



HOMEWOOD PUBLIC LIBRARY

LONG RANGE PLAN

2021-2026

1721 Oxmoor Road Homewood, AL 35209 | 205.332.6600 | www.homewoodpubliclibrary.org

*Bringing people, information and ideas together to enrich lives, build community
and inspire lifelong learning.*



Homewood Public Library began in a single room in City Hall and is now a cultural center for the residents of Homewood and is one of the busiest libraries in Alabama.

OVERVIEW

- Annual collection use of over 800,000.
- Library visits of over 36,000 per month.
- **Ranked #1** - According to the 2018 and 2019 statistical reports, the Homewood Public Library ranked number one in the state across the board in services including circulation, visits, number of programs, and attendance at programs for its population size of 20,000-49,000 people.
- **Ranked top 5%** - Homewood Public Library is an innovative leader among libraries, consistently ranking in the top 5% of libraries in the state of Alabama.



HOMEWOOD PUBLIC LIBRARY GOVERNANCE

THE HOMEWOOD PUBLIC LIBRARY BOARD OF TRUSTEES (THE LIBRARY BOARD) IS LEGALLY RESPONSIBLE FOR THE OPERATION OF THE LIBRARY AND IS APPOINTED BY THE HOMEWOOD CITY COUNCIL. THE LIBRARY BOARD ESTABLISHES POLICIES RELATING TO EMPLOYEES AND OPERATIONS AND APPOINTS THE DIRECTOR. FUNDING FOR THE LIBRARY IS APPROPRIATED ANNUALLY BY THE HOMEWOOD CITY COUNCIL.

LIBRARY BOARD:

Dr. Paul Doran, Library Board Chair (Ward 4)
Carla DuMontier, Vice Chair, Foundation Liaison (Ward 5)
Rosa Hill, Finance Committee, Public Relations (Ward 1)
Virginia Bugg, Friends Liaison, Building and Grounds (Ward 2)
Dr. Keya Kraft, Personnel Committee (Ward 3)
Deborah Fout, Director, Homewood Public Library
Carlos Aléman, Council Liaison to Board

CITY OF HOMEWOOD LEADERSHIP:

Patrick McClusky, Mayor

CITY COUNCIL:

Alex Wyatt, Council President
Andy Gwaltney, Ward 1 Place 1
Melanie Geer, Ward 1 Place 2
Carlos Aléman, Ward 2 Place 1
Andrew Wolverton, Ward 2 Place 2
Nick Sims, Ward 3 Place 1
Walter Jones, Ward 3 Place 2
Barry Smith, Ward 4 Place 1
Jalete Nelms, Ward 4 Place 2
Jennifer Andress, Ward 5 Place 1
John Hardin, Ward 5 Place 2

Serving the Homewood community during a worldwide pandemic.



In March 2020, the Library completely closed for six weeks (March 16 – May 4).

On May 4, all full-time employees returned to work, but the 30 part-time employees were laid off.

The Library served the community with curbside services, phone and chat reference, and virtual programming via Zoom.

In July, the Library was able to hire a few part-time staff members as curbside expanded and additional services returned.

The Library re-opened on October 7 for limited hours. Limited hours were expanded on April 1, 2021. In June, the Library was able to fill all remaining part-time positions. On July 7, 2021, the Library returned to full operating hours.

OVERVIEW





AN AWARD WINNING LIBRARY

- 2020 - Four Star National Recognition in the Library Journal Index of Public Library Service
- 2015 - Four Star National Recognition in the Library Journal Index of Public Library Service
- 2014 - Gold Level Standard Award for State of Alabama – First library in the State of Alabama to receive this prestigious award and the only library to receive it in 2014
- 2010 - Five Star National Recognition in the Library Journal Index of Public Library Service
- 2009 - Four Star National Recognition in the Library Journal Index of Public Library Service
- 2004 - Blue Ribbon Standards Award for the State of Alabama
- 2003 - Gold Star Standards Award for the State of Alabama

AWARD WINNING STAFF

- City of Homewood Employee of the Year
 - Rose Canady - 2018
 - Don Evans - 2013
 - Oanh Nguyen - 2012
- Deborah Fout - 1997 (first recipient of the award)
- Statewide awards from the Alabama Library Association
- Edward Eggleston – 2021 Paralibrarian of the Year
 - Heather Cover – 2021 Eminent Librarian
- Laura Tucker – 2020 Outstanding Youth Services Award
 - Deborah Fout – 2017 - Eminent Librarian
 - Mary Eller – 2016 Paralibrarian of the Year (first recipient of the award)
 - Dennis Nichols – 2011 Eminent Librarian
 - Edith Harwell – 2004 Eminent Librarian
- Edith Harwell – 1999 & 2000 Library Roll of Honor



Masters-degreed librarians and well-trained staff members are available to help patrons needing assistance with homework, research, technology, book selection, and use of the available online services.

The management of the Homewood Public Library realizes the need for a well-trained staff to meet the needs of the community and puts an emphasis on customer service.



HOMewood PUBLIC LIBRARY

INNOVATIVE & CUTTING EDGE



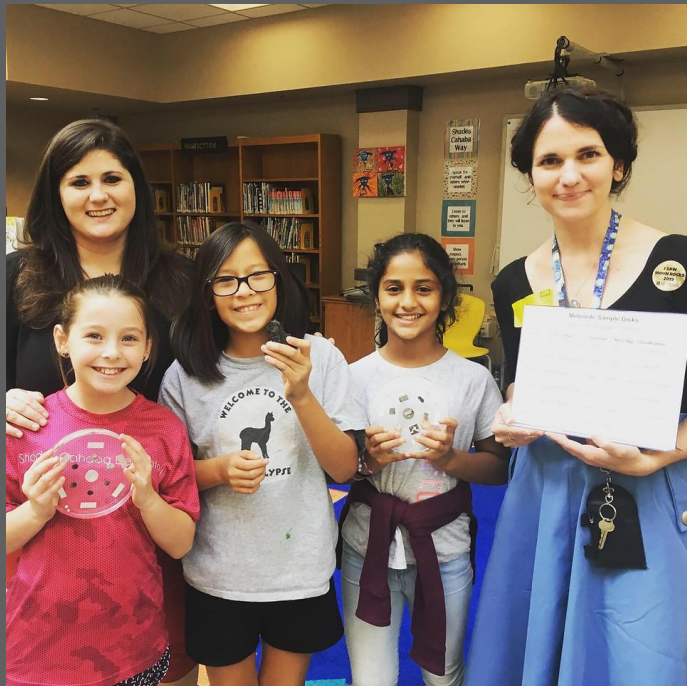
- ✓ First library in Jefferson County to use Radio Frequency Identification for Library Collection (RFID)-enabled self-check machines as the primary method for checking out materials. The Homewood Public Library was also the first to upgrade these to interactive self-check machines (2016).
- ✓ First library in Jefferson County to have its own App for smartphones and tablets.
- ✓ First library in Jefferson County to use the Communico App, now used by every library in Jefferson County.
- ✓ One of the first to offer an online magazine resource.
- ✓ One of the first to offer streaming video and audio content for patrons.
- ✓ Hosts more meetings than any library in Jefferson County – over 100 meetings are held in the building per month. (Pre-Pandemic)
- ✓ Has more Adult, Children's, and Teen programming than any library in Jefferson County. (Pre-Pandemic)
- ✓ First library in the State to circulate telescopes.

GRANT FUNDING

The Homewood Public Library strives to use grants to help with funding Library projects. Since 2009, the Homewood Public Library has written and received over \$500,000 in grant funding that benefitted not only the Library but also the City of Homewood.

➤ **EECBG (Energy Efficiency and Conservation Block Grant)**
\$195,240 (2009/2010) for the purchase and installation of new heat pumps for the library, lighting for City Hall parking garage, and lights on Weygand Field.

➤ **Total Rotary Grants - \$18,000**



➤ **NASA@ MyLibrary Grant (2017)**

Homewood Public Library was the only library in Alabama, and one of only 75 nation-wide, to be awarded this three-year grant (2017-2020). As part of this grant, Judith Wright received training and certification that allows the library to be part of NASA's Lunar and Meteorite Lending Program. *The Homewood Public Library is the only public library in the state to participate in this program.*



GRANT FUNDING (CONTINUED)

The Homewood Public Library strives to use grants to help with funding Library projects. Since 2009, the Homewood Public Library has written and received over \$500,000 in grant funding that benefitted not only the Library but also the City of Homewood.

➤ *Library Services and Technology Act (LSTA) Grants*

\$162,000 in Federal Grants administered by the Alabama Public Library Service. Projects funded included RFID, electronic signage, new digital projectors, a Sharp Aquos Board, and Interactive Self Check Machines.

➤ *ALSC (Association for Library Services to Children) (2020)*

Baker and Taylor Summer Reading Program Grant

➤ *Bicentennial Grant (2017)*

Homewood Public Library was awarded a two-year Bicentennial Grant (2017-2019) from the State of Alabama to help fund Bicentennial Programming. Through the hard work of Library staff, the library was honored for its exceptional Bicentennial programming with an Alabama Bicentennial Legacy Plaque presented by the Alabama Bicentennial Commission.

➤ *American Library Association Census Grant (2020)*



JEFFERSON COUNTY LIBRARY COOPERATIVE

As a member of the Jefferson County Library Cooperative, the Homewood Public Library serves not only Homewood residents, but also all residents of Jefferson County.

The library houses a wonderful collection of books and media to meet the community's entertainment and information needs. DVDs, Blu-Rays, Video Games, Playaways, Playaway Views, Playaway Launchpads, CDs, ROKU devices, ukulele's, telescopes, and more are circulated along with the extensive print collection.

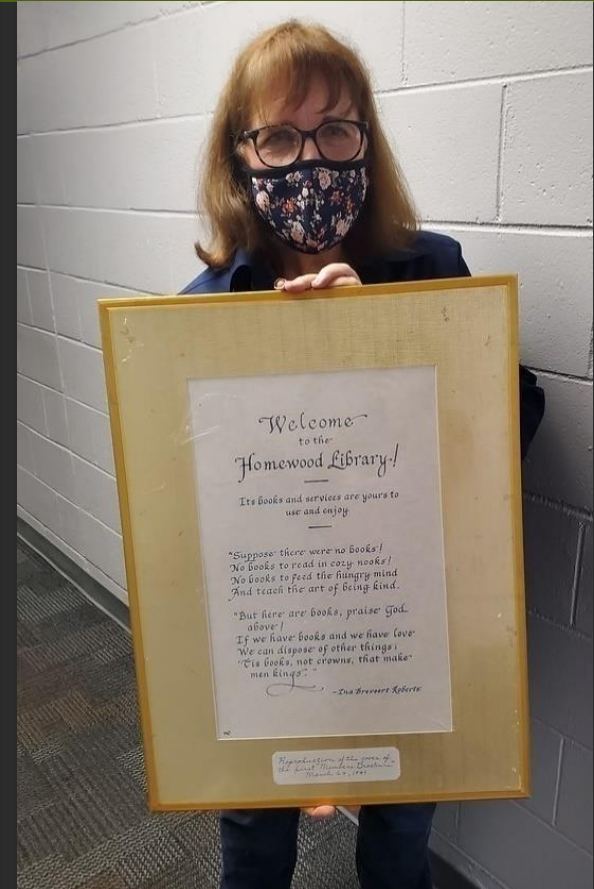
In addition to the databases offered by JCLC, Homewood patrons have access to a large collection of ebooks and digital audiobooks on Overdrive. Thousands of eBooks, digital audiobooks, streaming videos, graphic novels, and music are available to Homewood patrons from Hoopla, as well as streaming videos from Kanopy.

During the pandemic, the library began circulating iPads for public use.



THE FACILITY

- The Homewood Public Library is unique among libraries in Jefferson County in that there are six conference rooms, two auditoriums and a Boardroom that can be booked by the public for meetings. The library also has three study rooms available in the Adult Services Department and four in the Computer Lab (opened in FY2021). In FY2019 the library's meeting and study rooms were used 2,968 times by 36,802 people. The Departments of the City of Homewood, the Kiwanis Club, and the Homewood Rotary regularly use the facility.
- The wireless network provides internet access for those who wish to use their laptops, smartphones, and tablets throughout the library. Study carrels, various-sized tables with chairs, and comfortable seating are provided throughout the building.



Deborah Fout holds a proclamation from 1941 announcing the Library's opening.

COMMUNITY HIGHLIGHTS



Education Centered Community

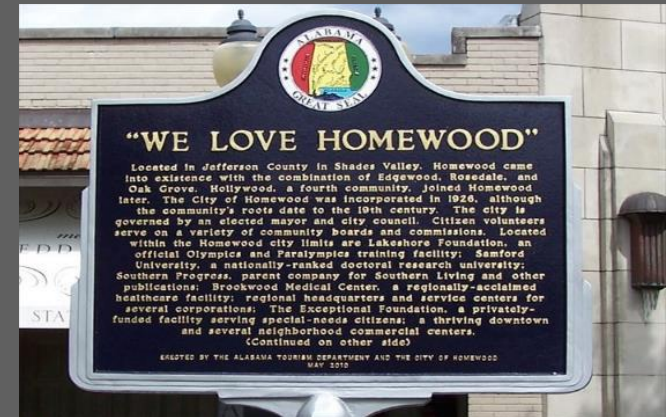
- 96.6% percent of residents are high school graduates
- 64.3% hold a Bachelor's degree or higher U.S. Department of Education Recognitions
- Blue Ribbon Award to all three elementary schools.
- Outstanding Schools Award for Middle and High School.

New Charter School in Homewood

- Magic City Acceptance Academy (MCAA) will open in Homewood in Fall 2021. MCCA will be the first openly LGBTQ+ affirming school in Alabama.

Nearby Institutions of Higher Learning

- Samford University
- University of Alabama at Birmingham
- Birmingham-Southern College
- Jefferson State Community College
- Lawson State Community College
- Southeastern Bible College







PRIORITIES & ACTION STRAGETIES

STRATEGIC PRIORITIES

Long Range Goals 2021-2026

VISION

Homewood Public Library will be a cultural and community hub and a leading library in the nation.

MISSION

To bring people, information and ideas together to enrich lives, build community and inspire lifelong learning.

- 1 RESOURCES**
A comprehensive collection of items in a variety of formats to meet the entertainment, cultural, and educational needs of the community.
- 2 PROGRAMMING AND OUTREACH**
Encourage lifelong library users by hosting a wide range of programs and outreach initiatives.
- 3 TECHNOLOGY ADVANCEMENTS**
The Homewood Public Library will be a cutting-edge facility providing effective and equitable access to computer centers, digital services, and resources.
- 4 CAPTIAL IMPROVEMENTS**
The Library will continue to seek funding to expand services and facilities to meet the growing needs of the Homewood community.
- 5 PROMOTION AND AWARENESS**
Increase awareness and strive to promote library programs, resources, and services.
- 6 DIVERSITY, EQUITY & INCLUSION**
Continue reflecting the diversity of the Homewood community; continue providing equitable opportunities and services to the public; continue being intentionally inclusive in all service delivery.



RESOURCES

1. RESOURCES

The library will offer a comprehensive collection of physical items in a variety of formats to meet the entertainment, cultural, and educational needs of the community. The library will provide extensive online resources for users including eBooks, audiobooks, streaming videos, databases and other educational resources.

GOALS & TACTICS

Increase use of the library collections:

- Have MLS/MLIS librarians follow the established collection development policy to develop our collection;
- Gather input from users on what they want from the library;
- Provide materials to enrich the lives of all users, regardless of age, gender, culture, etc.;
- Monitor reserves to determine when additional copies should be added;
- Work with school media specialists to provide materials related to educational requirements of students and teachers;
- Monitor digital usage to prioritize importance;
- Continually evaluate unique, non-print items (ex: ukuleles, telescopes, etc.) as potential additions to the collection to meet community needs;
- Work with the City of Homewood to increase materials budget to \$300,000.





PROGRAMMING & OUTREACH

2. PROGRAMMING & OUTREACH

Encourage lifelong library use by hosting a wide range of programs and outreach initiatives.

GOALS & TACTICS

Increase variety and number of programs:

- Provide innovative programs for all age groups;
- Provide both in-person and virtual programming as well as hybrid programs that take place both in person and online;
- Increase the number of outreach programs by 5% per year;
- Increase the number of weekend programs by 5% per year.

Continue offering traditional and non-traditional programs:

- Facilitate creative workshops and classes;
- Continue to offer a variety of programs and workshops at a variety of times and days;
- Continue to provide programs for all ages.



2. PROGRAMMING & OUTREACH (CONTINUED)

Encourage lifelong library use by hosting a wide range of program and outreach initiatives.



GOALS & TACTICS

Develop strategies to provide programs to targeted audiences:

- Create programming initiatives that highlight National and International events;
- Continue to partner with community groups and businesses for program speakers/presenters. For example:
 - The University of Alabama's Osher Lifelong Learning Institute (OLLI) .
 - Standardized test and college prep workshops for teens.
- Continue developing community partnerships to expand programming;
 - Collaborate with colleges to offer academic lectures.
 - Collaborate with banks and financial planners to offer investment and finance programming.
 - Collaborate with local authors and artists to offer art and writing classes.
- Work with schools to develop programming around established curriculum;
- Partner with schools/daycares to present events at their locations after school;
- Expand cultural programs that focus on introducing children to different cultures and languages.

2. PROGRAMMING & OUTREACH (CONTINUED)

Encourage lifelong library use by hosting a wide range of programs and outreach initiatives.

GOALS & TACTICS

Enhance the patron experience by offering value added services:

- Utilize area Guilds for demonstrations and exhibits in the library;
- Present local and regional art and exhibits in the Ellenburg Art Gallery;
- Host International/Cultural events;
- Investigate active programming (hands-on instruction) that encourages creativity in the arts;
- Continually evaluate opportunities to add services based on community needs and trends.





TECHNOLOGY ADVANCEMENTS

3. TECHNOLOGY ADVANCEMENTS

Homewood Public Library will be a cutting-edge facility providing effective and equitable access to computer centers, digital services, and resources.

GOALS & TACTICS

Be proactive with the technology needs of the library:

- Stay up-to-date on technology trends by attending local and national technology conferences;
- Research online services that aren't currently offered and determine if they should be added;
- Update/revise/review the Technology Plan on an annual basis to ensure that the Homewood Public Library is relevant and moving forward;
- Review the budget annually with the Director to include hardware and software updates, upgrades, and maintenance;
- Conduct an annual audit of all equipment to determine future replacement needs;
- Determine other areas/spaces in the facility where service can be expanded;
- Strive to have the best internet and Wi-Fi connection possible.



3. TECHNOLOGY ADVANCEMENTS (CONTINUED)

Homewood Public Library will be a cutting-edge facility providing effective and equitable access to computer centers, digital services, and resources.

GOALS & TACTICS

The library will offer computer equipment, software, and training for users:

- Keep equipment current and well-maintained;
- Continue pursuing LSTA and other grants to fund technology needs;
- Continue offering free computer classes;
- Provide funding and opportunities for staff training and growth.





CAPITAL IMPROVEMENTS

4. CAPITAL IMPROVEMENT

The library will continue to seek funding to expand services and facilities to meet the growing needs of the Homewood community.

GOALS & TACTICS

Plan for updating the facility's aesthetics:

- Budget to have interior areas updated including removal of wallpaper and repainting all interior surfaces;
- Remodel all main floor restrooms;
- Replace Adult Services carpet.

Plan for expanding services by expanding the facility:

- Investigate the possibility of creating a drive through on the east end of the building to offer year-round pick up of books/materials;
- Plan for a major addition to include a 150 – 200 seat theater for use by the library and the public;
- Replace fish aquariums with a high end video display that will include multiple applications for providing information;
- Explore the possibility of creating a small storefront space for the Friends of the Library located on the main level of the library.



4. CAPITAL IMPROVEMENT (CONTINUED)

The library will continue to seek funding to expand services and facilities to meet the growing needs of the Homewood community.

GOALS & TACTICS

Continue to maintain the facility to feel welcoming and inviting:

- Inspect the facility for maintenance issues to ensure safety;
- Provide a clean, healthy environment;
- Budget for painting and/or carpeting of the facility as necessary.

Continue to provide meeting space for use by the public:

- Continue offering space at a nominal charge to patrons in accordance with established policies;
- Continue to host community, regional and statewide training and conferences in accordance with established policies.





PROMOTION & AWARENESS

5. PROMOTION & AWARENESS

Increase awareness and strive to promote library programs, resources and services.

GOALS & TACTICS

The library will develop marketing strategies to promote new and existing programs and services:

- Investigate opportunities to inform and train the public about library services;
- Utilize signage with clear, brief descriptions and/or directions;
- Create flyers and print materials that can be given to patrons;
- Utilize social media, the website, and email blasts to increase awareness;
- Promote to community groups and businesses that utilize the library meeting space;
- Utilize established partnerships and develop new partnerships to promote in the community by:
 - Distributing literature to local businesses, churches, and recreational spaces.
 - Offering off site library card registrations.
- Secure vendor space at local festivals and events to interact with people who may not currently utilize the library.





**DIVERSITY, EQUITY, &
INCLUSION**

6. DIVERSITY, EQUITY, & INCLUSION

The library will continue to reflect the diversity of the Homewood community; provide equitable opportunities and services to the public; be intentionally inclusive in all service delivery.

GOALS & TACTICS

All library services will be provided to patrons with considerations for diversity, equity, and inclusion:

- Continue to educate library staff in diversity, equity, and inclusion best practices;
- Evaluate library services to ensure that the needs of underserved populations within the community are met;
- Annually revise and adjust policies to meet changing social and environmental challenges.

Inclusive Community Partnerships

- The Bell Center
- The Exceptional Foundation
- Kulture City (All library staff are Sensory Inclusive certified)
- Magic City Acceptance Center





MONITORING & ASSESSMENT

MONITORING & ASSESSMENT

MONITORING ACTIVITIES

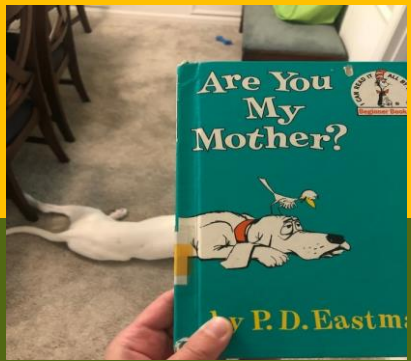
The Director, Assistant Director, and Department Heads will be responsible for identifying and selecting activities to accomplish each goal. Department Heads will oversee the implementation process by assigning tasks and monitoring accomplishments. The status of tactics and/or degree to which goals are accomplished will be reported to the Director, Assistant Director, and the Board of Trustees in the following ways:

- Informal discussion with the Director and Assistant Director at regular department head meetings as necessary;
- Director presents informal reports periodically at Board meetings;
- Annual written report submitted to the Board for review.

ASSESSING ACHIEVEMENT

The Long Range Plan will be reviewed and updated annually by the Director, Assistant Director, and Department Heads, eliminating specific goals and tactics that have been achieved or determined to be unattainable or no longer relevant.

Recommendations will be made for revision of the plan and will be given to the Director. The Director will incorporate the proposed changes into the plan and provide a copy to the Assistant Director and Department Heads. The group will schedule a time to review the revised plan, and, upon agreement, will provide copies to the Board of Trustees to be discussed and approved at their next scheduled Board meeting. A copy of the Long Range Plan will be available to the public on the library's website.



LONG RANGE PLANNING COMMITTEE

Thank You!

Many thanks to the members of the 2021-2026 Long Range Planning Committee. Your generous donations of time, talent, and ideas makes Homewood Public Library a premier resource for the Homewood community. Your contributions will be enjoyed for years to come.

Deborah Fout, Library Director

Judith Wright, Assistant Director/Teen Librarian

Staff Representatives:

Cristina Castor
Brooks Fancher
Lonnie Jones
Laura Tucker
Leslie West

Patron Representatives:

Kristina Browder
Megan Cheek
Mike Higginbotham
Carole Jackson
Ashley M. Jones
Julee Potter

Board Representatives:

Dr. Paul Doran
Rosa Hill
Dr. Keya Kraft

Kristin and Cassie Rezek
Lynn Spires

Consultants:

Cassandra W. Adams, MPH, JD | Barika M. Hamilton, MBA