

New Glarus Public Library

# Environmental Scan



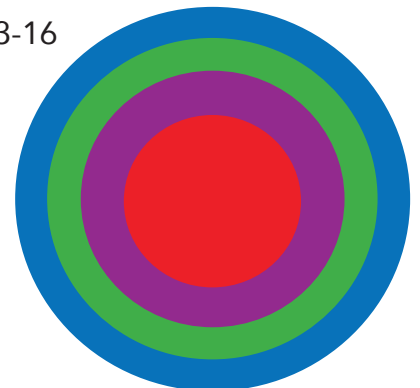


# NEW GLARUS PUBLIC LIBRARY ENVIRONMENTAL SCAN

(Data & Information gathered about the community May 2017-April 2018)

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*The library board approved the plan on 6/26/18 with revisions.*



## WHO WE ARE

### About the Library

The library strives to serve the educational, cultural, and entertainment needs of the greater New Glarus community. The New Glarus Public Library was established in 1934 and was originally located in a storefront on Second Street. In the early 1980s, it moved to its current space inside the New Glarus Village Hall. The New Glarus Public Library became a member of the South Central Library System, a 7-county public library system consisting of 54 public libraries, in 1978. In 1997 the library joined LINKCat, which connects New Glarus residents to over 3 million items through the South Central Library System's shared catalog.



### Introduction

Residents of New Glarus are aware and proud of their region's rich heritage, history, and culture. Participants at library-sponsored community conversations identified the area's Swiss culture as a unique community characteristic. The Swiss culture is identified as one that is very specific to New Glarus and this identity with culture results in distinct value of integrity, hard-work, resiliency, and cooperative work. Glarnerers are proud community volunteers: residents taking pride in their involvement in the Volunteer Fire Department and EMS, faith communities, cultural organizations, and family and school events. Residents know how to work together to reach shared goals and many reported a desire for a mechanism that would connect potential volunteers with organizations that improve the lives of other community members.



As a community that is proud of its heritage, residents reported that they are aware of future needs and that they have their sights set for the future. Participants in library-sponsored community conversations overwhelmingly reported a desire to be an inclusive and welcoming community. New residents reported that they chose to move to New Glarus to raise families in a supportive, vibrant, and safe community with an excellent school district. Parents of young children see the community as one that provides opportunities for families to grow, thrive, and succeed. New Glarus natives and newcomers want experiences to connect with each other in a shared space where everyone feels comfortable, welcome, safe, and accepted. Participants reported a particular need for shared community spaces that are free, public, and open to all. Residents of all ages want to connect with, learn from, and work with each other. Residents want to go to one source to learn about area events and are especially interested in continually strengthening community and supporting one another.

Residents are proud of the region's businesses and economic development opportunities. Community members pointed to the area's strong agricultural economy and local businesses and organizations, such as the New Glarus Home, the New Glarus Brewing Co., Jack Links, and the New Glarus School District as employers who support their employees and enhance civic life. The Village of New Glarus

has an active and thriving downtown and is actively seeking to expand into a new “back town” development area a few blocks north of the current village center, making the village a tourist destination. Tourism is a major economic factor and residents are aware that New Glarus is a brand associated with heritage festivals, good times, European charm, and safe family and rural life. Participants take pride in community festivals that attract tourism, such as the annual Wilhelm Tell, Oktoberfest, and Heidi festivals, and also reported a need for events and programs that are created specifically for community members and area residents.



## Strategic Planning Methods

The planning format consisted of three components:

1. **SOAR Assessment discussions** in which library staff members discussed the **S**trengths, **O**pportunities, **A**spirations, and **R**esults of public library service to residents of the greater New Glarus area (see Appendix A).
  - a. Library Staff, May 11, 2017
  - b. New Glarus Village, New Glarus Town, and New Glarus Public Library Boards of Trustees, October 3, 2017
2. **Community conversations**, which provided opportunities for community residents to meet with each other to discuss aspirations for community life. The library targeted specific groups and held a public conversation (see Appendix B).
  - a. Older adults, New Glarus Home, June 7, 2017
  - b. Families and educators, June 20, 2017
  - c. Business and faith leaders, August 24, 2017
  - d. Open public conversation, New Glarus Public Library, November 15, 2017
3. **Community library survey**—119 responses were submitted to an online survey (2/7-4/18, 2018) about current library use, library services and community aspirations (see Appendix C).

Shawn Brommer, Community Engagement Consultant, South Central Library System, facilitated the SOAR Assessment and Community Conversations. Library staff compiled notes and presented a summary of the SOAR discussions to the New Glarus Public Library Board of Trustees in late 2017. The Library Director led staff discussions and activities that identified innovative ways to provide community members opportunities to experience the public library as people, a place, and a platform. The Library Director provided progress reports to the Library Board and feedback to the strategic planning consultant from the South Central Library System. Library Staff participated in the SOAR Assessment, took notes at the Community Conversations, and gathered to reflect on and identify main themes raised during the SOAR Assessment, Community Conversations, and survey results. In addition to facilitating the SOAR discussions and community conversations, consultant staff from the South Central Library helped the library director identify service needs and strategic plan goals, gathered data, prepared and designed the strategic plan.





# HOW WE SERVE

## Mission of the New Glarus Public Library:

The New Glarus Public Library is where people of all ages can:

- receive assistance in locating, evaluating, and effectively using information
- gather in a comfortable and welcoming space
- celebrate the community’s heritage and diversity
- identify, connect and strengthen connections between the library and resources and services available in the community



## New Glarus Public Library Annual Report Statistics:

The New Glarus Public Library’s most recent annual report data (2017) indicates that the library serves the informational needs of the community and is well used by residents.

2017 New Glarus Public Library Statistics		
	Square Footage	2,074
	Staff	4.75
	Hours Open Per Week	50
	Registered Users	2,172
	Library Visits	32,908
	Items Borrowed	66,340
	Online Resources Used	5,549
	Library Assistance	888
	Number of Programs	153
	Program Attendance	2,988
	Use of Public Internet	27,991
	Computer Internet Sessions	1,851

Services are limited by the severe physical deficiencies of the library, and the programming must compete for time with other users of the community room located in the Village Hall. Out of 383 libraries in Wisconsin, New Glarus is 8<sup>th</sup> smallest based on population served.

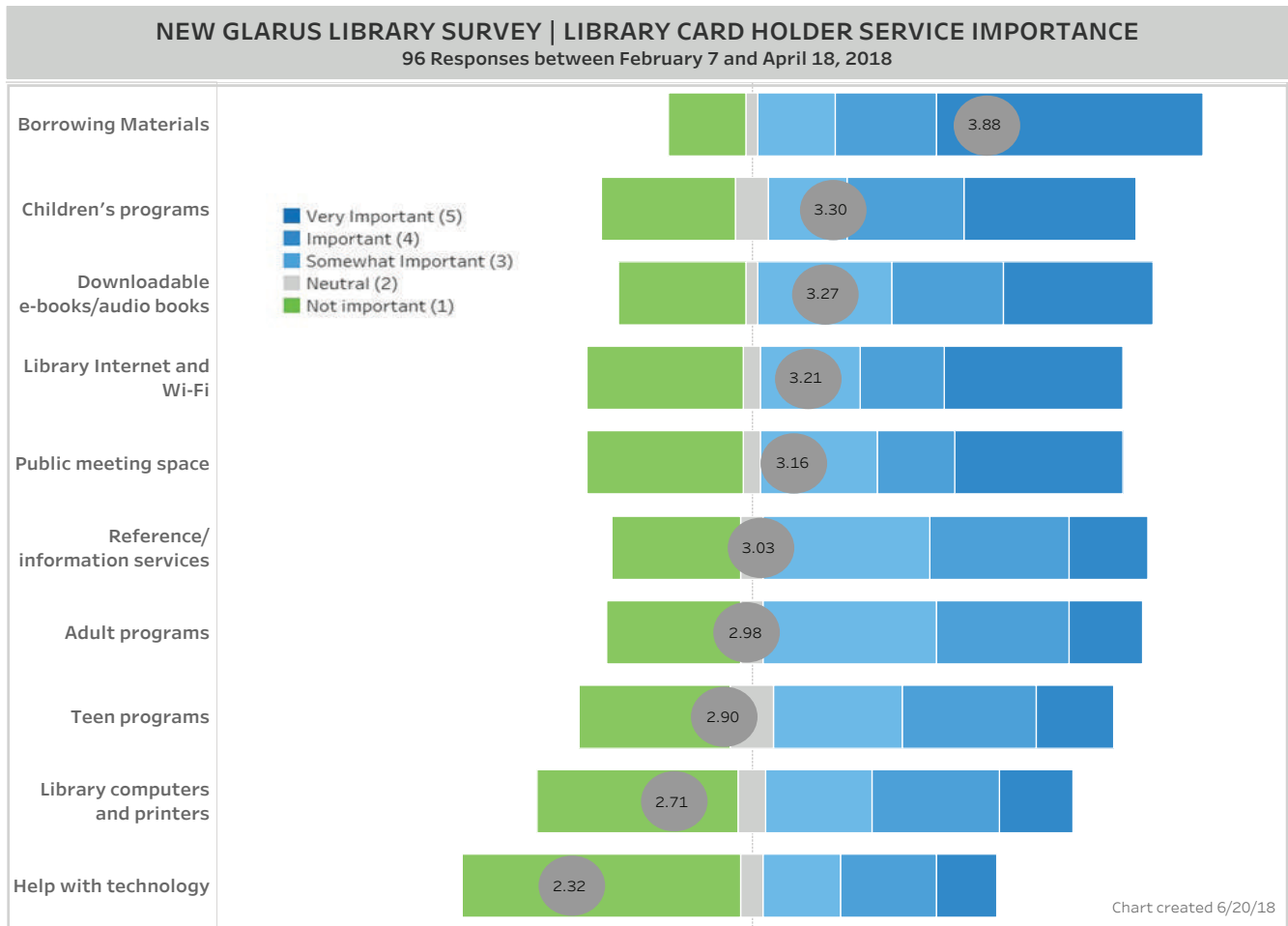


## Library Services Survey:

A library services survey was conducted in early 2018. The purpose of the survey was to learn about ways that community members engage with the New Glarus Public Library resources, programs, and staff and to learn about the library services that community members value. 119 online survey responses were submitted which informed library leadership about:

- ways community members currently use the library.
- the types of materials borrowed.
- the programs library users attend.
- the aspects of library services that users value.
- community aspirations and goals.

The survey asked respondents to indicate library card status. 96 of the 119 responses were identified as submissions by library card holders; these library card holders ranked borrowing materials as the highest priority, followed by children’s programs, downloadable e-books/audio books, library internet and Wi-Fi, and public meeting space.



23 survey respondents indicated that they were not library card holders or they didn’t know if they held a current library card. These 23 respondents ranked technology (Internet, Wi-Fi, computers, printers) and public meeting space as the highest priorities, followed by access to resources (borrowing materials and downloadable e-books/audio books).

Examples of answers to the question, “What do you value most about the New Glarus Public Library?”

Participant quotes:

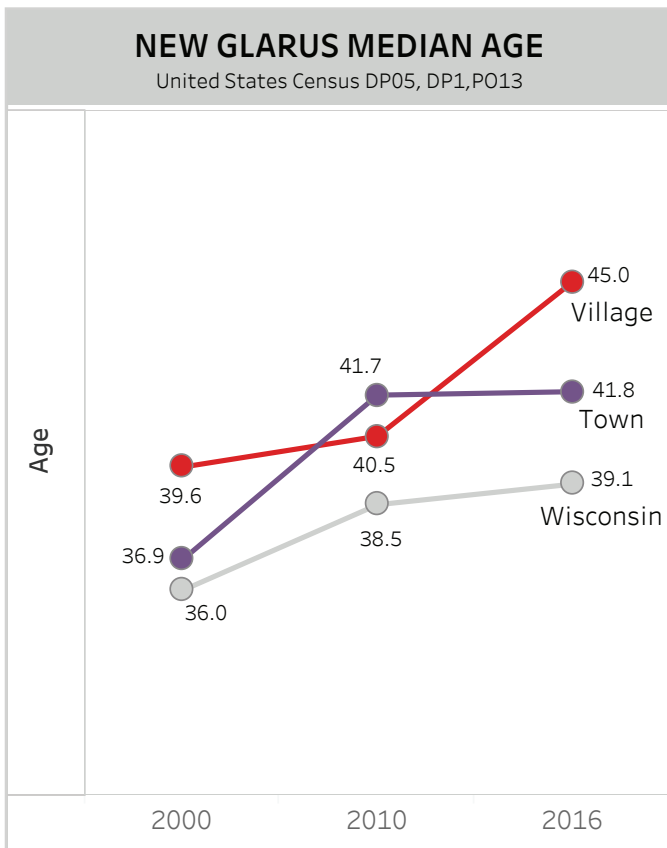
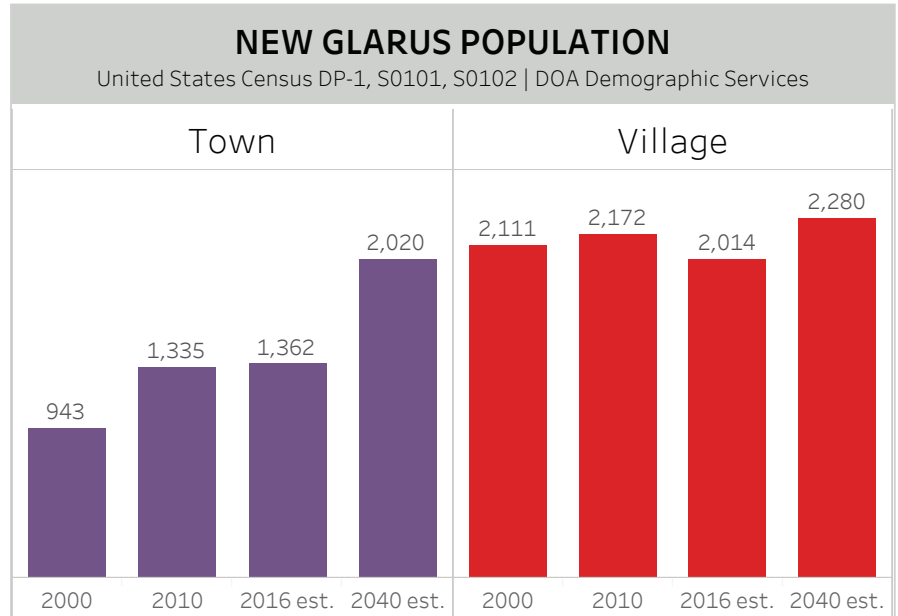
- “A place for kids to fall in love with reading”
- “Safe place for kids and adults to access information that they may not have access to at home.”
- “Quiet space with WiFi when I am studying for exams”
- “Public and kid programs we've attended have been first-rate”
- “Local convenience and professional knowledgeable staff”
- “The resources it offers our town”
- “It is an asset to the community”



# COMMUNITY

## Population Growth

From 2000 to 2016, the New Glarus population grew at a faster rate (10.5%) than the State (7.3%), with the majority of the growth being in the township. Between 2010 and 2040, the Wisconsin Department of Administration (DOA) projects the Town population will increase by over 50%, and the Village will increase around 5%.



## Median Age

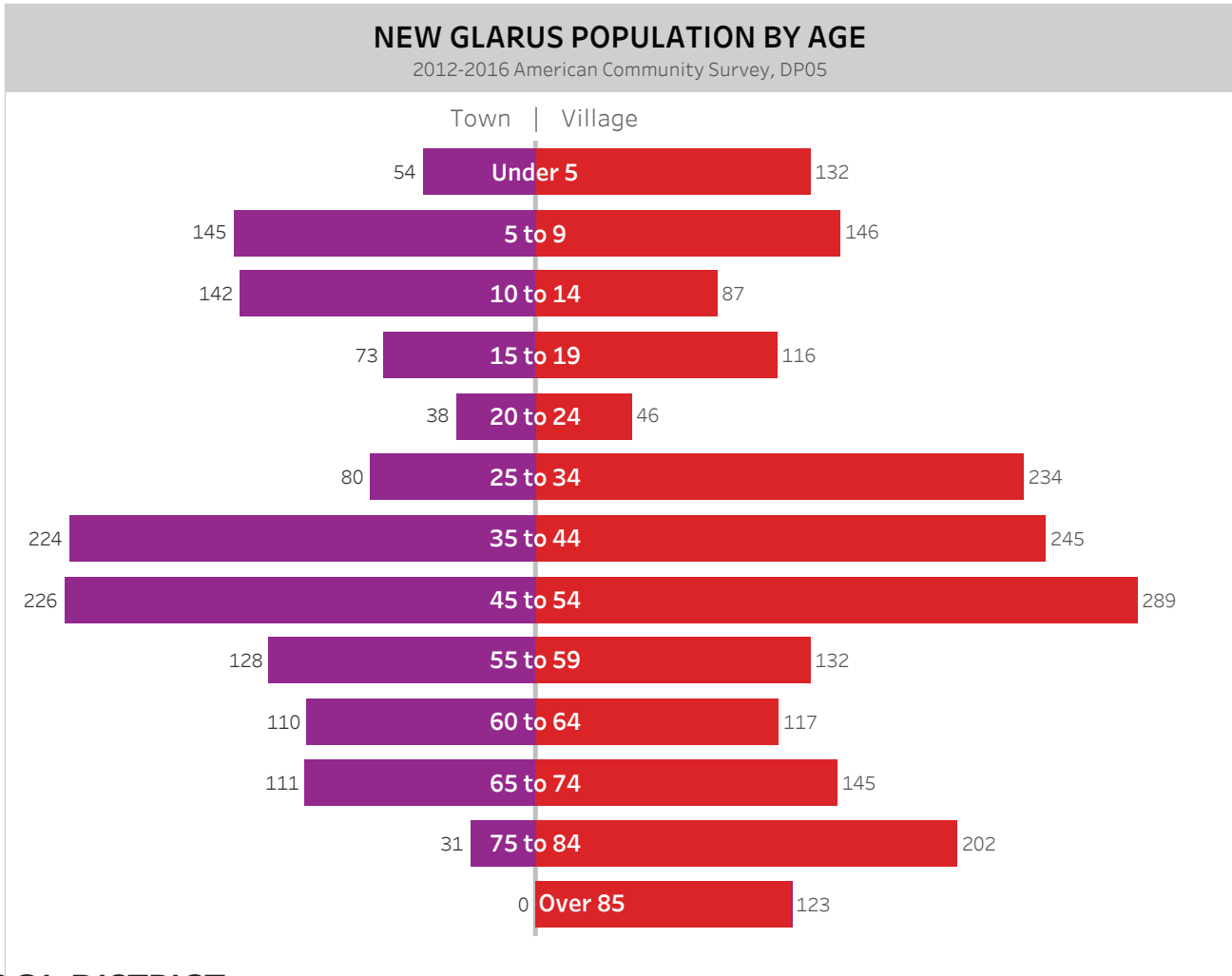
The median age of the New Glarus area continues to increase and is higher than the state median.

Age





The Village of New Glarus has a higher distribution in the 25-34 age groups and elderly residents than the Town of New Glarus. The New Glarus retirement community plays a role in the elderly distribution.



## SCHOOL DISTRICT

### Enrollment

The school district enrollment increased from 856 in 2007-2008 to 985 in 2017-2018 school years, a 15% increase.

### Economically Disadvantaged

During this same time period, the percent of economically disadvantaged students increased from 9.9% in 2006-2007 to 16.5% in 2017-2018. These are students who qualify for free or reduced-price meals or other programs.

### Preschool

Over half of preschool students between 3-4 years old have consistently been reported as not being enrolled in school. This is a group that the library specifically targets in its programming and outreach.



**NEW GLARUS 3 - 4 YEAR OLDS  
NOT ENROLLED IN SCHOOL (2016)**

American Community Survey, S1401

**65.0%**

# HOUSEHOLDS

## Income

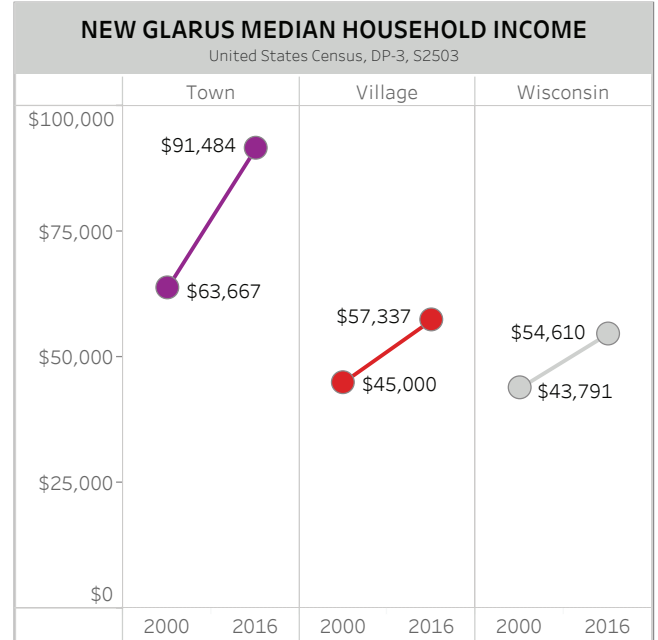
From 2000-2016, the Village's median household income increased by 27%, the Town increased by 44%, and the state increased by 25%.

## Poverty Rate

The poverty rate for all people in 2016 was 7.8% for the Village and 3.9% for the Town. This was slightly higher than in 2000 when it was 6.6% for the Village and 3.6% for the Town.

## Households with Children

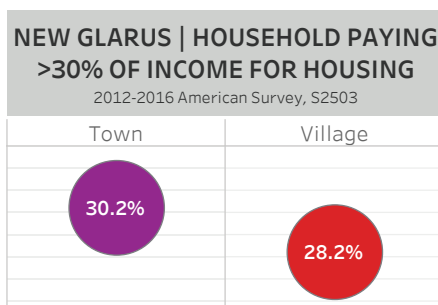
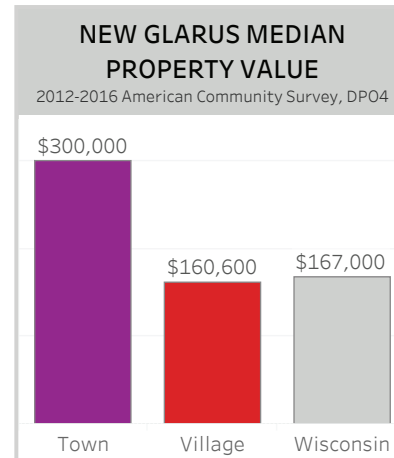
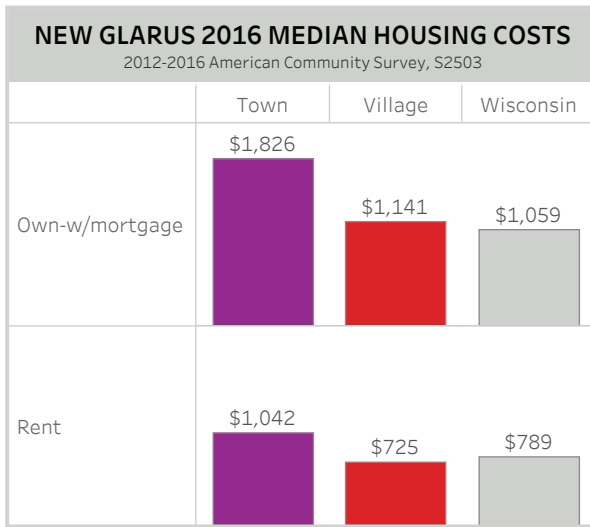
In 2016, approximately 1/3 of the New Glarus households had children under 18 (29.1% for the Village and 38.2% for the Town).



# HOUSING

## Housing Costs

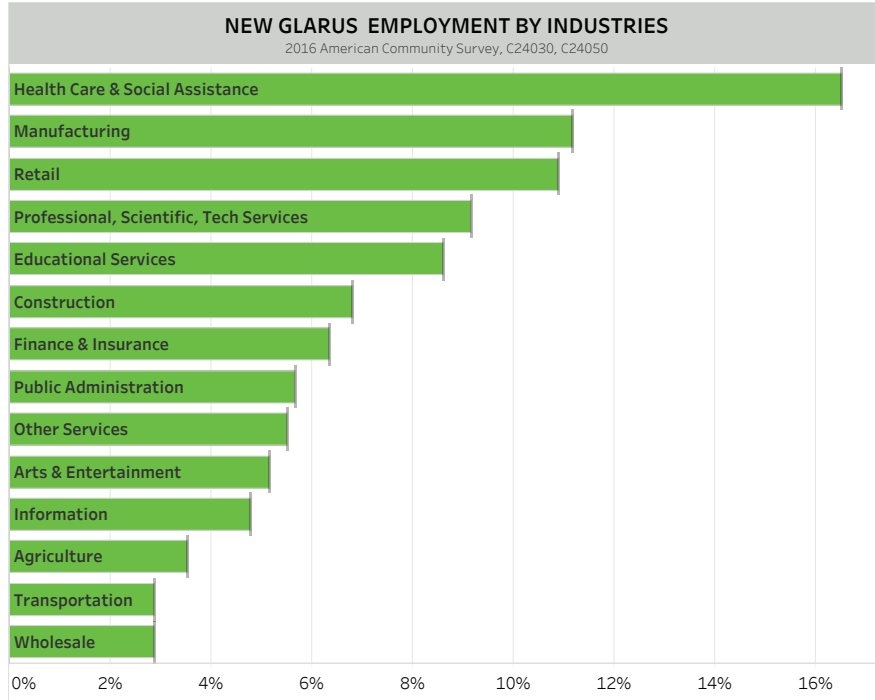
The Village is estimated to have 853 and the Town is estimated to have 477 occupied housing units. The median monthly housing costs and property values are higher in the Town than the Village.



Households using more than 30% of their income for housing is slightly higher in the Town than the Village.

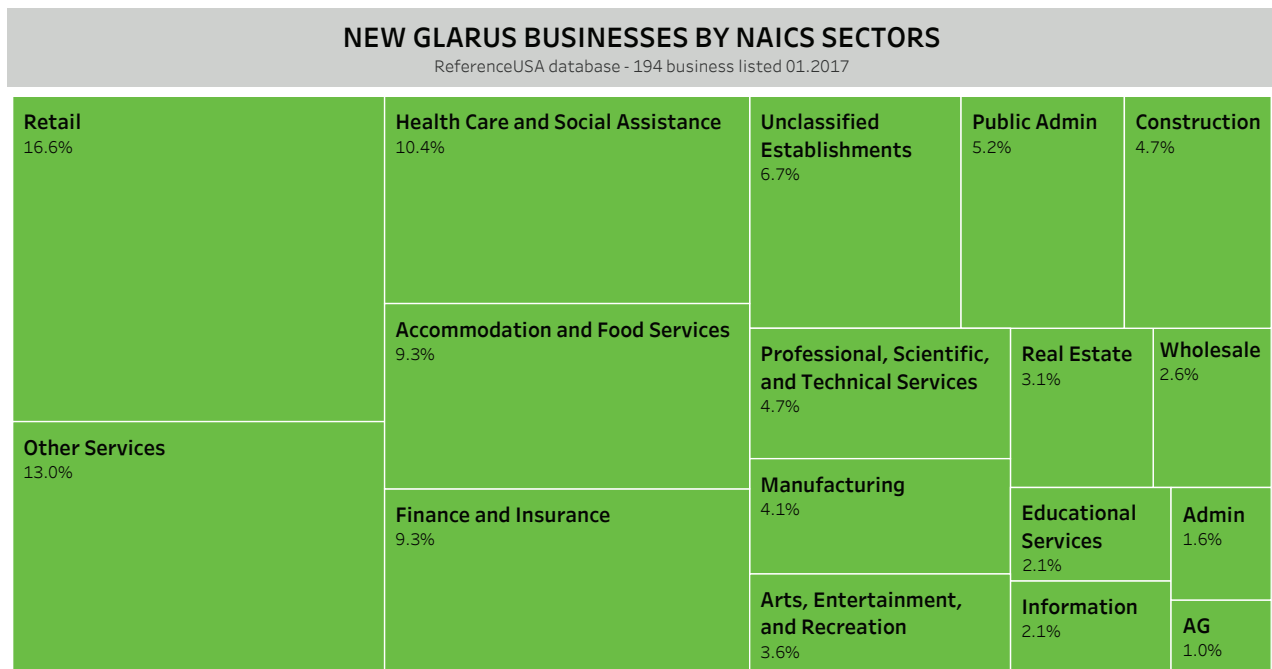
## EMPLOYMENT

Over 85% of New Glarus workers are employed outside of New Glarus: Village residents have a mean travel time of 27.1 minutes and Town residents have a mean travel time of 31.8 minutes to their places of employment. Whether they commute or work locally, New Glarus residents are employed in a wide variety of industries.



## BUSINESSES

Various types of companies, including corporations, firms, nonprofits, and organizations, are located in New Glarus. In 2017, the referenceUSA directory listed 194 companies that were broken down by National American Industry Classification (NAICS).





# CORE COMMUNITY PRIORITIES

Collectively, community members identified the following concepts as key priorities for supporting the civic health and vitality of the New Glarus region:

- **Welcoming and inclusive community:** we want our community to be one that is accepting of all. We value family life and education and want to help each other succeed.
- **Welcoming and inclusive spaces:** we want community members to have a free and welcoming space where we can gather to connect with, learn from, and engage with one another.
- **Culture and heritage:** we are a community that values our cultural heritage and we are proud of our culture. We are firmly rooted in history and are constantly looking toward the future.



# NEW GLARUS PUBLIC LIBRARY SERVICE PRIORITIES

## Heritage and Culture:

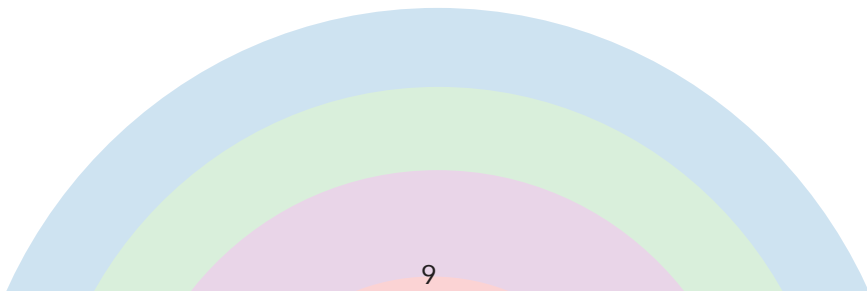
The New Glarus Public Library will celebrate our region’s history and initiate services that support an inclusive and welcoming community.

## Families and Education:

The New Glarus Public Library will provide services and programs that support families and inspire lifelong learning.

## Community Commons:

The New Glarus Public Library will provide opportunities for community members to gather, connect, learn, and experience friendly get-togethers.





## Framework to measure impact of strategic plan:

SERVICE GOALS	STRATEGIES	ACTIVITY EXAMPLES	ASSESSMENT
<p><b>Heritage and culture</b></p> <p><b>Goal 1:</b> The New Glarus Public Library will honor the diversity, rich heritage, local history, and regional riches of the greater New Glarus area.</p>	<p><b>Strategy 1:</b> Provide patrons of all ages space to meet, gather, and interact.</p> <p><b>Strategy 2:</b> Connect community members with: local organizations and partners; residents with shared interests; and others to work together to improve the quality of life for all residents of the New Glarus area.</p> <p><b>Strategy 3:</b> Provide programs and services designed to support the educational and developmental needs of all lifelong learners.</p>	<p>Educational and recreational programs for youth ages 0 - 18.</p> <p>Programs for adults such as book clubs and seminars.</p> <p>Senior programming including book talks, musical events and social opportunities.</p> <p>Outreach to day cares, schools and the retirement campus.</p>	<p>Feedback and attendance (participants).</p> <p>Program feedback from community organizations and partners.</p> <p>Social media feedback.</p> <p>Staff feedback at annual evaluations.</p> <p>Count number of staff who attend professional development programs.</p>
<p><b>Families and education</b></p> <p><b>Goal 2:</b> The New Glarus Public Library will provide opportunities for community members to engage with resources, materials, and information in a welcoming environment.</p>	<p><b>Strategy 1:</b> Provide access to materials, both physical and electronic, that meet patrons' informational and recreational needs.</p> <p><b>Strategy 2:</b> Provide professional and helpful customer service in environments that are welcoming and safe.</p>	<p>Educational and recreational programs for youth ages 0 - 18.</p> <p>Programs for adults such as book clubs and seminars.</p> <p>Senior programming including book talks, musical events and social opportunities.</p> <p>Outreach to day cares, schools and the retirement campus.</p>	<p><b>Collections:</b> Evaluate and weed specific library collections annually.</p> <p>Count number of new items added each year.</p> <p>Count number of weeded items each year.</p> <p>Count usage of electronic resources.</p> <p><b>Welcoming environment:</b> Patron feedback Staff observation and feedback</p>



## Framework to measure impact of strategic plan:

SERVICE GOALS	STRATEGIES	ACTIVITY EXAMPLES	ASSESSMENT
<p><b>Community Commons</b></p> <p><b>Goal 3:</b> Residents of the Village and Town of New Glarus will have a safe, comfortable, and welcoming space to socialize, share common interests, and create community.</p>	<p><b>Strategy 1:</b> The library will strengthen its role as a community hub that is an appealing and functional environment for the New Glarus area community.</p> <p><b>Strategy 2:</b> The library will provide opportunities for New Glarus area residents to interact, share common interests, and create community.</p>	<p>Conduct semi-annual library use studies</p> <p>Revisit the New Glarus Public Library's Program Statement to determine space and building needs</p> <p>Refer to the WI Department of Instruction's Public Library Space Needs outline as a planning guide.</p>	<p>Count number of in-library users.</p> <p>Collect in-library space use data; identify areas of library that are used most by patrons.</p> <p>Evaluate the Program Statement for current use needs.</p> <p>Determine the most appropriate and applicable use of the DPI outline for specific planning needs.</p>

### Sharing results:

The library director of the New Glarus Public Library will share progress reports with the library board of trustees at board meetings. Staff members will receive frequent updates about the actions of the plan, with special attention paid to identifying ways that their work supports the strategic plan.

Community members will learn about new collections, materials, services, and programs that result from the new strategic plan via local media outlets, newspaper articles, social media updates, in-library publicity and community forums and discussions. The library director will refer to goals of the strategic plan when hiring new staff and incoming board members will be introduced to the strategic plan and goals as a component of trustee training.



### Conclusion:

The Strategic Plan will guide library administration, staff, and board in planning and providing library service to community members of the New Glarus area. The plan supports setting organizational goals and helping individuals within the organization create a shared vision of future library service.

The New Glarus Public Library Strategic Plan supports innovative library services. Through the planning process, library leaders learned about community goals and this plan reflects the library's reaction to community aspirations desired by area residents. The New Glarus Public Library is positioned to support families and education, celebrate heritage and culture, and be an inclusive community commons where all area residents will feel welcomed, comfortable, and inspired.



## Sources

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5. U.S. Census Bureau; Census 2000, Summary File 1, Table DP-1, DP-3, DP-4, P087; generated by Jody Hoesly; using American Factfinder <http://factfinder.census.gov>; (27 December 2017).
6. U.S. Census Bureau; 2010 Census, Summary File 1, Table DP-1, S2503 generated by Jody Hoesly; using American Factfinder; <http://factfinder.census.gov>; (27 December 2017).
7. U.S. Census Bureau; 2012-2016 American Community Survey, 5-year Estimates, Table DP03, DP04, DP05, S0801, S1701, S2503; generated by Jody Hoesly; using American Factfinder; <http://factfinder.census.gov>; (27 December 2017).
8. U.S. Census Bureau; OnTheMap; <https://onthemap.ces.census.gov/>; generated by Jody Hoesly; (27 December 2017)
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11. Wisconsin Department of Public Instruction; Economically Disadvantaged Status; <https://dpi.wi.gov/wise/data-elements/econ-status>.
13. Wisconsin Department of Public Instruction; Wisconsin Public Library Service Data: 1996-2015; <https://dpi.wi.gov/wise/data-elements/econ-status>.
14. Wisconsin Food Security Projects, <http://foodsecurity.wisc.edu/>.

## APPENDIX A

### SOAR Assessment Discussions

#### STRENGTHS

What makes you proud of your library? And how do these points of pride reflect your organization's greatest STRENGTHS?

Of what achievement in the last two years are you most proud?

What are your greatest assets?

What do your STRENGTHS indicate about your capabilities?

#### OPPORTUNITIES

What are the OPPORTUNITIES that you would like to focus on for your library? Identify the top three from your list.

How can you best meet the needs of your community members?

What skills or resources do you need to move forward?

#### ASPIRATIONS

What kind of library do you want? What are the most important attributes or essential components?

If you could wave a magic wand and accomplish 3 – 5 things to strengthen the health and vitality of your organization, what would they be?

Imagine that it's now 2 – 3 years in the future and your library and community have a thriving productive relationship. What does this look like? What steps were critical to making this happen?

#### RESULTS—think of this as ACHIEVEMENTS

What are some key accomplishments that have already resulted in successful library programs, services, partnerships, facilities, etc.? What did it feel like?

How have you traditionally measured achievement and/or success? How might you measure it in the future?

What are some areas of library service that you might like to work on or enhance upon based on today's conversation?

Other thoughts/Ideas to remember?

## APPENDIX B

### Community Conversation



#### Community Conversation

1. What kind of community do we want?
  - a. What are the most important attributes?
  - b. What are the essential components

**Activity:** Capture key words and phrases. Focus on *themes* rather than specific action steps.

2. What are the core factors that give life to this community?

**Activity:** identify and capture 2 or 3 important themes

3. When you first came to this community what were your most positive and powerful impressions?

**Activity:** Capture themes.

4. As you reflect upon the many shifts happening in the world today, describe one that gives you hope. How might this community respond to this one big hope?

**Activity:** Discuss. Note taker will capture generic, anonymous information.

5. What exists now that will enable our community to realize its dreams and aspirations?

**Activity:** Discuss. Note taker will capture generic, anonymous information

6. Imagine that it is 3 – 5 years from now and the Library and Community have a thriving, productive relationship. What does this look like? What 3 steps were critical to making this happen?

**Activity:** Discuss. Note taker will capture generic, anonymous information

Now that we've talked about these ideas and themes about community life, what questions do you have?

**Activity:** Discuss. Note taker will capture generic, anonymous information.

## APPENDIX C

### Online Survey

#### 2018 New Glarus Public Library Survey (February 7 – April 18, 2018): Library services, programs, and materials

Do you have a library card for the New Glarus Public Library?

- Yes
- No
- Not sure

How often do you visit us?

- Daily
- Weekly
- Monthly
- Several times a year
- Never

How important is each of these library services to you?

	Very important	Important	Somewhat Imp.	Not imp.	N/A
Borrowing materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloadable e-books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adult programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reference/information services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library computers & printers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help with technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Library internet and Wi-Fi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public meeting space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, how important is the library to you?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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## APPENDIX C (cont.)

If something important to you is not mentioned above, please include it here:

What do you value most about the New Glarus Public Library?

How could the New Glarus Public Library services, collections, programs and/or spaces be improved?

What do you value most about our community?

What kind of community do you want to live in?

Why is that important to you?

How is that different from how you see things now?

What are some of the things that need to happen to create that kind of change?

