



Heritage Public Library Five-Year Plan 2020-2025

Background

The Heritage Public Library system (HPL) is a regional library providing public library services to the residents of Charles City and New Kent Counties, Virginia. The Virginia State Corporation Commission certified the establishment of “Charles City-New Kent Heritage Foundation” as a private, non-stock corporation in June of 1981, and in May 1985 the Foundation entered into a contract with the Counties of New Kent and Charles City to establish, maintain, and operate a “free public regional library serving the participating localities.” In October 2003, by unanimous consent of its members, the Foundation voted to change the name of the corporation to Heritage Public Library, Inc. Currently, HPL has two outlets, one in each county.

Library services are funded by Charles City and New Kent Counties, the Commonwealth of Virginia, and private donations and grants. The Heritage Public Library Foundation collects donations for the library, and the Friends of Heritage Public Library supports programs and collections in both locations through fundraising and membership. The annual budget for FY20 is \$456,293. Per capita income contributed in FY20 from the two localities is \$10.69. Libraries in HPL’s region enjoy a median per capita local contribution of \$21.43. HPL is 48% below the median local expenditure for its cohort region.

One full time position (library director) and thirteen part-time positions provide services for a combined 80 hours per week in the two locations. An 11-member library board guides Heritage Public Library, with members appointed proportionately by the Charles City and New Kent County governments. Current Board members are listed below.

- Connie Nalls, Chair (New Kent County, District 5)
- Lauren Carter, Vice-Chair (Charles City County, District 1)
- Lisa Brown (Charles City County, District 2)
- Doris Holloman (Charles City County, District 3)
- Peg Noctor (New Kent County, District 1)
- Howard Ormond (New Kent County, At Large)
- Kimberlee Moyer (New Kent County, District 2)
- Lelia McKee (New Kent County, District 3)
- Leo Vozel (New Kent County, District 4)
- Yvonne Jones, Treasurer (New Kent County, At Large)
- John Templin, Secretary (Charles City County, At Large)

HPL provides books, magazines, video and audio recordings, databases, meeting room space, and a variety of other services to approximately 29,479 residents of the two counties (Weldon Cooper Center for Public Service Demographics Research Group. *Population Estimates for Virginia and its Counties and Cities*, <https://demographics.coopercenter.org>, January 28, 2019.). Available

computers with office software are connected to the Internet and printers for public use, and both locations offer wireless Internet connection. A range of print and non-print resources are available at both locations; the library began FY19 with 51,683 physical items in the collection. Programs for children, teens and adults are also available at both locations.

Mission

The mission of the Heritage Public Library is to promote the development of independent, self-confident, and literate citizens through the provision of open access to cultural, intellectual, and informational resources.

Demographics

Both libraries are used by citizens of both counties. Estimated population of the two counties is 29,479 residents per the Weldon Cooper Center Public Service Demographics Research Group. Other demographics derived from the U.S. Census that may impact collections and services follow:

Demographics (Based on 2017 Census Estimates)	New Kent County	Charles City County
Population	21,682	7004
Persons per square mile	103.25	38.27
Persons under 5 years	4.90%	4.30%
Persons under 18 years	20.00%	15.60%
Persons 65 years and over	16.80%	23.50%
White alone	81.80%	43.30%
Black or African American alone	13.40%	45.90%
American Indian and Alaska Native alone	1.10%	6.90%
Asian alone	1.10%	0.50%
Native Hawaiian and Other Pacific Islander		0.10%
Hispanic or Latino	3.50%	1.90%
Two or More Races	2.60%	3.20%
White alone, not Hispanic or Latino	78.90%	42.10%
Foreign born persons, percent, 2013-2017	3.00%	1.90%
Language other than English spoken at home	3.00%	1.90%
Veterans	1,816	606
High school graduates	65.70%	65.30%
Median household income [1]	\$78,429	\$55,069
Persons below poverty level	5.50%	12.00%
Households with a computer	91.30%	72.40%
Households with a broadband Internet subscription	75.00%	54.20%
[1] Average median household income in Virginia is \$68,766.		

(Data downloaded at <https://www.census.gov/quickfacts> , accessed December 31, 2018.)

Library statistics also guide library collection and service development. These statistics show an increase in usage, particularly with increases in new cards issued and program attendance. More people are signing up for cards, attending programs, and visiting the library in person. While physical item circulation is relatively flat, the circulation of e-materials has increased dramatically. Another dramatic increase that bears watching is that of program attendance by adults. Adult participation in the FY19

Key Statistics FY19			
	FY18	FY19	% Change
New Patron Cards	674	748	9.893048
Circulations	40180	50253	20.04457
Computer Use	2088	2768	24.56647
New Items	2001	2107	5.03085
Discarded Items	3089	1875	-64.7467
ebooks Borrowed	1630	2275	28.35165
Door Count	24132	28612	15.65777
Program Attendance	5322	5863	9.227358

Summer Reading Program, for instance, increased by 60% over the previous year. Other factors to examine include the quantity and quality of the programs, the timing of programs, and the topics of the programs.

Vision of the Future

The Heritage Public Library of the future will be a destination that residents of all ages and incomes will visit and enjoy, with a sense of ownership and belonging to the library. The library will enable users to grow and excel by:

- Providing access to a broad range of current information and literature in a variety of formats free of charge
- Offering programming for all walks of life that promotes learning and literacy in a variety of timely skills and subjects
- Actively performing outreach to the community to promote awareness of library resources and to reach people that are less able to visit in person.

To realize that vision, HPL will need to be aware of changing trends in information and technology as well as the interests and needs of its community.

Goal /Objectives:		Actions:	Steps:	Outcomes:	Timeline:
Facilities	Each county will have conveniently located facilities with hours and amenities that meet the needs of the community.	Determine and set the best schedule of open hours at the new Charles City location.	Review door count statistics during first twelve months after opening the branch. Develop a survey for patron feedback with questions based on observed use of initially scheduled open hours.	Survey and statistics will determine any schedule changes needed to the initial open hours schedule. Resulting schedule will meet the goal of at least 20% increase in hourly door count over previous year.	2021
		Research possible addition of Thursday hours to New Kent schedule.	Work with county to reach the minimum funding required per the Library of Virginia.	With increased local funding in addition to increased state funding (once minimum local funding is achieved), funding will be sufficient to add four or more hours to the open hours schedule on Thursday at New Kent branch.	2022
		Coordinate shared operations and resources with the Bowman Center for Local History.	Maintain the position of Archive and Special Collections Coordinator to oversee Center operations and volunteers. Coordinator will increase public accessibility to History Center resources with scheduled open hours, programs, and finding aids for Center collections. Support Center technology needs and share resources that would be redundant if acquired by both entities.	Support the History Center in meeting the goals of increased visitation numbers and programs, with an increase of at least 20% over the previous year.	2021
		Investigate a second location or mobile service to bring library services to New Kent areas that are more than 20 minutes from the New Kent Library.	Plan and implement a pop-up library outreach in strategic locations. Seek out partner locations to host outreach. Secure a grant to finance the initiative. Collect statistics on use at various locations to determine where a second location would be well-used.	A second New Kent site may be proposed to the County based on use of mobile services. Increased outreach will raise awareness of library services with residents currently not using our library.	2025
		Evaluate the current use of space in New Kent Library and adapt as needed.	Observe use of space by patrons and determine if there are needs not met. Staff will document observations periodically to recognize trends.	New Kent branch will be adapted as needed to meet the needs of our patrons and support consistent or increasing visit statistics.	2024
Technology	Community members and staff will have access to current technology and technology training.	Provide technology training for every age group in the community.	Continue to develop makerspace programs for all ages. Add open makerspace days to both locations.	Use of technology tools and programs will increase in each age group, and at both locations. Programs using technology will be offered at both branches at least once per quarter.	2021
		Provide current technology tools for staff and patron use.	Evaluate new technology trends and adopt as needed.	Updating the technology we offer will support delivering technology literacy and keep patrons engaged. Staff will be current on use of technology and able to assist patrons. Use of public access computers and WiFi will remain level or increase.	Ongoing

		Standardize library technology in all locations and reduce service outages due to equipment failure.	Create and follow a technology and equipment replacement plan. Evaluate third party support company annually.	Network and equipment down times will be minimized with support from technology vendor, and with regular replacement of aging equipment. Standard equipment and programs will facilitate troubleshooting for staff. Out of service technology will be restored to full service within 48 hours.	2021
Collections	Provide strong collections in a variety of media to meet the continuously evolving educational, informational, vocational and recreational needs of the regional library's diverse users.	Use analysis of circulation statistics for all collections and community demographics to guide purchasing materials that will meet the needs of the community.	Review reports on collection usage and use data to determine what areas need to be improved. Inventory collection to determine what areas need to be developed or reduced.	Attention to usage information will increase materials circulation statistics.	Ongoing
		Ensure that new materials are made available to the public in a timely manner.	Delegate areas of collection procurement responsibility to staff expert in those areas.	Collection will be balanced across collection areas and genres.	2021
		Lower the average age of the collection.	Weed the NF collections in both locations and add updated materials. Weed a minimum of 10% of NF in first year.	Lower the current average publication date of 2004 by ten years. Currently 60% of our collection is older than ten years and 28% is twenty years or older.	2023
Programs and Services	Community members will have access to a variety of library programs and services and will readily find information about the library and library activities.	Continue to increase quantity and quality of programs offered in both counties for all patron groups.	Program staff will determine best day/times to deliver programs at each location and schedule accordingly. We will survey participants periodically for information on desired program content.	Programs will be added or discontinued to ensure steady or growing program attendance in each location.	Ongoing
		Provide opportunities for community involvement such as volunteer events and partnerships with other civic organizations.	Staff will seek out opportunities for civic participation. Volunteer recruitment will increase at Charles City.	Volunteer involvement and support of HPL as well as general public engagement will increase.	Ongoing
		Use a variety of tools and formats to communicate information on library resources and programs.	Staff will continue to add information and improve format of website. Information will be current on various social media formats. Staff will continue to provide information to print media and to display information in branches.	Patrons will be well-informed on library offerings and attendance will increase per program offered.	Ongoing
		Provide and promote access to all library services and materials to all library users through outreach efforts.	The library will secure funds and staffing to add regular outreach visits to agencies such as Head Start. We will participate in civic events to promote our services.	Persons who are not currently library users will be aware of the library's resources. We will increase availability of some resources to groups less able to access them at our branches.	Ongoing

		Work with both county school systems to increase awareness of library resources and to promote student enrichment.	Staff will partner with school representatives to engage students with activities such as work readiness internships, special projects, and volunteer opportunities. When and where possible relevant programs will be promoted to schools per their procedures. The library will align itself where possible with other educational groups to expand our resources.	County students will be aware of library resources and will develop skills through their involvement with HPL. Increased awareness of HPL resources will lead to increased youth participation in library programs and use of materials.	Ongoing
		Meet the demands of increased services and programs through additional staff or adjustment to current staff positions.	The library will continue to pursue full local funding and will seek out grants in order to add staff hours that will support program initiatives. Key staff roles will be prioritized and based on priority and funding will become FTEs(Full Time Employees).	Program manager positions will become FTEs. Programs, outreach and hours will increase with sufficient staffing.	2025
Provide the highest level of customer service to all residents.		Hire and retain a sufficient number of appropriately trained employees to provide superior service to all library users.	The library will pursue funding to add staff. Circulation staff hours will increase so that program staff are not required to cover circulation regularly. Program staff will dedicate more time to improving programs and collections.	Staffing levels will support growth of programming and services. Staff job satisfaction will result in retention of staff and continuity of service.	2021
		Provide opportunities for staff to attend trainings, conferences, and workshops in order to maintain a friendly, knowledgeable, and customer oriented staff.	Opportunities for training through professional organizations and the Library of Virginia will be promoted to the staff. Training attendance will be encouraged and supported for all staff. Managers will recommend training for staff as need is determined.	All staff will be current on best practices related to their positions. Each staff member will document at least two training opportunities accomplished per year.	Ongoing

Approved by the Heritage Public Library Board of Trustees on October 21, 2019