



Image retrieved from: <https://goo.gl/WjSf4t>

# Hancock County Public Library

## Advocacy Plan

*900 West McKenzie Road Greenfield, IN 46140 (317) 462-5141*

Authored by: Angela Evans

January 2018

# Table of Contents

<b>Hancock County Public Library Mission Statement</b> .....	3
<b>A Brief History of Hancock County Public Library</b> .....	4
<b>A Look into the Community</b> .....	5
Population .....	5
Education .....	5
Demographics .....	5
<b>Hancock County Public Library Yearly Statistics</b> .....	6
Funding .....	6
Circulation and Cardholders .....	6
Hours of Operation .....	7
Programming .....	7
Adults: .....	7
Teens:.....	7
Children’s: .....	7
2017 Programming Statistics .....	8
<b>Hancock County Public Library 2016-2019 Strategic Plan</b> .....	9
Outreach .....	9
Facilities/Technology .....	9
Financial Strength and Stability .....	9
Communication with our Patrons.....	9
Board Development and Succession.....	9
<b>Advocating for the Library</b> .....	10
Community Engagement .....	10
Staff Development Day .....	10
Promotion of Under-Utilized Resources .....	11
Childhood Literacy .....	11
<b>Current Budget Challenges</b> .....	12
<b>Conclusion</b> .....	13
<b>Hancock County Public Library Board of Trustees</b> .....	14
<b>Local Government Officials</b> .....	15
Greenfield City Council Members .....	15
Hancock County Council .....	15
<b>Resources</b> .....	16

# Hancock County Public Library Mission Statement

**Mission:** Deliver quality information service, multiple resources and technology tools, and a variety of programs for life long learning and enjoyment to all residents of Hancock County in a caring and innovative setting.

**Vision:** The Hancock County Public Library provides superior county-wide library service convenient to and used by all residents through excellent programs and materials in a financially responsible way. We do this one life at a time.

**Value:** We, the Hancock County Public Library value lives the best way... one person at a time.

We are:

**Windows to the world**

**Enabling personal growth and entertainment**

**Valuable, educational, family, and business resources**

**Accessible to all Hancock County citizens**

**Long distance learning capable**

**Uniquely financed, not by property taxes**

**Enhancing the quality of life**

**Life long learning providers**

**Informing and stimulating**

**Varieties of friendly services, programs and materials**

**Economically delivering value and fiscal responsibility**

**Serving all people**

(Hancock County Public Library, 2018)



## A Brief History of Hancock County Public Library

The Hancock County Public Library has served the community for over 120 years. The first public library in the community originated in 1878 by Williams Simms as a high school library (Hancock County Public Library, 2018). By 1909, construction of the Carnegie-funded building is complete and the library's new address is 100 W North Street (Hancock County Public Library, 2018). This building holds the library collection for 76 years until a new building is constructed in 1985 which the library then occupies for just 20 years before reaching absolute capacity, prompting the construction of the current main branch in Greenfield, Indiana, beginning in 2004 and opening to the public in 2005 (Hancock County Public Library, 2018). At present, the library has also



*Aerial view main branch retrieved from: <https://goo.gl/WjSf4t>*

purchased land in order to build a suitable branch in New Palestine, with building plans and details still in the works.

On May 11, 1999, the Greenfield-Sugar Creek Public Library officially became part of the Hancock County Public Library system after much advocating for the county-wide library service (Skvarenina, McNeil, & Faunce, 2017). This nearly doubled the service area for the library.



*Sugar Creek Branch; Image retrieved from: <https://goo.gl/xCT7k8>*

HCPL also operates an outreach service through its Bookmobile providing access to materials to all corners of the county. In 2002 the Techmobile made its debut, outfitted with a satellite for internet, four computers, space for materials, and wheelchair access, the bus faithfully served the library for 12 years (Skvarenina, McNeil, & Faunce, 2017). In 2014 the library acquired a sprinter van, a more compact, fuel-efficient vehicle with a lift capable of swapping out materials on the bus, now also dubbed the "Bookmobile".



*Bookmobile image retrieved from: <https://goo.gl/WjSf4t>*

# A Look into the Community

## Hancock County, Indiana



Hancock County is a primarily rural county located just east of Marion County in Central Indiana. The population of approximately 70,000 has been steadily growing over the decades (Census, 2018). The community is moderately middle-aged, with the median age being roughly 39.8 years old (Census, 2018). The county is broken into nine townships, all of which are served by the county library. Farming is a primary industry in Hancock County.

Hancock County, Indiana image retrieved from: <https://goo.gl/TaAPN8>

Population		
<b>Total</b>	70,002	100%
<b>White</b>	66,644	95.2%
<b>Black</b>	1,452	2.1%
<b>American Indian and Alaskan Native</b>	154	0.2%
<b>Asian</b>	558	0.8%
<b>Native Hawaiian and Pacific Islander</b>	20	0.0%
<b>Some Other Race</b>	303	0.4%
<b>Two or More Races</b>	871	1.2%
<b>Hispanic</b>	1,216	1.7%

Education	
<b>High School Graduate or Higher</b>	94.2%
<b>Kindergarten Enrollment</b>	1,188
<b>Elementary (grade 1-4)</b>	3,642
<b>Middle (grade 5-8)</b>	4,229
<b>High School (grade 9-12)</b>	4,505
<b>College, undergraduate</b>	3,127
<b>Graduate/Professional School</b>	852

US Census:  
<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

US Census:  
<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

Demographics	
<b>Male</b>	34,386
<b>Female</b>	35,616
<b>Median age</b>	39.1 years old

US Census:  
<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

# Hancock County Public Library Yearly Statistics

## Funding

Hancock County Public Library receives its funding via five primary sources:

CEDIT: \$2,252,905

CAGIT: \$2,100,898

License Excise: \$170,575

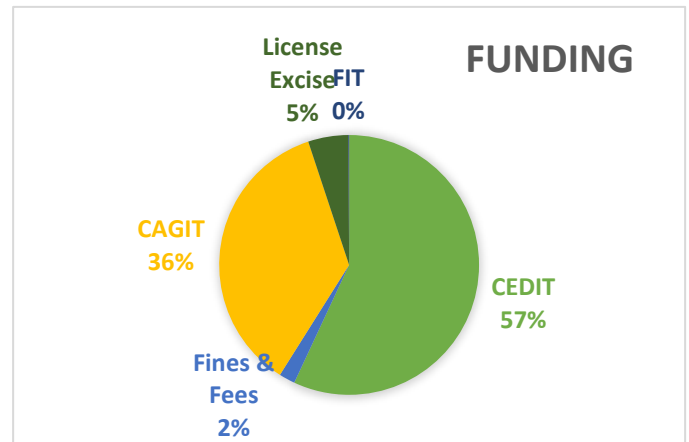
FIT: \$4,260

Fines and Fees: \$123,494

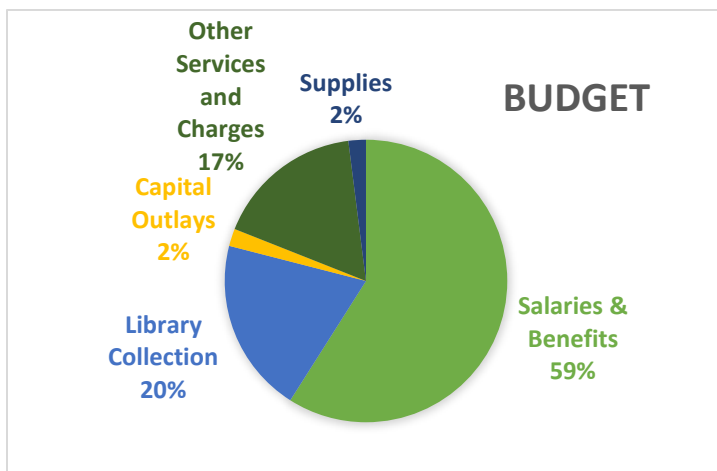
Total Operating Budget: \$4,652,132

Funding Amounts: (Indiana Public Library, 2018)

Funding Percentages Graph: (Hancock County Public Library, 2018).



## Budget



(Hancock County Public Library, 2018)

## Circulation and Cardholders

Average Circulation: 1,000,000+

Average Door Counts: 400,000+

Average Approximately 1,100 people per day

Over 21,000 people attended library programs

Almost 30,000 active library cards

(Hancock County Public Library, 2018)



Image retrieved from: <https://goo.gl/wDp1A7>

## Hours of Operation

Monday-Thursday: 9:00a-9:00p

Friday: 9:00a-6:00p

Saturday: 9:00a-5:00p

Sunday: 1:00p-4:00p

Total Weekly Hours of Operation: 68 hours

Total Days Open 2017: 353 Days (Hancock County Public Library, 2018)

## Programming

HCPL offers a range of programming for all ages with fantastic attendance. Monthly concerts, story times, handicrafts such as knitting, a writer's workshop, are among the many offered for the community, all free of charge, with funding from the Friends of the Library helping to offset the cost. The only times patrons are required to submit any money to attend a program would be in the case that a presenter brings goods to be used and taken by the patrons, such as a group canvas painting program.

Popular programs include the following:

### Adults:

Concerts

Cooking Programs

Career Fairs

Craft Programs

Writers Workshop

Specialty programs based on timeliness of holidays or events

Historical Talks

Genealogy Help

### Teens:

Movie Nights

Craft Programming

Game Nights

School-Related Help such as FAFSA

### Children's:

Story Time

Crafts

Magicians

Wild Animal Presentations

Specialty programs based on timeliness of holidays or events

2017 Programming Statistics		
<b>Adult: Greenfield</b>	Number	261
	Attended	5331
<b>Adult: Sugar Creek</b>	Number	129
	Attended	926
<b>Adult/Children: Bookmobile</b>	Number	3
	Attended	798
<b>Teen: Greenfield</b>	Number	52
	Attended	980
<b>Teen: Sugar Creek</b>	Number	34
	Attended	270
<b>Children's: Greenfield</b>	Number	347
	Attended	8727
<b>Children's: Sugar Creek</b>	Number	185
	Attended	4355
<b>General Programs (all ages in-house)</b>	Number	14
	Attended	2239

From HCPL Board Report December 2017 (Hancock County Public Library, 2018)



# Hancock County Public Library 2016-2019 Strategic Plan

## Outreach

Impressively, many of these goals have been met ahead of schedule. For the goal of Outreach, HCPL has excelled in providing free library cards to every student in all four county schools, as well as establishing a courier route to deliver holds to a school that is furthest from the branches in the county. “Identify the needs of county schools”, as well as “develop methods to improve the connection that county schools have with HCPL” are the short-term goals of the long-term topic of Outreach.

## Facilities/Technology

HCPL has completed an impressive range of remodeling the main branch as well as planning for the construction of the new Sugar Creek New Palestine location. Facilities/Technology is an important part of the Strategic Plan being accomplished in leaps and bounds. In addition to the completion of the combined Reference and Circulation desk, the main library also constructed three more private study rooms, shifted all the bookshelves for optimal space, redesigned the quiet reading area and front service areas, as well as updated the public furniture. Construction has also recently begun for the Bookmobile garage which will be relocated from New Palestine to Greenfield. The architecture firm responsible for design of the new branch has finalized the layouts and expects construction to begin soon.

## Financial Strength and Stability

In relation to Financial Strength and Stability the library seeks to attract and retain the best and most talented staff for the appropriate positions in the library (Hancock County Public Library, 2016). At present there are at least five staff members attending MLIS courses. Internal advancement is highly regarded and has also recently been accomplished in more than one position. HCPL is proud to offer its staff the freedom of program curriculum ideas within a decent budget as well.

## Communication with our Patrons

Communication with patrons is a top priority for HCPL, one that has been improving and changing triumphantly. From social media to improved notifications of holds and overdue materials, reaching out to the community and obtaining their feedback is more pronounced than ever. Implementing new ways to engage with Hancock County Residents is listed as a short-term goal, which has been enriched through social media contests, open houses, trivia nights, and several other means of community engagement.

## Board Development and Succession

The Board serving HCPL has never been stronger. HCPL is extremely fortunate to have the support and open-minded tendencies that the Board presently holds. By having members that look not only at the big-picture of the future of the library, but also at the details of day-to-day operations, it can be assured that the best possible decisions are being made for the longevity of the library’s service to the community.

Much of the Strategic Plan for Hancock County Public Library focuses on how better the community can be served. Already the library is a staple in the community, a life-line where children play and learn, youth are given a space of their own, and adults are offered countless resources and materials. The public library is a pillar of this community.

# Advocating for the Library

## Community Engagement

Involving the community in the library is more than just using the resources available within the building or attending programs. Hancock County Public Library engages the community in many decisions that are made that impact the public's use of the library. For instance, last year in planning for the layout of the new Sugar Creek Branch, the library hosted a community meeting where members of New Palestine and the surrounding areas came to give their input on what they would like the facilities to include (Hatcher, 2017). While some suggestions weren't able to be accommodated, ideas such as a nature/garden area were accepted into the design with enthusiasm. HCPL is very fortunate to have a close relationship with the local papers, ensuring positive as well as wide-spread Public Relations. Everyday Advocacy recommends cultivating positive relationships before you need them, reflecting HCPL's relationship with not only the reporters but also the photographer, Tom, shows this advice has great impact on PR (American Library Association, 2013).

## Staff Development Day

Each President's Day the Hancock County Public Library is closed to the public while staff attend the annual Staff Development Day. As there are generally no All Staff Meeting in January, the day begins at 8 a.m. with an All Staff Meeting, typically consisting of the annual reports, wellness committee presenting incentives for the wellness program, general updates for the library, an update on how the Winter Reading Program is progressing, and a preview of things to come for Summer Reading. After this meeting the library stays together for one or two presenters who educate the staff on various customer service or workplace topics. These speakers are also generally worth LEU points for staff members. In years prior, topics such as utilizing tablet apps, active shooter situations, problem patrons, and workplace conflict have been some of the topics presented from outside sources including the state police as well as other libraries.

After a catered lunch the various departments break off and elect to do different team-building or office maintenance activities. Some departments may meet up mid-afternoon and collaborate on similar public-service activities. For instance, youth services and adult services may attend a presentation together on handling unruly teenagers. Although teens fall to youth services in terms of service, adult services are front line of the library, and therefore will also have to confront improper behavior. The second half of the day is central to growing the sense of teamwork within the departments and gives everyone in the department the chance to work together, especially those who may not work common shifts.

Staff Development Days are important for libraries because they form a sense of unity amongst coworkers. By devoting an entire day to team-building activities and working together as a department, the library develops a deeper sense of unity and are more confident in working together to achieve the common goal of service to the community. Staff Development Day also is a resource for Continuing Education, an important part of working in a library. With the growing and evolving world of information technology and resources, it is important for library workers to stay one step ahead of the newest gadget or tool. "Continuous learning is critical to renewing the expertise and skills needed to assist patrons in this information age" (American Library Association, 2013).

## Promotion of Under-Utilized Resources

The public is aware that if they are seeking the newest bestseller, most recent DVD release, the videogame of the year, children's story times, or help with their computer or tablet that they can drop into the library and find all the resources and help they need. What the public rarely know however is the depth of the resources and services that are offered to them completely free of charge. From reference resources available online such as legal forms, car repair guides, and online encyclopedias to streaming and downloading services featuring music, audio books, and even videos. Advocating these resources helps to raise the value of the library in the eyes of the community and patrons. Instead of associating the library with nothing more than books and a computer lab, a citizen who may not have previously used the library could find that there are services that they've been seeking out. Advocating these materials can be done via newspaper stories and articles, promotion from within, such as staff members wearing shirts or buttons that promote the service, and featuring it in posters around the library near where the resource may have common ground, i.e. advocating the free Ancestry service when used within the library by posting it in the genealogy room.

Some of these services and resources that have had increase in usage and awareness have been:

- The Library's App
- Mango Languages
- Ancestry.com Free Subscription for in-house use
- Gale Legal Forms
- Lynda.com technology tutorials
- Hoopla for streaming and downloading

## Childhood Literacy

Exposing children to books and reading aloud to them increases their cognitive understanding and vocabulary tenfold. The Hancock County Public Library is extremely diligent in the effort to support the community in ensuring that young children not only have access to books through the library, but also through the revival of Dolly Parton's Imagination Library, a service that delivers a book via mail to a child on the registry every month from birth until their fifth birthday, a culmination of approximately 60 books, all age-appropriate upon delivery, all free of charge (Hancock County Public Library, 2016). Children born after January 1, 2016 in Hancock County are eligible for the service, and applications can be downloaded online or picked up from the children's desk at the library. A report from the local newspaper in 2016 reported that the county had contributed over \$500,000 towards the \$2 million endowment fund, and that over 140 newborns residing in the county had already been registered for the program (Staff Reports, 2016). Through the help of community partners, fundraising days for the Imagination Library have been exceptionally successful.



*Imagination Library Image retrieved from:  
<http://unitedwaywb.org/img/dolly/logo.p>*

## Current Budget Challenges

The Hancock County Public Library has a generous budget that allows for a wide dispersing of funds for materials, maintenance, personnel, and technology needs. However, given the size of the library these funds are more or less stretched to the capacity of each allotment.

When it comes to various advocacy projects, HCPL can typically handle a request that falls beneath a budget of approximately \$5,000 (Gray, 2018). When this amount is requested, funds may be adjusted in areas that allow for some flexibility. Anything higher than \$5,000 would require the assistance of a grant, fellowship, or other means of funding from an outside source.

Recently the Hancock County Public Library was gifted an unprecedented \$3.5 million from a local resident's estate. Mr. Ralph and Grace Rea were longtime Greenfield residents where Mr. Rea served the community as a doctor. This gift came just in time not only for interior renovations of the main library branch in Greenfield, but also as preliminary planning for the new Sugar Creek branch was in the works (Hatcher, Unexpected windfall: Library receives \$3.5 million from couple's estate, 2017).

Support from the community and gifts such as the Rea gift are the reason that the Hancock County Public Library is able to provide the outstanding service to the community of Hancock County.

## Conclusion

The Hancock County Public Library is a pinnacle of the community, faithfully serving its citizens every day of the week. From the youngest patron in for story time and craft, to the oldest patron scheduling a one-on-one session with a librarian to learn how to better utilize their electronic device, the library has something for every member of the community. For the size of the community compared to the usage and circulation statistics of over one million items used every year, the Hancock County Public Library is an invaluable resource to the community that a price simply cannot be placed on it. Hancock County Public Library plans to continue to thrive and serve the community for many years to come.



Image retrieved from: <https://goo.gl/NntcsM>

# Hancock County Public Library Board of Trustees

Hancock County has an appointed Board member from each of the county schools, a staff member, city council, the Hancock County Board of Commissioners, and the county council. These members are appointed by their respected agencies and may serve 4 years per term and are allowed up to 4 terms for a total of potentially 16 years of service to the library board.

The board hosts a monthly meeting that is open to the public on the second Tuesday of every month unless otherwise noted. The minutes for those meetings can be found on the library’s website at this address: <http://hcplibrary.org/about/board.htm>.

The members are as follows:

## Hancock County Public Library Board of Trustees

<b>Dave Gray</b>	Library Director	
<b>Peggy Pritzke</b>	President	Greenfield-Central School Board
<b>Tom Seng</b>	Vice-President	Mt. Vernon Community School Corporation
<b>Libby Manship</b>	Secretary	Eastern Hancock School Board
<b>Cindi Holloway</b>	Treasurer	HCPL Staff
<b>Lori Elmore</b>	Board Member	Greenfield City Council
<b>David Roberts</b>	Board Member	Hancock County Board of Commissioners
<b>Harlan Smith</b>	Board Member	Southern Hancock School Board
<b>Reed Tarwater</b>	Board Member	Hancock County Council

(Hancock County Public Library, 2018)

## Local Government Officials

### Greenfield City Council Members

<b>Mitch Pendlum</b>	District 2 Councilman	Public & Traffic Safety	317-462-3583	<a href="mailto:Mpendlum.council@comcast.net">Mpendlum.council@comcast.net</a>
<b>Gary McDaniel</b>	District 1 Councilman	Budget Chair, Economic Development & Community Affairs	317-908-6399	<a href="mailto:gmcdaniel@greenfieldin.org">gmcdaniel@greenfieldin.org</a>
<b>Dan Riley</b>	At-Large Councilman	Environmental Affairs, Infrastructure, Greenfield & Hancock County Communications	317-462-0903	<a href="mailto:driley@greenfieldin.org">driley@greenfieldin.org</a>
<b>Jeff Lowder</b>	District 4 Councilman	Budget Co-Chair, Planning and Zoning	317-586-7247	<a href="mailto:jlowder@greenfieldin.org">jlowder@greenfieldin.org</a>
<b>Kerry Grass</b>	District 5 Councilman	Utilities	317-467-4970	<a href="mailto:KTGrass.council@comcast.net">KTGrass.council@comcast.net</a>
<b>Joe Skvarenina</b>	At-Large Councilman	Greenfield & Hancock County Communications	317-518-1467	<a href="mailto:jskvarenina@greenfieldin.org">jskvarenina@greenfieldin.org</a>
<b>Keely Butrum</b>	District 3 Councilman	Greenfield & Hancock County Communications		<a href="mailto:kbutrum@greenfieldin.org">kbutrum@greenfieldin.org</a>

City of Greenfield, IN, City Council: <https://www.greenfieldin.org/government/city-council>

### Hancock County Council

<b>William Bolander</b>	President, District 4	317-477-1105	
<b>Jeannine Gray</b>	District 1	317-586-7362	<a href="mailto:jgray@hancockcoingov.org">jgray@hancockcoingov.org</a>
<b>Randy Sorrell</b>	District 2		
<b>Kent Fisk</b>	At-Large		<a href="mailto:kfisk@hancockcoingov.org">kfisk@hancockcoingov.org</a>
<b>Debbie Bledsoe</b>	At-Large	317-361-0126	<a href="mailto:dbledsoe@hancockcoingov.org">dbledsoe@hancockcoingov.org</a>
<b>Martha Vail</b>	At-Large	317-502-6997	

Hancock County, IN, County Council: <https://www.hancockcoingov.org/hancock-county-council>

## Resources

- American Library Association. (2013, September 20). *Continuing Education (and where to find it)*. Retrieved from American Library Association: <http://www.ala.org/tools/atoz/continuing-education>
- American Library Association. (2013, April 16). *Cultivate the Press*. Retrieved from Everyday Advocacy: <http://www.ala.org/everyday-advocacy/engage/cultivate-press>
- Census, U. S. (2018). *Hancock County, Indiana*. Retrieved from American Fact Finder: [https://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)
- City of Greenfield Indiana. (2018). *City Council*. Retrieved from City of Greenfield Indiana: <https://www.greenfieldin.org/government/city-council>
- Gray, D. (2018, January 17). Advocacy Information. (A. Evans, Interviewer)
- Hancock County Indiana. (2018). *County Council*. Retrieved from Hancock County Indiana: <https://www.hancockcoingov.org/hancock-county-council>
- Hancock County Public Library. (2016). *Hancock County Public Library Strategic Plan 2016-2019*. Retrieved from Hancock County Public Library: <http://hcplibrary.org/files/StrategicPlan2016-19.pdf>
- Hancock County Public Library. (2016). *Imagination Library*. Retrieved from Hancock County Public Library: [hcplibrary.org/imaginationlibrary/](http://hcplibrary.org/imaginationlibrary/)
- Hancock County Public Library. (2018). *2017 Annual Report*. Greenfield.
- Hancock County Public Library. (2018). *2017 Board Report*. Greenfield.
- Hancock County Public Library. (2018). *About Us*. Retrieved from Hancock County Public Library: <http://hcplibrary.org/about/>



Hatcher, R. (2017, February 10). Library receives input on branch. *Greenfield Daily Reporter*. Retrieved from <http://www.greenfieldreporter.com/2017/02/11/library-receives-input-on-branch/>

Hatcher, R. (2017, March 28). Unexpected windfall: Library receives \$3.5 million from couple's estate. *Greenfield Daily Reporter*. Retrieved from [http://www.greenfieldreporter.com/2017/03/29/unexpected\\_windfall/](http://www.greenfieldreporter.com/2017/03/29/unexpected_windfall/)

Indiana Public Library. (2018). *2016 Statistics*. Retrieved from Indiana State Library: <http://www.in.gov/library/5592.htm>

Skvarenina, J., McNeil, P., & Faunce, C. (2017). *120 Year History of the Hancock County Public Library*.

Staff Reports. (2016, July 29). Imagination Library helps early literacy. *Greenfield Daily Reporter*. Retrieved from [http://www.greenfieldreporter.com/2016/07/30/imagination\\_library\\_supports\\_early\\_literacy/](http://www.greenfieldreporter.com/2016/07/30/imagination_library_supports_early_literacy/)