



# **LOGAN COUNTY PUBLIC LIBRARY**

Strategic Agenda 2016-2019



## The Mapping Of A Three-Year Journey

“American libraries will confront formidable challenges during the next few decades of the 21<sup>st</sup> century. Both the media and technologies they deploy will continue the digital transformation that has already eroded or swept away in years what had lasted for decades or centuries. Nor is the rate of change slowing.”

*From Confronting the Future: Strategic Visions for the 21<sup>st</sup> Century Public Library*  
ALA Office for Information Technology Policy

**From January through July, 2016**, the Logan County Public Library System engaged local leaders in dialogue regarding the library’s community role, explored respected public library models around the country, listened to ideas from current library users, and involved its entire staff in a creative re-imagining of the library’s future.

**At every turn, change was the theme** – new workforce skills needed in a changing local economy; the dramatic impact of new informational technologies on jobs, lifestyles, and organizational processes; changing demands and continuous shifts in library user expectations; *and more*.

**A series of deliberative sessions involving LCPL board members and the entire staff** included an analysis of community demographic and economic data to better understand Logan County’s challenges; an examination of library service statistics and comparison with other Kentucky libraries to identify potential growth areas; and careful consideration of community leader feedback to ensure alignment of LCPL programs and services with community aspirations.

**Throughout this process, we have been inspired by the discovery of opportunities at the intersection of the library’s unique capabilities and significant community needs** – inspired by the vision of a more prosperous Logan County where educational attainment and family income no longer lag behind much of Kentucky; inspired by the prospect of a community enthusiastically embracing lifelong learning in order to thrive in an ever-changing world; inspired by the idea of innovative community partnerships which help develop our individual and collective potential; inspired by the notion of a vital community capable of both celebrating its traditions *and* fostering a 21<sup>st</sup> century culture which attracts and retains younger generations.

**Energized by the challenge of change, by the prospect of being the best small community library anywhere**, we are pleased to present a plan which reinforces the library’s essential mission, lays out our vision of what we hope to accomplish over the next three years, articulates the specific results we seek in that time period, and includes specific first year goals to be accomplished by June 31, 2017.

Respectfully,

*Jennifer Wilcutt*  
Chair  
LCPL Board of Trustees

*King Simpson*  
Director  
Logan County Public Library

## Core Ideology, Who We Are, What We Believe, How We Operate

### **Our Vision**

*External community focus*

We envision a vibrant community which values education, builds bridges to economic opportunity, and invests in a quality of life attractive to next-generation leaders.

### **Our Mission**

*Internal library focus*

Our mission is to provide our community broad and equal access to the discovery of ideas, information, and experiences.

### **Guiding Principles**

*Key values driving our behavior, relationships, and decisions*

**Excellence.** Our commitment to quality is reflected daily in the systematic design and consistent delivery of services relevant to the lives of all Logan County citizens.

**Innovation.** Creativity is intentional, not incidental, to the way we think. We embrace the idea that we change every day to respond to the needs of our community.

**Partnerships.** We facilitate active partnerships which leverage resources, celebrate talent, build capacity, and develop our community's potential.

## Organizational Vision 2016 - 2019

### ***Over the next three years, we aspire***

- **To enjoy a visible community presence**, widely recognized for the consistent delivery of exceptional experiences; known as a respected community partner connecting people and creating opportunities for their interaction;
- **To offer a year-round continuum of diverse programs responsive to community needs and interests**, working in tandem with partners to ensure high quality experiences unexpected in a community of our size;
- **To serve as a technology hub for Logan County**, modeling the practical use of information technologies and encouraging their integration into community life;
- **To creatively use every square foot of available indoor and outdoor space** in order to enhance the library as a primary community gathering place; and
- **To continuously improve customer service**, always mindful of the need to adapt to our customers' evolving interests, and making the best possible use of new technologies to simplify services, improve efficiency, and lower barriers to access.

## Strategic Priorities 2016-2019

### 3-Year Goals & Measurable Objectives

#### **GOAL 1. Community Engagement:** *An inclusive, responsive and connected library*

*Research shows that libraries doing the best job of engaging their communities are very active beyond their walls - cultivating relationships, clarifying needs, and staying ahead of the technological curve in order to employ diverse media to connect in different ways with different groups. As a result, they become the hub of community life, offering programs and services that a wide variety of people access easily and find relevant to their lives.*

##### Three-Year Measurable Objectives

#### **1.1 Increased visibility** in the community

#### **1.2 Removal of barriers between the library and a busy population** to ensure easy access to LCPL resources

##### *Examples*

- Virtual library cards available online and via the website
- Hours of operation and program schedules aligned with working families' schedules
- Debit/credit card options
- Optional email notices

#### **1.3 Multiple community access points through partnerships** with businesses, school systems, and education-oriented agencies

#### **1.4 Customer research** which informs \* outreach to new populations, \* development of long term program goals, and \* the refinement of library programs and services

#### **GOAL 2. New Technologies:** *The library as a central community resource*

*The best libraries continuously upgrade their technological capacity to become more efficient, offer new services, and help their communities become more technologically proficient. Becoming a technology leader requires ongoing development of staff expertise and depends on the library's ability to stay "top of mind" among users as well as non-users.*

##### Three-Year Measurable Objectives

#### **2.1 Unique, creative tech-based experiences** not typically available to the county's population

#### **2.2 An innovative, easy-access website** which brands the library as a tech leader

#### **2.3 Expanded wireless access** reaching the boundaries of library property

#### **2.4 An internal infrastructure** supporting mobile access, a self-check option, iPad kiosks and tablet catalogues

#### **2.5 Digital signage** which facilitates internal navigation and provides external visibility

### **GOAL 3. Programming:** *A continuum of programs putting the library at the center of the community's quest for lifelong learning*

*Once the purview of children's services, programming has grown exponentially as libraries become lively, high-traffic centers of community learning for all ages. There is new emphasis on research to identify interests, make content choices, and develop communications strategies to reach specific audiences. As program growth escalates beyond existing staff capacity, libraries are turning to partnerships and the use of local talent, redefining the role of staff as researchers, planners, and managers rather than presenters.*

#### Three-Year Measurable Objectives

**3.1 Library-wide standards for developing, marketing, & delivering programs** to children, teens, new adults, and adults

**3.2 Community partners** from business, education, and civic organizations helping plan, develop, and present programs

**3.3 Program development priorities in four high need areas**

- Children's early literacy programs **which engage the entire family**
- Children's and adult programs targeting **the needs of working and at-risk families**
- Programs for teens and new adults which **reinforce the importance of job readiness**
- Programs for all ages which **help people integrate new technologies** into their everyday routines

**3.4 The effective use of community networks and diverse media** to reach and build audiences

### **GOAL 4. Infrastructure:** *Alignment of library resources & processes with the 3-year organizational vision*

*New technologies, busy lifestyles, and shifting customer expectations have changed the library's operating environment – and the best contemporary libraries now organize their space around people rather than materials, creating comfortable and flexible activity centers, customer-focused at the intersection of literacy and technology. An increased demand for programming and growing emphasis on early childhood literacy, for example, create new demands on available space as well as new pressures on the allocation of staff hours. New demands require creative thinking: how to mix quiet and communal areas, how to balance self-service and staff support, how to visually align parent and children's areas, how to organize and staff key functions, etc.*

#### Three-Year Measurable Objectives

**4.1 The optimal development of indoor and outdoor spaces**, including consideration of

- Expanded programming space
- Traffic flow
- Digital signage
- Quiet rooms and dedicated areas for high-demand services
- Café space and other brand-defining features
- Outside reading areas, play areas, green spaces, and links with the surrounding neighborhood

**4.2 A continuous learning culture** which emphasizes

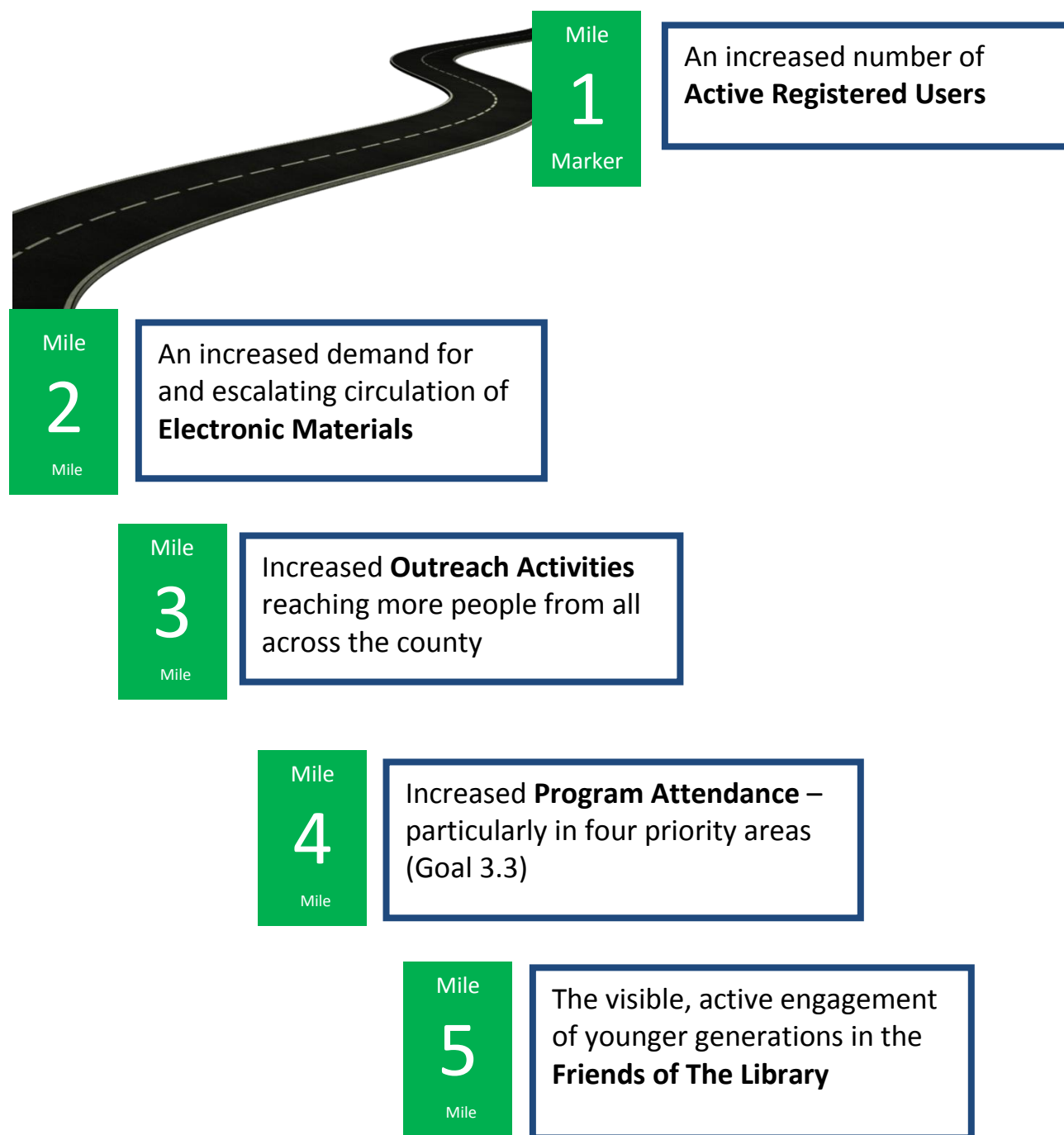
- Involving staff in strategies to manage change
- Internal communications practices which ensure a fully engaged team
- Cross training and flexible staffing
- Diversity training and cultural awareness
- Staff proficiency on all available technologies

**4.3. An annual board-staff planning and evaluation process** to correlate strategic and budget priorities

## 3-Year Milestones

### Key Performance Indicators

Over the next three years, we will pay special attention to data in a few key areas – areas which will indicate movement along the path we have chosen, toward the results we hope to achieve.



## Year 1 Implementation Priorities: FY 2017

**Top level priorities which impact the entire library – these action steps** are not intended to supplant individual or departmental planning responsibilities. Rather, they are **an interrelated set of short term strategies** creating a critical first-year path toward accomplishment of three-year goals.

TARGETED ACCOMPLISHMENT JULY 1, 2016 – JUNE 30, 2017	LEADERSHIP RESPONSIBILITIES	TIMELINES (BY QUARTER)
1. <b>Programming framework:</b> A coordinated continuum of programs for children, teens, new adults, and adults – <i>initiating and testing new features</i> : <ol style="list-style-type: none"> <li>Using community talent to expand programs and build audiences</li> <li>Staff roles as planners and managers rather than presenters</li> <li>Programs co-produced with a new institutional partner</li> <li>Program scheduling to accommodate active lifestyles</li> <li>Communications methods matched with audience preferences</li> </ol>	<ul style="list-style-type: none"> <li>• King</li> <li>• Carol Ann</li> <li>• Tracey</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Q1:</b> FY 2017 plans complete by 9/30/16</li> <li>▪ <b>Q1-4:</b> <i>Quarterly</i> reports to board and staff (Sept, Dec, Mar, June)</li> </ul>
2. <b>Space audit:</b> First year steps toward the more effective use of all space to benefit both staff and customers	<ul style="list-style-type: none"> <li>▪ King</li> <li>▪ Gayla</li> <li>▪ Sherry</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Q1:</b> Customer feedback secured by 9/30/16</li> <li>▪ <b>Q2:</b> Plans complete &amp; implementation underway by 12/31/16</li> </ul>
3. <b>Accessibility:</b> First year steps toward the removal of barriers to LCPL services	<ul style="list-style-type: none"> <li>▪ King</li> <li>▪ Mark</li> <li>▪ Taylor</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Q2:</b> FY2017 plans complete &amp; implementation underway by 12/31/16</li> </ul>
4. <b>Visibility:</b> A higher LCPL community profile via the use of consistent messages, signage, social media, and partner networks	<ul style="list-style-type: none"> <li>▪ King</li> <li>▪ Katie</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Q1:</b> FY2017 plans complete by 9/30/16</li> <li>▪ <b>Q1-4:</b> <i>Quarterly</i> reports to board and staff (Sept, Dec, Mar, June)</li> </ul>
5. <b>Internal communications:</b> Practices keeping the entire staff fully informed on changes anticipated, actions taken, and progress made toward goal accomplishment	<ul style="list-style-type: none"> <li>▪ King</li> <li>▪ Gayla</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Q 1:</b> New practices in place by 9/30/16</li> <li>▪ <b>Q1-4:</b> <i>Quarterly staff feedback</i> (Sept, Dec, Mar, June)</li> </ul>
6. <b>Staffing:</b> A staffing structure aligned with strategic goals to ensure the optimal allocation of time and talent	<ul style="list-style-type: none"> <li>▪ King</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Q1-4:</b> <i>Quarterly reports</i> to board and staff (Sept, Dec, Mar, June)</li> </ul>

## Appendix: Key Source Documents

### **COMMUNITY INPUT**

Conducted January- March, 2016

- **Key Informants:** A summary of individual interviews conducted with elected officials, school superintendents, and economic development leaders.

1) *We Asked: What does the future look like for Logan County? What is the broader community context in which library services must evolve?* *They Responded:*

#### **The Local Economy**

- ✓ Building on Logan Aluminum's stable economic presence, significant new opportunities are coming as the county's economic development efforts bear fruit with new, technically sophisticated manufacturing jobs.
- ✓ A literate, well trained workforce is the essential foundation for the county's economic development aspirations. Unfortunately, good jobs, i.e. starting at \$17/hour, are filled slowly due to an insufficient number of qualified applicants.
- ✓ County leaders are leveraging an exceptional infrastructure – e.g. roads, rail, broadband - to attract new companies, but a lack of housing and cultural amenities limits residential growth. (Approximately 42% of local jobs are filled by people commuting daily *into* Logan County.)

*"We're bringing back jobs back which went overseas a few years ago. The problem is that they now require higher education levels than before...higher skill levels...and qualified labor is in short supply!"*

*"Economic development is very good...our quality of life 'not so much.'"*

#### **Workforce Development**

- ✓ Significant commercial and industrial expansion and strong public-private partnerships have helped generate broad community support for a new trade school.
- ✓ There is a high level of community investment in education – prominently displayed in the county school system's competitive test scores and "Distinguished" status.
- ✓ Education leaders report a high number of high school students now taking dual credit classes, although college-going rates are not yet where they need to be.

*"Our school systems are working hard to develop strong, future-oriented leaders."*

*"There are no jobs for the unskilled...[and] I fear we may leave too many people behind."*

#### **Change**

- ✓ *All jobs everywhere are changing.* The future will require many new worker types.
- ✓ In order to succeed in a technology-driven economy, today's students must learn to read quickly, to know how to access information rather than memorizing facts.
- ✓ Protecting the county's agricultural base will be a growing challenge as manufacturing expands.
- ✓ Overseas investors attracted to Logan's unique industrial sites will culturally, ethnically, and linguistically diversify the population.

*"We need to be asking, 'Why do we do things this way?' - not taking a 'the way we've always done it' attitude."*

*"The global economy is a good thing. We must embrace it!"*



2) *We Asked: How might our library need to align itself with the community's direction? What role(s) might the library play in order to support community aspirations? They Responded:*

### **Community Showcase!**

- ✓ The local library is a significant factor in the community's economic development strategy – and should consider new ways to be more visible outside its walls.
- ✓ The library environment is key – not just welcoming, but easily navigable and in touch with its customers' evolving needs and preferences.

*"The library must be seen as essential....as part of the fabric of the community."*

### **Workforce Development**

- ✓ Once the new Vocational Center is built, there will be numerous partnership opportunities for the library – for example, offering programs that help adolescents and adults chart a career path.
- ✓ Position the library as a centerpiece of workforce development efforts – for example, as a key resource on soft skill development. (See United Way regional needs assessment for related data.)

*"There are a significant number of jobs in robotics and industrial maintenance  
– and a cry from industry for candidates with appropriate "soft" skills."*

### **Educational Attainment**

- ✓ Library programs for young children are a great value. Early literacy preparation is an obvious choice for increased library focus.
- ✓ The library is also a key player in helping raise the county's overall educational profile. Internet access and GED support services are critical needs for *more than 20% of the county's population lacking a high school diploma.*
- ✓ Education is not confined to formal classrooms. The library has an opportunity to expand perspectives, to present programs that help people experience and better understand the world beyond.

*"We live in an attractive rural area. At issue, however, is our ability to overcome our geographical myopia."*

### **New Technologies**

- ✓ Given the increasing local need to match high tech students with high tech jobs, *the library must stay on the cutting edge of technology.*
- ✓ The library should consider the need for a fulltime IT instructor and focus its efforts on introducing people to applications which are especially relevant to their lives.
- ✓ The library should deliberately create an environment that welcomes tech-savvy millennials
- ✓ The community as a whole, and underprivileged families in particular, depend on the library for access to the best possible technologies.

### **Recommended Partnerships**

- ✓ Work with schools systems to build an after-school K-5 support system.
- ✓ Align efforts with educational systems and the business community to coordinate workforce development strategies.
- ✓ Work with the new Tech Center to set up a mini assessment lab at the library.
- ✓ Work with local school systems to create a regional consortium of schools and libraries to promote pre-school literacy programs.
- ✓ Work with local school systems to establish the library as a resource for Non-Traditional Instructional Days, e.g. stationing a school person at the library, setting up an NTI shelf offering special life skills courses, etc.

- **Community Focus Group:** A summary of feedback from a group which included a cross section of generations, sectors, and interests.

1) *We Asked: What does the future look like for Logan County? What are the big issues shaping Logan County's future? They Responded:*

- ✓ **Economic shifts and employment growth:** We are attracting a new generation of manufacturing jobs which require increased education and training – in spite of the fact that we have not yet fully exploited an excellent, highly competitive infrastructure, particularly our unique broadband capacity.
- ✓ **Major change issues** include
  - The increasing influx of other cultures via our economic growth, e.g. the recruitment of Chinese and Indian manufacturers, and the need for an inclusive community mindset;
  - Significant lifestyle changes, shifts in family and home life;
  - A disconnect across generations - the need to understand, respect and respond to younger populations' interests and expectations (particularly Millennials, born between 1982 and 2004);
  - The community's lack of image, need for branding, which would attract residential growth (which, otherwise, means that the managers of new companies locate their families in Warren County);
  - Renewed interest in agriculture, i.e. fresh, healthy, locally produced foods.

2) *We Asked: What is the library's place, its role, in the community's future? They Responded:*

- ✓ To serve as a community place – a gathering axis, *the place where people and ideas come together*
- ✓ To develop the community's future through its young people, more programs for children and teens
- ✓ To expand learning opportunities – more hands-on, experiential programs
- ✓ To expand partnerships which demonstrate *a visible "sense of community"* – for example
  - Working closely with local school systems to identify opportunities to develop/continue programs which may be losing state funding
  - Recruiting individuals and organizations to offer/present programs (using library staff to organize/market/manage programming rather than presenting)
- ✓ To offer creative exhibits which stimulate us with variety and originality
- ✓ To respond to the needs and patterns of contemporary lifestyles, e.g. program and service hours for working families

3) *We showed this group a few ideas coming out of Staff Research Teams and asked which appealed the most to them. This group responded most positively to*

- ✓ Programs which bring together creativity + technology, e.g. the development of Maker Spaces, a portable "Creative Lab", dubbing equipment, a media booth, iPad kiosks, a hardware & software training center, etc
- ✓ Strong, visible partnerships with local schools which boost/reinforce learning opportunities: work with administrators, teachers, and students to create new experiences, e.g. AR resources, after-school services, etc
- ✓ Creative Arts in an Adult Programming Series: regular gatherings (a "season"?) which integrate music, movies, food, drinks, performers, etc
- ✓ Conversational foreign language classes for young children: using other young native speakers and incorporating a cultural-exchange component
- ✓ Dual parent-child programs: offerings which bring the parent and child to learn something at the same time (either together or in different spaces)

## **STAFF RESEARCH: BEST PRACTICES & ASPIRATIONAL MODELS**

From February through mid-April, 2016, the entire LCPL staff engaged in a research project to explore best public library practices and look for a few aspirational models. Staff were organized in six Exploration Teams, each team researching a specific operational area. Highlights of that research follows.

- **Community Engagement:** How are the best libraries across the country connecting with their communities in order to be a good partner and better respond to local needs?
  - **Key Findings:**
    - The challenge of getting and staying connected lies with the library's methods for *communicating*
    - The best communications strategies employ *diverse media* to connect in different ways with different groups, e.g. acknowledging generational differences, matching social media with appropriate audiences, etc
    - A sound marketing program means targeting specific programs and services for specific audiences and staying ahead of the technological curve
  - **LCPL Aspirations:**
    - To remove barriers between the library and a very busy population, ensuring easy access to LCPL resources
    - To maintain a high profile outside library walls, being visible throughout the community
    - To offer programs and services that a variety of groups find relevant to their lives
    - To use both school systems as a key community access point
    - To make good (and visible) use of the community's talent
    - To set long term program development goals (children and adults) aligned with documented community needs
    - To develop products fully (such as career pathing) and assess specific audiences *before* advertising
    - To help people overcome their fear of change through a "stepping stone" approach to hard and soft skill development
- **New Technologies.** How are the best libraries across the country using new technologies in order to streamline operations, meet customer expectations, and expand services?
  - **Key Findings:**
    - Libraries are exploiting new technologies to improve their internal efficiency, offer new services, encourage creative thinking, and help their communities become more technologically proficient.
    - In order to be a technological leader, it won't be enough to develop new expertise and offer new programs; *the library must be highly visible throughout the community* so that the library's capabilities are "top of mind" among both users and non-users
  - **LCPL Aspirations:**
    - LCPL as the "go to" place to learn about and/or use new technologies – *a central community access point* which demystifies tech and offers a wide range of experiences not otherwise available to all, e.g. free internet access, a recording lab, or even 3D printing
    - A new, more innovative website that offers easier access and brands the library as a tech leader

- Expanded wireless access, including all of the parking lot
- An internal infrastructure that supports mobile access (fewer tethered computers, greater flexibility)
- An extensive and ongoing staff training program (beginning with current software and databases) to ensure maximum use of all digital resources available to us, and to give customers the best possible support system
- An ILS with improved security system

➤ **Space Utilization.** How are the best libraries across the country adapting their facilities in order to respond to the needs and preferences of contemporary library users?

- **Key Findings:**

- *Form follows function:* New technologies driving service delivery, busy lifestyles with limited free time, and shifting customer expectations are among the forces shaping library environments. As libraries evolve to meet the needs of their communities, shifting priorities are reflected in the way they use internal and external spaces
- *The best contemporary libraries are organizing their space around people rather than materials,* creating comfortable, flexible activity centers, customer-focused at the intersection of literacy and technology
- An increasing demand for innovative programming and a growing emphasis on early childhood literacy, for example, places new demands on the library's available space
- The creative use of space needs to respond to a variety of user needs, i.e. a mix of quiet and communal areas, a mix of self service and staff support, the visual alignment of parent and children's areas, etc

- **LCPL Aspirations:**

- To create an environment that supports LCPL's community-based aspirations
- To work with existing customers to acknowledge their current preferences, while also helping them adapt to changes in the physical space layout

➤ **Adult Programs.** What are current trends in adult programming being offered by the best libraries across the country?

- **Key Findings:**

- The effective marketing of programs requires research regarding interest (content choices) as well as communications strategies which help the library reach specific audiences
- Libraries are actively pursuing both readers and non-readers through their programming
- Program growth can be accomplished through partnerships and the use of local talent, *redefining staff roles as researchers, planners and managers (rather than presenters)*

- **LCPL Aspirations:**

- LCPL as a gathering place which intentionally attracts and welcomes diverse audiences – *a place where people can gather to connect, share common experiences, and learn*
- Programming choices which reinforce the library as *an engine of creativity*
- Programming growth as a result of a strategy to identify and target different audiences

➤ **Children's Programs.** What are current trends in children's programming being offered by the best libraries across the country?

- **Key Findings:**

- Children's services are widely considered the most important service a library can offer – especially as they focus on early literacy and can include the entire family in the learning process
- Children's services are adapting (content, scheduling, communications) to the fact that most families have two working parents and that typical daycare situations do not adequately stimulate brain development or exposure to new ideas
- With so many "at risk families," libraries are creating children's programs to engage the whole family (for example, with physical activities which emphasize movement and the development of core strength)

- **LCPL Aspirations:**

- For LCPL to be at the center of the community's quest for lifelong learning ("Children are the gateway; Children's Programming is the path")
- For LCPL to be seen as THE source for busy families
- To offer a well structured, and purposeful STEAM-based continuum of programs in partnership with local school systems and economic development leaders – one which emphasizes health and self awareness, family engagement, cultural exposure, and economic wellbeing

➤ **Customer Service.** How are the best libraries across the country defining customer service excellence and ensuring the best possible customer experiences?

- **Key Findings:**

- Libraries are more responsive than ever to the needs of their communities – moving outside their walls to create new community connections, helping make people's lives less stressful, using new technologies to ensure ease of access, making sure that everyone (including the disabled) has equal access to services

- **LCPL Aspirations:**

- For LCPL to be known as the most helpful, friendly, and informative place in our community
- Active outreach, the engagement of new populations, being willing to interact and help in problem solving
- *Relevance* e.g. targeting specific populations with services they need

## Quick Scan: Demographics and Library Data\*

*Select Kentucky Comparisons*

		United States	Kentucky	Logan County	Kenton County	Warren County	Daviess County	Johnson County
<b>US Census</b>	Total Population	313,873,685	4,380,415	<b>26,835</b>	159,720	113,792	97,847	23,356
<b>Age</b>	Median	37.2	38.1	<b>40.2</b>	36	32.7	38.8	40.4
	Under 18	23.9%	23.6%	<b>24.6%</b>	25%	22.8%	24.4%	22.5%
	65 & over	13.2%	13.3%	<b>15.7%</b>	11.2%	10.9%	14.6%	14.1%
<b>Education</b>	Less than a High School Diploma or Equivalent	14.3%	17.6%	<b>24.4%</b>	11.9%	14.4%	12.2%	27.8%
	High School Diploma or Equivalent	28.2%	34.0%	<b>40.9%</b>	30.8%	29.9%	39.8%	38.9%
	Some College but No Degree	21.3%	20.5%	<b>18.2%</b>	21.9%	20.9%	21.0%	17.9%
	Associate's Degree	7.7%	6.9%	<b>4.9%</b>	7.4%	7.3%	7.9%	5.5%
	Bachelor's Degree	17.9%	12.5%	<b>7.3%</b>	18%	16.8%	11.1%	5.2%
	Graduate or Professional Degree	10.6%	8.5%	<b>4.3%</b>	10.1%	10.7%	7.9%	4.6%
	Free/Reduced Lunch	n/a	56.6%	<b>55.47%</b>	41%	62.64%	51.24%	94.95%
<b>Income</b>	Household median	\$53,046	\$42,610	<b>\$35,962</b>	\$53,900	\$43,509	\$45,507	\$34,466
	Population in poverty	14.9%	18.6%	<b>19.2%</b>	13.2%	18.9%	14.9%	22.6%
<b>Employment **</b>	Utilities, Trade, and Transportation	n/a	38.3%	<b>16.4%</b>	16%	18.3%	20.5%	29.8%
	State and Local Government and Public Education	n/a	21.2%	<b>15.7%</b>	12.2%	15.1%	19.0%	25.6%
	Manufacturing and Construction	n/a	16.9%	<b>38.3%</b>	12.1%	18.8%	16.4%	6.2%
	Health and Education Services	n/a	15.4%	<b>24.8%</b>	50.9%	42.4%	35.5%	28.7%
	Finance, Professional, and Other Services		5.0%	<b>2.4%</b>	7.9%	3.7%	6.9%	4.4%
	Unemployment Rate	8.1%	8.2%	<b>7.5%</b>	7.4%	6.9%	6.7%	9.3%
<b>Voter Turnout 2012 General Election</b>	Total Registered	n/a	3,037,152	<b>17,033</b>	115,201	71,375	67,708	17,138
	Number Voting	n/a	1,814,552	<b>10,591</b>	68,181	44,008	42,367	9,210
	Percent Turnout	68.0%	59.7%	<b>62.1</b>	59.1%	61.6%	62.5%	53.7
<b>2014 Library Data</b>	Total Revenue	n/a	\$176,921,811	<b>\$1,219,143</b>	\$13,123,204	\$3,707,483	\$4,113,216	\$1,024,932
	Budget Expenditures	n/a	\$30,756,149	<b>\$881,322</b>	\$10,395,038	\$2,917,196	\$3,069,344	\$654,909
	Annual Public Hours	n/a	621,690	<b>4,836</b>	10,972	13,936	3,744	4,052
	Registered Users	n/a	2,565,217	<b>16,425</b>	145,009	85,118	75,859	21,562
	People Entering Library	n/a	19,313,135	<b>131,414</b>	963,171	377,903	681,388	57,904
	Total Circulation	n/a	30,074,378	<b>239,287</b>	2,248,515	929,113	797,963	102,434
	Children Programs	n/a	n/a	<b>125</b>	4,500	1,269	1,280	319
	Children Attendance	n/a	1,376,230	<b>3,602</b>	118,085	29,314	35,142	5,760
	YA Programs	n/a	n/a	<b>23</b>	796	129	181	12
	YA Attendance	n/a	93,305	<b>94</b>	16,789	1,531	3,322	441
	Adult Programs	n/a	n/a	<b>45</b>	1,063	183	55	106
	Adult Attendance	n/a	310,114	<b>367</b>	23,008	6,177	5,334	1,039

\* **Source Documents:** [Kentucky Center for Education and Workforce Statistics, 2014-15 County Profiles](#); 2010 Census, Age Groups and Sex by County; [Kentucky Department of Education, Free and Reduced Lunch Qualifying Data](#); [Statistical Report of KY Public Libraries, 2013-14](#); [KY State Board of Elections, 2012 General Turnout Statistics by County](#) \*\* Five largest sectors sorted by overall Logan County percentages

## KDLA Statistics for Fiscal Year 2015

Released April, 2016

**Logan County @ 26,867 is # 42 in the state's population**

### ➤ **Notable Statewide Trends** (compared to FY 2014)

- **E-book collections** grew statewide by **32.1%**.
- **Overall expenditures on electronic materials** were up **16.5%** while print material expenditures grew by only 1.3% and audiovisual expenditures were down 1.6%.
- **Overall circulation** was flat (up 0.1%), but **electronic materials circulation** jumped **40.5%**
- **Annual wireless sessions** grew by **198.5%**
- The **number of registered library users** was down 2.6% ...YET...
- Total **program attendance** grew by **10.1%** (the greatest growth seen in young adult and adult programs)
- The number of **groups using meeting rooms** grew by **14.0%** (and the **number of meetings held** was up **14.6%**)

### ➤ **Performance Comparisons**

#### **Average per capita library revenue: \$41.51**

- # 1: Hancock County @ \$106.67 (top ten range: \$79.16 - \$106.67)
- # 119: Knott County @ \$1.89 (bottom ten range: \$16.85 - \$1.89)
- Logan County ranked # 36 in total revenue (\$48.47 per capita)

#### **Average per capita collection expenditures: \$4.64**

- # 1: Boyd County @ \$13.37 (top ten range: \$8.28 - \$13.37)
- # 119: Bal/Car @ \$0.02 (bottom ten range: \$1.51 - \$0.02)
- Logan County ranked # 53 in total collection expenditures (\$3.01 per capita)

#### **Average per capita annual public service hours: 0.14**

- # 1: Robertson County @ 1.02 (top ten range: 0.42 – 0.04)
- # 119: Christian County @ 0.04 (bottom ten range: 0.04-0.08)
- Logan County ranked # 37 in annual public service hours (0.16 per capita)

#### **Average per capita square feet: 0.61**

- # 1: Robertson County @ 2.29 (top ten range: 1.22 – 2.29)
- # 119: Carter County @ 0.12 (bottom ten range: 0.33 – 0.12)
- Logan County ranked # 42 in per capita square feet (.63 per capita)

#### **Average library staff per 10,000 population: 5.05**

- # 1: Menifee County @ 12.72 (top ten range: 9.06 – 12.72)
- # 119: Bal/Car @ 0.75 (bottom ten range: 2.25 – 0.75)
- Logan County ranked # 24 in total staff (8.89 per 10K population)

**Average per capita book collection: 2.09**

- # 1: Fulton County @ 7.88 (top ten range: 4.42 – 7.88)
- # 119: Bal/Car @ 0.66 (bottom ten range: 1.34 – 0.66)
- Logan County ranked in the **bottom ten (# 113)** @ 1.25 per capita (and # 98 in % of expenditures devoted to collections)

**Average per capita book circulation: 4.05**

- # 1: Owsley County @ 9.98 (top ten range: 7.01 – 9.98)
- # 119: Carter County @ 0.44 (bottom ten range: 1.38 – 0.44)
- Logan County ranked **# 40** in total book circulation (3.72 per capita) but **# 17 in circulation growth (+10.5%)**

**Average per capita library attendance: 4.23**

- # 1: Carroll County @ 9.97 (top ten range: 7.06 – 9.97)
- # 119: Bal/Car @ 0.31 (bottom ten range: 1.51 – 0.31)
- Logan County ranked **# 25** @ 5.54 per capita

**Average per capita children's program attendance: 0.34**

- # 1: Union County @ 2.17 (top ten range: 0.91 – 2.17)
- # 119: Bal/Car @ 0.00 (bottom ten range: 0.07 – 0.00)
- Logan County ranked **# 73** in children's attendance (0.17 per capita)

**NOTE:** Logan ranked # 53 in **total number of programs**, # 49 in **program attendance**, # 33 in **number of Adult programs** and # 46 in **Adult program attendance**

**Average public internet computers per 1,000 population: 1.11**

- #1: Robertson County @ 8.50 (top ten range: 2.90 – 8.50)
- # 119: Bal/Car @ 0.15 (bottom ten range: 0.41 – 0.15)
- Logan County ranked **# 31** in public internet users.

**Average per capita registered users: 0.59**

- # 1: Lyon County @ 1.30 (top ten range: 0.92 – 1.30)
- # 119: Bal/Car @ 0.05 (bottom ten range: 0.32 – 0.05)
- Logan County ranked **# 67** in per capita registered users (0.53)

**Average per capita e-books collection: 2.06**

- # 1: Leslie County @ 17.05 (top ten range: 9.01 – 17.05)
- # 103 through #119: 0.00 (bottom 16 libraries)
- Logan County ranked **# 36** in its per capita e-books collection (3.41)

**Average per capita electronic material circulation: 0.61**

- # 1: Leslie County @ 11.20 (top ten range: 0.99 – 11.20)
- # 102 through # 119: 0.00 (bottom 17 libraries)
- Logan County ranked **# 43** in electronic circulation (0.38 per capita) and # 61 in total electronic access costs

**Average per capita wireless sessions: 0.86**

- # 1: Leslie County @ 68.55 (top eleven range 1.82 – 4.01 plus 68.55)
- # 119: Floyd County @ 0.00 (bottom ten range: 0.00 – 0.04)
- Logan County ranked **# 39** in number of public internet terminals, and # 34 in total wireless sessions (**0.61 per capita**)