



**C**Frankfort  
**Community**  
**Public Library**  
Michigan Road    Mulberry    Rossville

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**Frankfort Community Public Library  
Clinton County Contractual Library  
Strategic Plan 2017-2021**

**Adopted by the Library Board of Trustees**

**December 11, 2017**

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## Executive Summary

From our perspective, today's libraries face serious pressures that go beyond the ever-present funding dilemmas. From movies to books, the any-time, anywhere availability of on-demand digital media is quickly becoming the standard method of accessing all things educational and entertaining. As we become more comfortable with conducting our lives through smart phones and other devices, visiting physical locations to get what we want or need might seem inconvenient. People commute more for work, diminishing the amount of time they would have traditionally spent patronizing the stores and organizations in their communities; this situation drives library attendance down and on-demand media usage up. Lastly, the wide array of free services, programs, classes, events, cultural experiences, and even on-demand digital media that FCPL offers frequently seems as surprising to library patrons as non-users alike.

As the time to undertake a new strategic planning process drew near, we knew something beyond business as usual would be in the works. To that end, during 2016 and early 2017, the Frankfort-Clinton County Contractual Library (FCPL) engaged in facilitated 'Community Conversations' following the Harwood model with groups from around the county, including service clubs, youth, seniors, business and civic leaders, educators, religious communities, and others still – 33 groups in all. Our purpose was to learn what hopes our neighbors have for Clinton County, what issues our community faces, and how they believed the library could positively affect the community through its work of educating and entertaining.

What we learned was astounding. Overwhelmingly, you said you want an attractive, safe, drug-free community. You also said that focusing on education, appreciating the contributions of seniors, embracing our community's growing diversity, attracting and retaining jobs that pay a living wage, and providing amenities - like public transportation, bike paths, walking trails, areas for all ages to socialize, and entertainment venues- are critical in making Clinton County the kind of place where people want to live, work and play, and return to after college. After having learned this, the challenge for the FCPL administrative staff was to determine what issues we could affect in a way that aligned with what we do.

Our intent has been not to take on projects or programs that are outside our scope, but rather to use innovative approaches to show our community that FCPL is more than a place to get a book or movie, to hear a story, or to take an occasional class. This strategic plan represents a radical step toward that aspiration. Therefore, we have left behind the traditional strategic plan goals of raising more money, improving service delivery, increasing the number of patrons and attendance at our classes or programs, and marketing more effectively. We have not abandoned these needs. In fact, they comprise a large part of our internal priorities; but our real aim is to be a change agent in the lives of our neighbors, to bring together all types of people and groups to work on our challenges together, to be a gem that attracts residents, visitors, and business to Clinton County, to be your "go-to" spot, and to be a place that is fondly recalled by those who do leave our community. In short, we are more than a supplier of books and movies. And we want you to know it because we have proved it!

## Message from the Director

The creation of a library strategic plan requires many hours of work by a wide variety of individuals. I want to give thanks to everyone who has been involved making this an important and useful document. We look forward to serving you. Whether you are searching for entertainment, enrichment, or education, the library can help. It has been created, shaped, and given its purpose and mission by you, our customers. Begin your library story today.

Gregg Williamson, Library Director— [gwilliamson@myfcpl.org](mailto:gwilliamson@myfcpl.org)

## Organizational Description

The Frankfort Community Public Library and the Clinton County Contractual Public Libraries serve 12 of the 14 townships in Clinton County. With four locations (Frankfort, Rossville, Mulberry, and Michigan Road) as well as a number of outreach services, the library strives to meet the educational and informational needs of our approximately 30,000 patrons.

The Frankfort Library started out as a subscription library in 1879; by 1884, the library collection was donated to the City of Frankfort but still did not have a permanent home until Superintendent of Schools Edwin S. Monroe provided space at the high school. In 1905, steel magnate Andrew Carnegie donated \$24,000 to erect a dedicated library at the corner of Clinton and Columbia Streets.

Since its humble beginnings, FCPL has experienced tremendous growth, thanks in large part to the community's support and belief in the importance of libraries. Between 1988 and 2008, the Frankfort Public Library tripled its square footage with the addition of the Mary Gorham Herrick Wing and built branches in Rossville, Mulberry, and Michigan Road, each with its own distinct flavor. The Michigan Road Library, for example, is home to a Leo Stock scale replica of a round barn located in the town of Delphi. The Mulberry branch boasts stained glass windows designed by artist Kim Van Arsdell and an outdoor rain garden. The Rossville Library, the largest of the three branch locations, began with a volunteer staff and donated books before becoming part of the Clinton County Contractual Library system.

Today's library reflects the pulse of the community: it is a place where people can gather for a cup of coffee, study genealogy, tour the grounds and admire the architecture, partake in art exhibits and classes, participate in family reading programs, enjoy a movie or play, secure homework assistance, and more. FCPL also brings its programs, materials, and services to the community through travelling libraries. From e-books to academic journals, from language learning to resume building, from free music and movie streaming to audiobook downloads, FCPL offers a wide array of online and digital resources to the community, all with 24-hour accessibility to accommodate any schedule.

## About Us

### Vision Statement

We transform the ordinary into the extraordinary by leading, innovating, learning, and collaborating.

### Mission Statement

We are committed to creating opportunities for people to get more out of life.

### Values and Beliefs

**WE VALUE OUR COMMUNITY,  
THEREFORE...**

*We believe in being responsible stewards of the public's trust and funds.*

*We believe it is our role to build bridges and be partners with those in our community.*

*We believe in being a neutral public space that provides equal access to all with resources, technology, and learning opportunities.*

*We believe in being of service to our neighbors and that all of our neighbors have something to share.*

**WE VALUE ENRICHMENT,  
THEREFORE...**

*We believe in providing life-long learning opportunities to all.*

*We believe in being the place where fun, excitement, and imagination live.*

*We believe that entertainment is as relevant to human growth as education, art, and cultural experiences.*

**WE VALUE CREATIVITY,  
THEREFORE...**

*We believe that ingenuity and original thinking must drive our service delivery, communication, and collaborations.*

*We believe in encouraging others' creativity by providing hands-on learning.*

*We believe in providing spaces for people to build supportive relationships and gain creative inspiration and insight from others.*

# Goals and Strategies

*Goals should be big ideas, grandiose and moving. Strategies are the broad approaches that are meant to help us realize our goals so that we are assured we are meeting our mission and, ultimately, seeing our vision become reality. While we have but three goals, we believe these to be the kind of bold plans that will not only keep FCPL relevant, responsive, and competitive, but that will also lead us to being an organization that truly does change individual lives and community life.*

**GOAL 1**  
**FCPL IS A TRANSFORMATIVE FORCE IN THE COMMUNITY**

**STRATEGIES**

- Promote community cohesiveness
- Act as a relationship builder to address our most pressing (community) challenges

**GOAL 2**  
**FCPL IS THE HUB OF COMMUNITY LIFE**

- Position the library to be the central repository of community information and memory
- Ensure an inviting atmosphere

**GOAL 3**  
**FCPL IS THE PLACE TO CONNECT THE COMMUNITY TO EDUCATION AND ENTERTAINMENT**  
**Appendix A: Action Plan**

- Capitalize on the digital movement to engage audiences
- Provide high-quality, audience responsive products
- Enhance FCPL’s brand positioning