibit for somewhere in the community.

Activity Propose Reader Challenges for all ages.

Activity Expand National Library Card Sign-Up Month (September).

5.5 OBJECTIVE--Maximize the use of reports to promote and advocate.

Activity Conduct oral interviews with users for evaluation purposes.

Activity Share results with the community.

Activity Discover new ways to get community feedback and publish it.

Activity Continue to produce an annual report and make it available.

Activity Share relevant information from other library entities.

Using, Promoting, and Updating the Plan.

The Plan will be used to guide the Library Board of Trustees, the City and library staff in providing services to the community over the next five years.

Copies will be available in the library and on the library's website. An annual report will be written to include how objectives have been met.

The Board and Staff will regularly review the plan for progress towards goals and objectives, indicate activities met or ongoing and make additions and changes as needed.