Nebraska Library Commission

Library Services and Technology Act
Five-Year Plan 2018-2022

Submitted to the Institute of Museum and Library Services
June 2017

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Introduction

Nebraska libraries are vital links to local, regional, state and global information resources, and as such are valuable community and state assets. The purpose of the Nebraska Library Commission's Library Services and Technology Act (LSTA) Plan 2018-2022 is to state goals, objectives, projects and activities designed to improve library services for all Nebraskans. These goals, objectives, and projects are based on the library and information service needs of Nebraskans as determined through broad based communication and information sources, including the Commission's recent five-year LSTA program evaluation and input from stakeholders. Plans and subsequent revisions are subject to continuous assessment, trends, experiences, innovations, and changing needs.

Specifically, Nebraska's LSTA five-year plan sets forth the mission, needs, goals, projects, intended outcomes, timeline, planning and implementation procedures for administering Nebraska's LSTA program for federal fiscal years 2018 through 2022. It defines stakeholders and their roles, and the communication and monitoring procedures for involvement of the library community and the public in the execution of Nebraska's LSTA state program.

The Nebraska Library Commission (NLC) supports library programs, projects and services with a combination of state general funds and federal LSTA funds. LSTA funds comprise approximately 30% of Library Commission total funding for the fiscal years 2018 – 2022. State general funds and LSTA funds are combined in Library Commission operations and library aid programs and services.

The LSTA five-year plan has been updated and revised based on the Commission's ongoing administration of Nebraska's LSTA state program, emerging issues and trends, input from the library community and public, five-year program evaluation (completed earlier this year), input from the State Advisory Council on Libraries, Library Commission members, and staff.

The LSTA Plan will be available electronically through the Nebraska Library Commission website at http://nlc.nebraska.gov/

Vision

Accessible, affordable, reliable, progressive, and equitable library services for all Nebraskans regardless of their economic status and geographic location.

Mission

Statewide promotion, development, and coordination of library and information services. As the state library agency, the Commission is an advocate for the library and information service needs of all Nebraskans.

Policy Statement for Use of Funds for Five-Year Plan Activities

The Library Services and Technology Act state program is a shared federal/state effort. Projects and activities in the plan are funded with a combination of state and federal monies with state funds used to fulfill the Library Commission's statutory responsibilities and as match and maintenance of effort for LSTA state program funds. LSTA funds are used to meet the purposes of the LSTA Grants to States Program within the scope of this plan's three goals.

Methodology of the Planning Process

In November 2016, the State Advisory Council on Libraries met to discuss the progress the Nebraska Library Commission had made toward reaching its goals of the 2013-2017 LSTA Five-Year Plan. The conversation continued at the Council's March 2017 meeting with a group exercise. At that time, the Nebraska Library Commission embarked on its retrospective and prospective evaluation of the 2013-2017 LSTA Plan. As part of the process, an online survey of the library community solicited feedback on LSTA funded Nebraska programs, projects, and services.

LSTA-Specified Grants to States Priorities Are:

1. Expand services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages in order to support such individuals' needs for education, lifelong learning, workforce development, and digital literacy skills;
2. Establish or enhance electronic and other linkages and improved coordination among and between libraries and entities for the purpose of improving the quality of and access to library and information services;
3. Provide training and professional development, including continuing education, to enhance the skills of the current library workforce and leadership, and advance the delivery of library and information services;
4. Enhance efforts to recruit future professionals to the field of library and information services;
5. Develop public and private partnerships with other agencies and community-based organizations;
6. Target library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, and to individuals with limited functional literacy or information skills;
7. Target library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line (as defined by the Office of Management and Budget and revised annually in accordance with section 9902(2) of title 42) applicable to a family of the size involved;
8. Develop library services that provide all users access to information through local, state, regional, national, and international collaborations and networks; and carry out other activities consistent with the purposes set forth in section 9121, as described in the SLAA's plan.

Needs Assessment

State Demographics – Nebraska's population of 1.9 million mostly lives in the eastern third of its 77,421 square miles. While the population overall is largely white/non-Hispanic (82%), the University of Nebraska Omaha's Center for Public Affairs Research (CPAR) estimates that the Hispanic population will increase from 10% to over 20% by 2040. According to the United States Census Bureau's American Community Survey (ACS) for 2011-2015, 11% of Nebraska residents five years of age or older speak a language other than English at home with 67% of those speaking Spanish. Also, according to the 2011-2015 ACS, 91% of those over 24 years of age had graduated from high school, and 29% had a bachelor's or higher degree. Almost a quarter of the population over 15 years old was employed in education or health/social services for that period. According to a 2015 report from CPAR:

- In 2014, Nebraska had the 16th lowest poverty rate in the nation (12.4%). In addition, Nebraska had less income inequality than the nation. However, in 2014, Nebraska's median household income was $52,686 in comparison to $53,657 for the nation.

- In 2014, Nebraska's unemployment rate was 3.3% and ranked as the second lowest nationally. Accounting for underemployment and workers who left the labor force, Nebraska's adjusted unemployment rate in 2014 rose to 7.0%.

- In 2014, Nebraska had the 19th highest per capita personal income in the nation. During 2014, Nebraska's per capita personal income was $47,557 and was 3.3% above the national value. Among Nebraska's peers in 2014, North Dakota had the highest value at $55,802, followed by Wyoming at $54,584. South Dakota, Iowa, Kansas, and Missouri all had per capita incomes below that of Nebraska. The national average was $46,049.

- In 2015, Nebraska ranked 3rd in overall business climate as measured by Forbes. North Dakota (4th), Colorado (5th), and South Dakota (9th) were in the top ten nationally. Generally, the business climates (as measured by Forbes) of Nebraska's peer states rank in the upper one-half of all states. According to CNBC's rankings, Nebraska ranked as the 7th top state for business in 2015. Nebraska ranked toward the top of its peer states. Only Minnesota, Colorado, and North Dakota ranked higher.

- In 2014, 29.6% of the persons 25 years or older in Nebraska had completed a bachelor's degree. This ranked 21st nationally but was slightly below the national average of 30.1%. Of Nebraska's peer states, Colorado had the highest rate of bachelor's degrees (38.3%). Minnesota and Kansas also exceeded Nebraska's rate. South Dakota, Iowa, Missouri, North Dakota, and Wyoming ranked below Nebraska.

- Nebraska's ranking when considering advanced degrees has been picking up but still lags the nation. In 2014, 9.4% of Nebraskans 25 years and older had an advanced degree. This compares to 11.4% for the nation and ranks 36th. Nebraska was still ahead of Iowa, Wyoming, South Dakota, and North Dakota. Since 2000, however, Nebraska has steadily narrowed the gap with the United States with the percentage of Nebraskans 25 years or older who have an advanced degree increasing from 7.3% to 9.4%.

- According to CNBC's rankings, Nebraska ranked as the 32nd state for technology and innovation in 2015. Nebraska ranked below most of its peer states. Colorado, Minnesota, Missouri, Iowa, and Kansas ranked higher, while South Dakota, North Dakota, and Wyoming ranked lower. Nebraska and its peer states generally fell in the bottom portion of the states for technology and innovation. Wyoming had the second lowest ranking nationally.

https://www.unomaha.edu/college-of-public-affairs-and-community-service/center-for-public-affairs-research/documents/2016reports/nplc-database-2015.pdf

Trends in Nebraska Libraries – Nebraska has 52 postsecondary academic libraries, 269 public libraries, 1,167 elementary and secondary school libraries, 25 institutional libraries, 98 special libraries, 93 county law libraries, and 9 state agency libraries. All libraries can share materials. They receive consultation and training from the Nebraska Library Commission and through a statewide network of four regional library systems supported by the Nebraska Library Commission. Of its 269 public libraries, 88% serve populations of less than 5,000 persons, and 59% serve populations less than 1,000 persons.

A trend in Nebraska libraries is an increase in use of electronic materials. Between 2012 and 2016, circulation of electronic materials in Nebraska public libraries increased by more than 156%. Additionally, libraries are spending less per item circulated, with $3.19 spent per item circulated in 2012, and $1.40 spent per item circulated in 2016.

Out of the 237 public libraries submitting a public library survey for the 2016 fiscal year, 93% offered free Internet access, 88% offered free Wi-Fi, and 76% connected to customers through social media networks. Public libraries in Nebraska were visited 7,739,334 times in 2016, and 12,520,871 items were circulated. Programs and program attendance has also increased between 2012 and 2016, with a 26% increase in programs offered, and an 18% increase in program attendance. In a recent library survey, more than 63% indicated that they offer technology related library programs, 56% offered Pre-K focused programs, 54% offered health programs, and 53% offered job or employment programs.

Goals

1. All Nebraskans will benefit from lifelong learning and cultural enrichment delivered through their library programs and services.

2. Library staff and supporters will have the tools and skills to provide and sustain needed programs and services to their target audiences.

3. The Nebraska Library Commission will promote library services statewide and collaborate with libraries to effectively market their programs, their services, and their value to the community.

These three goals begin as a strategic planning process would begin—by first determining, then attempting to meet, the community's needs. For the Library Commission, community is the state of Nebraska. Goal 1 reflects the mission of the Nebraska Library Commission and serves as the starting point for all efforts. Goal 2 examines capacity building: What do Nebraska libraries and their supporters need in order to provide and sustain effective library services? Finally, Goal 3 addresses how both the Commission and Nebraska libraries can effectively market their services so that Nebraskans know what services and resources are available, and how they can access those services for their own purposes and

needs. In essence, this closes the planning circle, by successfully showing the value of library services to the community.

Goal 1: All Nebraskans will benefit from lifelong learning and cultural enrichment delivered through their library programs and services. Objectives and activities undertaken to achieve this goal follows.

Objective 1.1: In response to Nebraskans' interests and needs, libraries will establish and improve services for lifelong learning and cultural enrichment.

Objective 1.2: NLC will create, provide, and improve online/digital resources.

Objective 1.3: Libraries will support citizens' use of e-government.

Objective 1.4: Libraries will support building Nebraskans' digital literacy and other 21st Century skills.

Objective 1.5: NLC will produce and distribute audio and Braille materials to qualifying Nebraskans.

Objective 1.6: NLC will support reading and literacy.

Projects

1. NLC will provide Nebraskans improved access to physical and digital resources. Current and proposed activities:

    a. Timely processing and delivery of requested materials through interlibrary loan service to Nebraskans
    b. Work by NLC with institutions to preserve and digitize their historic collections through projects such as *Nebraska Memories* (http://memories.ne.gov/)
    c. Statewide access to digital information resources through NebraskAccess (http://nebraskaccess.ne.gov/)
    d. Downloading of digital documents via Nebraska State Publications Online, and a digital archive of Nebraska state agency publications
    e. Creation of digital documents from the NLC Archives
    f. Analysis by NLC of website search logs and activity logs each month
    g. Improvement of NLC web-based services based on needs, usage analysis, and customer input
    h. Creation of Nebraska FAQ and other web pages on the NLC NebraskAccess website
    i. Provision of OCLC catalog records to libraries for digital state documents

Timeline: a-e and i: Ongoing. f-h: Begin collecting data in FY2018, with improvements implemented in FY2019.

Expected results:

- Library sharing of their content world-wide while protecting fragile materials
- Increase in the number of digital documents available from state agency publications
- Changes to site content, organization, and indexing of the NLC website to improve site usefulness to its audience
- Direct and improved links to government resources via NLC web pages
- Improved access and increased use of digital state documents to meet library customer needs

2. NLC will provide economy-of-scale purchasing and provision of services for Nebraska libraries. Current and proposed activities:

a. Educational and informational online databases available statewide through NebraskAccess
b. Provision of summer reading-related print and digital materials through statewide membership for all Nebraska public libraries in the Collaborative Summer Library Program
c. Membership in United for Libraries: Association of Library Trustees, Advocates, Friends, and Foundations for all public libraries and for the four regional library systems (information resources for libraries – e.g., training, fundraising, programming, governance)
d. Hosting of library websites, through the **Nebraska Libraries on the Web** project (http://libraries.ne.gov/projectblog/)
e. Availability of membership and support for libraries in the Nebraska OverDrive Libraries consortium (Nebraska eReads) http://nlc.nebraska.gov/overdrive/
f. Negotiated discounts for purchases made through a variety of library-related vendors

Timeline: Ongoing.

Expected results:

- Reduced access rates for database subscriptions
- Increased use of online resources
- Ensured quality and greater likelihood of summer reading program for all public libraries
- Reduced cost for products and services available from United for Libraries, and improved knowledge of the roles of library boards, library friends, and foundations
- Increased access to and provision of digital ebooks and downloadable audiobooks by libraries to meet customer demands
- Cost savings for libraries to acquire various library-related products and services
- User satisfaction with hosted library websites

3. NLC's Talking Book and Braille Service (TBBS) will provide free accessible books and magazines to borrowers who have reading disabilities. TBBS will supplement the Braille, digital cartridge, and Braille and Audio Reading Download (BARD) materials from the Library of Congress with locally-recorded books and magazines. TBBS will also collaborate with schools and other facilities in

providing materials to their clients who have organic reading disabilities. Current and proposed activities:

a. Expansion of the Nebraska digital collection
b. Production and provision of access to time-sensitive and local interest materials
c. Enhancement of online resources for borrowers
d. Partnering with health care professionals and other service providers to promote the service to prospective applicants, to promote reading leveraging the assistance of other agencies and community organizations, to produce publications from other agencies, and to recruit volunteers

Timeline: Begin implementation in FY2018. Thereafter, ongoing.

Expected results:

- Increased number of book titles in the Nebraska digital collection
- Materials that offer enjoyment and ease of use for readers
- Available materials that connect readers to local and state culture
- Increased access to TBBS information and services by readers through their preferred style of communication
- A more efficient use of time and resources in TBBS with the aid of an active volunteer base
- Increased number of new borrowers
- Dissemination of materials and information from state and local agencies in accessible formats
- Sharing of information about TBBS services through state and local partners
- Referral of borrowers by local libraries to TBBS services

4. NLC will explore options and solutions to address Nebraska's unserved and underserved populations. Current and proposed activities:

a. Determining the breadth of the issue and service strategies
b. Working with regional library systems, libraries, and other entities in areas with unserved populations to identify gaps and to design solutions

Timeline: Annual.

Expected results:

- Arrangements with existing libraries to meet these needs, potentially beyond their current service areas
- Development and presentation of new service models to meet these needs as well as support materials and resources
- Reduction in the number of unserved and underserved Nebraskans

5. NLC will provide programming related to library services for children and young adults. Current and proposed activities include:

    a. Active involvement with the national Collaborative Summer Library Program (CSLP) and commitment to purchase adequate related materials for all Nebraska public libraries
    b. Administration of Youth Grants for Excellence
    c. Administration of One Book for Nebraska Kids and Teens
    d. Book reviews by the Coordinator of Children's and Young Adult Library Services

Timeline: Annual, ongoing.

Expected results:

- Increased adult, youth, and child participation in summer library programs
- Parental and youth satisfaction with summer library programs
- Change in knowledge, skills, abilities, or attitudes of youth participating in One Book for Nebraska Kids and Teens programs
- Change in knowledge, skills, abilities, or attitudes of youth impacted by Youth Grants for Excellence projects

6. NLC will facilitate training and delivery of information to citizens via library programming and services. Current and proposed activities:

    a. Partner with agencies to train citizens in digital literacy and other 21st Century skills
    b. Promote access to e-government services
    c. Administer Library Improvement Grants to enable libraries to innovate, improve, and develop programs and services
    d. Administer Library Innovation Studios Transforming Rural Communities LSTA grant in partnership with Nebraska Extension, University of Nebraska-Lincoln, and Regional Library Systems (http://nlc.nebraska.gov/grants/innovationstudios/)

Timeline: a-c: Annual, ongoing. d: Begins in FY2017, with development continuing through June, 2020.

Expected results:

- Increased level of comfort with library-related technology among library staff
- Improved access to and increased use of government services, which are increasingly available only electronically
- Ongoing updating of library worker skills to ensure quality library service
- More libraries demonstrating the application of new ideas, encouraging innovation through the provision of Library Improvement Grants and other opportunities
- Change in knowledge, skills, abilities, or attitudes of individuals participating in digital literacy and other 21st Century skills training and consultation
- Change in knowledge, skills, abilities, or attitudes of individuals impacted by Library Improvement Grant projects

7. Nebraska Library Commission (NLC) will provide statewide reference services, reading enrichment, and cultural literacy services for Nebraskans. Current and proposed activities:

    a. Provide back-up reference service for libraries statewide
    b. Provide reference services to state government agencies and employees
    c. Develop and maintain a growing number of book club kits for loan to book discussion groups statewide

Timeline: Ongoing.

Expected results:

- Improved ability to provide effective reference by local library personnel
- Increased size of the book club kit collection
- Increased circulation of the book club kit collection

8. The Nebraska Library Commission will support and promote the Nebraska Center for the Book (NCB) (affiliate of the Library of Congress Center for the Book). Current and proposed activities:

    a. Host and maintain the NCB and affiliated websites and social media sites (http://centerforthebook.nebraska.gov/)
    b. Support and promote Letters About Literature program
    c. Support One Book One Nebraska program
    d. Support Nebraska Book Festival as a partner organization and participant
    e. Support the Celebration of Nebraska Books awards event as a sponsor and host organization
    f. Support the Nebraska Book Awards program as a sponsor and host organization (staffing, coordination, promotion)

Timeline: Ongoing.

Expected results:

- Change in knowledge or attitudes of individuals participating in One Book One Nebraska programs
- Change in knowledge or attitudes of individuals participating in Nebraska Book Festival programming
- Increased participation in NCB programs
- Satisfaction with and use of NCB website
- Greater visibility for Nebraska books, writers, and publishers through the Nebraska Book Awards program

Goal 2: Library staff and supporters will have the tools and skills to provide and sustain needed programs and services to their target audiences.

Objectives and activities undertaken to achieve this goal and its objectives will address the following priorities:

Objective 2.1: In response to specific needs, NLC will provide consulting.

Objective 2.2: NLC will develop and improve training and continuing education.

Objective 2.3: NLC will administer services and processes to support library sustainability.

Objective 2.4: NLC will support and enhance formal and informal education of future Nebraska librarians.

Objective 2.5: NLC will maintain computer hardware, software, infrastructure, and support for staff that allows them to effectively and efficiently meet agency goals and objectives.

Projects

1. NLC staff will conduct research for libraries that request data to support their services, programs and funding. Current and proposed activities:

    a. Collection and compilation of annual public library statistics
    b. Collection of reports from local libraries for statistical data that will help with local planning, advocacy, and other efforts.

Timeline: Annual, ongoing.

Expected results:

- Increased confidence by library directors and library boards to make decisions based on accurate and appropriate data
- Production of customized data sets for local libraries

2. NLC will administer guidelines for public library service. Current and proposed activities:

    a. Review and updating, as needed, of the *Public Library Accreditation Guidelines*
    b. Consultation with library directors and library boards

Timeline: Annual, ongoing.

Expected results:

- Improved local library services
- Increased use of local planning as a basis for determining and delivering community-specific library services
- Provision of library services designed to meet specific community needs

3. Through online activities and face-to-face workshops, NLC will train library staff on current and emerging technologies to assist with patron information needs. Current and proposed activities:

a. Continuation and enhancement of *NCompass Live*, NLC's weekly online program of timely topics for libraries (http://nlc.nebraska.gov/ncompasslive/) and other webinar-based training
b. Providing ebook/e-reader and other technology device training, as well as training and using online resources
c. Providing website design and social networking training
d. Contracting with Regional Library Systems for library staff training

Timeline: Annual, ongoing.

Expected results:

- Increased knowledge of new and emerging technologies by library staff
- Regular updating of information to the library community
- Sharing innovations for improving library services

4. NLC will create and maintain a database of support materials used during training sessions to serve as a resource for the library community. Current and proposed activities:

a. Determine and employ the best method to present such information
b. Collect and post materials from presenters to include in the database

Timeline: Pilot in FY2018. Begin distribution and evaluation in FY2019.

Expected results:

- Organized materials available as a resource
- Regular consultation of these materials by training attendees
- Referrals to these materials by training participants

5. NLC will create and maintain a database of presenters related to library programming for children and young adults. Current and proposed activities:

a. Engage in cooperative planning with regional library system directors
b. Establish and maintain methods for posting Nebraska librarians' reviews of children and young adult program presenters
c. Regularly update database information

Timeline: Ongoing.

Expected results:

- Improved and timely access to programming and presenter information
- Improved organization and planning of programs for these target groups, especially related to summer library programs
- Programs are meeting the needs of audiences due to quality and availability of presenters.

6. NLC will facilitate libraries' ability to install, enhance, and sustain effective broadband Internet connectivity for customers to ensure the availability of high speed broadband for libraries to meet the digital demands of their communities. Current and proposed activities:

a. Continuation of E-rate training and consultation by NLC
b. Research on changes at the state and federal levels that effect internet access for libraries
c. Provision of updated, pertinent information to public libraries on changes affecting internet access
d. Develop strategies and facilitate opportunities to assist Nebraska public libraries to meet or exceed the current definition of broadband download speed of 25 Mbps
e. Identify partnerships between Nebraska public libraries and the public, private, and voluntary sectors to increase libraries' broadband speeds
f. Support efforts to increase the libraries participation in the E-rate program to enable libraries to utilize their E-rate discounts to maximize broadband purchasing abilities and participate in infrastructure improvement projects
g. Provide information, advice, and support for broadband services essential to quality library and information services

Timeline: a: Ongoing. b-g: Begin in FY2018, continue annually thereafter.

Expected results:

- Successful continuation of E-rate funding for participating libraries
- Improved access to the internet for library customers

7. NLC will support the open source-based Pioneer Consortium and other library automation activities. Current and proposed activities:

a. Continual evaluation of the most effective means for encouraging cooperative resource sharing for Nebraska libraries
b. Provision of a means for libraries to initiate or support current library information systems that are affordable, scalable, and customizable

Timeline: Ongoing.

Expected results:

- Growth in the number of cooperative resource sharing activities among Nebraska libraries
- Local implementation and maintenance of library information systems that are responsive to local needs

8. NLC will recruit future Nebraska professionals to the field of library and information services. Current and proposed activities:

a. Investigate and examine library labor and employment trends and other data related to the market for hiring graduates
b. Administer the library internship grant program which provides internships to high school and college level students

c. Investigate potential sources for aid to students and to libraries that hire interns

Timeline: Annual, ongoing.

Expected results:

- Initiation or continuation of a recruitment program that reflects needs of Nebraska libraries
- Continuation of financial and other support to ensure balance between education provision and hiring need
- High school and college students report positive experiences and have an increased interest in library education and careers
- Library staff report positive experiences with their interns and are more likely to hire interns in the future

9. NLC will provide continuing education opportunities for library staff and board members. Current and proposed activities:

a. Monthly listing of free webinars
b. Continuous improvement of the Basic Skills classes for non-MLS librarian training
c. Providing continuing education of library staff and board members
d. Support and continuation of the library accreditation program
e. Support and continuation of the librarian and library board certification programs

Timeline: Annual, ongoing.

Expected results:

- Improved ability of library boards to govern and advise
- Change in knowledge, skills, and abilities of library staff and board members participating in NLC's continuing education efforts
- Increased confidence by library staff to provide quality library services
- Sustaining the quality of Nebraska's public libraries

10. NLC will provide consultation services to library directors, staff, and board members, library supporters, and local and state decision makers who need assistance to provide successful library services. Current and proposed activities:

a. Consultation on topics such as children and young adult library services, reference, technology-related services, digital literacy and other 21st Century skills training, powers and relationships of library boards and elected officials
b. Consultation on topics including fundraising, strategic and long-range planning, collection management, programming for special populations, other library operations and management competencies, and library laws

Timeline: Ongoing.

Expected results:

- Improved quality of local library services

11. NLC will initiate and sustain partnerships with other entities to promote and provide improved library services. Current and proposed partnerships:

a. Community Development Block Grants and U.S. Department of Agriculture (Nebraska regional office) for grants for library buildings
b. Nebraska Information Technology Commission for information technology and broadband service improvements
c. Nebraska Community Foundation for grants to local libraries
d. Nebraska Extension, University of Nebraska-Lincoln, Nebraska Innovation Studio for associated LSTA National Library Leadership grant project – Library Innovation Studios: Transforming Rural Communities
e. League of Nebraska Municipalities and Nebraska Association of County Officials
f. University of Nebraska Omaha municipal clerks' school
g. Nebraska Association of School Boards for Open Meetings Law training
h. Pioneer Consortium
i. Regional library systems
j. Library professional associations at state, regional, and national levels
k. Library science education departments of Nebraska's post-secondary schools

Timeline: Ongoing.

Expected results:

- Increased funding for local library projects and services
- Improved coordination of services with other supportive entities
- Increased understanding of relationships helpful to successful library services
- Improved education and training of librarians and library supporters

Goal 3: The Nebraska Library Commission promotes library services statewide and collaborates with libraries to effectively market their programs, their services, and their value to the community.

Objectives and activities undertaken to achieve this goal and its objectives will address the following priorities:

Objective 3.1: NLC will conduct marketing planning, including assessment and evaluation.

Objective 3.2: NLC will engage in communication efforts, including design and direct dissemination of marketing pieces in a variety of formats, merchandising, public relations, advertising, outreach efforts, social media, and networking.

Objective 3.3: NLC will implement marketing through intermediaries—including library staff and supporters, other state agencies, and appropriate organizations.

Objective 3.4: Libraries will conduct marketing planning, including assessment and evaluation.

Objective 3.5: Libraries will engage in communication efforts, including design and direct dissemination of marketing pieces in a variety of formats, merchandising, public relations, advertising, outreach efforts, and networking.

Objective 3.6: Libraries will engage in marketing through intermediaries, including library supporters, local agencies, and appropriate organizations.

Projects

1. Create and deliver promotional messages about the Nebraska Library Commission and all Nebraska libraries
2. Consult with and train library staff about effective marketing techniques and campaigns
3. Create and disseminate customizable promotional materials to help libraries communicate about library programs and services, and articulation their value to the community
4. Market NLC products and services to specific target segments of the Nebraska population
5. Explore social media marketing options and experiment with using social media for communication with target audiences

Timeline: Ongoing.

Expected results:

- Increased use of customizable tools by local intermediaries
- Change in knowledge, skills, and abilities of library staff participating in marketing technique training
- Increased number of library marketing plans
- Improved awareness of and support for libraries at the local and state levels

Measuring Success Focal Areas

- Lifelong Learning
  - Improve users' formal education
  - Improve users' general knowledge and skills
- Information Access
  - Improve users' ability to discover information resources
  - Improve users' ability to obtain and/or use information resources
  - Improve library operations
- Institutional Capacity
  - Improve the library workforce
  - Improve the library's physical and technological infrastructure
  - Improve library operations
- Economic & Employment Development
  - Improve users' ability to use resources and apply information for employment support

    - Improve users' ability to use and apply business resources
- Human Services
    - Improve users' ability to apply information that furthers their personal, family, or household finances
    - Improve users' ability to apply information that furthers their personal or family health & wellness
    - Improve users' ability to apply information that furthers their parenting and family skills
- Civic Engagement
    - Improve users' ability to participate in their community
    - Improve users' ability to participate in community conversations around topics of concern

Coordination Efforts

State Goal	IMLS Focal Area	Associated Project	IMLS Intent
1. All Nebraskans will benefit from lifelong learning and cultural enrichment delivered through their library programs and services.	Lifelong Learning Human Services Information Access	Reference and Interlibrary Loan Services	Improve users' formal education Improve users' general knowledge and skills Improve users' ability to apply information that furthers their personal, family, health/wellness, and household finances
	Lifelong Learning	Nebraska Memories	Improve users' general knowledge and skills
	Information Access	Digital Documents Nebraska Publications Clearinghouse	Improve users' ability to discover information resources Improve users' ability to obtain and/or use information resources
	Lifelong Learning Civic Engagement	Nebraska Center for the Book	Improve users' general knowledge and skills Improve users' ability to participate in community conversations around topics of concern

	Information Access	OverDrive Libraries Consortium (Nebraska eReads)	Improve users' ability to obtain and/or use information resources
	Lifelong Learning Human Services Economic & Employment Development	NebraskAccess	Improve users' formal education Improve users' general knowledge and skills Improve users' ability to apply information that furthers their personal, family, health/wellness, and household finances
	Lifelong Learning Human Services	Talking Book and Braille Service	Improve users' general knowledge and skills Improve users' ability to obtain and/or use information resources
	Institutional Capacity	Nebraska Libraries on the Web	Improve the library's physical and technological infrastructure Improve library operations
	Information Access	Unserved and Underserved Populations	Improve users' ability to obtain and/or use information resources
	Lifelong Learning	Children and Young Adult Services Collaborative Summer Library Program	Improve users' general knowledge and skills
2. Library staff and supporters will have the tools and skills to provide and sustain needed programs and services to their target audiences.	Institutional Capacity	Library Improvement through Consultation and Training	Improve the library workforce Improve library operations
	Information Access	Interlibrary Loan and Reference Service	Improve library operations Improve users' ability to obtain and/or use information resources
	Institutional Capacity	Lender Compensation	Improve library operations Improve users' ability to obtain and/or use information resources

	Institutional Capacity	Technology Innovation	Improve users' ability to discover information resources Improve users' ability to obtain and/or use information resources
	Institutional Capacity	Statewide Library Improvement Services	Improve library operations Improve users' ability to obtain and/or use information resources
	Institutional Capacity	Library Data Services	Improve library operations
	Institutional Capacity	Public Library Accreditation Guidelines	Improve library operations
	Lifelong Learning Institutional Capacity Information Access	NCompass Live	Improve users' general knowledge and skills Improve the library workforce Improve library operations
	Lifelong Learning Information Access Institutional Capacity	Technology Training & Support	Improve users' general knowledge and skills Improve users' ability to discover information resources Improve users' ability to obtain and/or use information resources Improve library operations Improve the library workforce Improve the library's physical and technological infrastructure
	Institutional Capacity Information Access	Library Broadband Utilization & Support	Improve the library's physical and technological infrastructure Improve library operations

			Improve users' ability to discover information resources Improve users' ability to obtain and/or use information resources
	Institutional Capacity Information Access	E-rate Consultation & Support	Improve the library's physical and technological infrastructure Improve library operations Improve users' ability to discover information resources Improve users' ability to obtain and/or use information resources
	Information Access Institutional Capacity	Pioneer Consortium and Library Automation Development	Improve the library's physical and technological infrastructure Improve library operations Improve users' ability to discover information resources Improve users' ability to obtain and/or use information resources Improve the library's physical and technological infrastructure
	Institutional Capacity Lifelong Learning	Library Workforce Education & Training	Improve the library workforce Improve users' general knowledge and skills
	Institutional Capacity	Trustee Training Civic Engagement	Improve library operations Improve users' ability to participate in their community Improve users' ability to participate in community conversations around topics of concern

	Lifelong Learning Institutional Capacity	Library Internships	Improve users' general knowledge and skills Improve the library workforce Improve library operations
	Institutional Capacity Economic & Employment Development Human Services	Develop and Sustain Partnerships	Improve the library workforce Improve the library's physical and technological infrastructure Improve library operations Improve users' ability to use resources and apply information for employment support Improve users' ability to use and apply business resources Improve users' ability to apply information that furthers their personal, family, or household finances Improve users' ability to apply information that furthers their personal or family health & wellness Improve users' ability to apply information that furthers their parenting and family skills
3. The Nebraska Library Commission promotes library services statewide and collaborates with libraries to effectively market their programs, their services, and their value to the community.	Institutional Capacity	Local and statewide marketing planning and delivery Create customizable materials	Improve library operations
	Information Access	Consult with and train staff	Improve the library workforce
		Deliver promotional messages	Improve users' ability to discover information resources

The Nebraska Library Commission pursues and maintains partnerships and coordination with other state agencies, educational organizations, non-profit organizations, and private businesses to achieve goals and enhance performance. These include, but are not limited to:

- Nebraska libraries (staff, governing bodies, supporters, and customers)
- Regional Library Systems
- State Advisory Council on Libraries
- Library Innovation Studios project advisory panel for associated LSTA National Library Leadership grant project
- Talking Book and Braille Service Advisory Committee
- Nebraska Library Association
- Nebraska School Librarians Association
- Nebraska Center for the Book
- Humanities Nebraska
- Nebraska State Historical Society
- Nebraska Extension
- Nebraska Information Technology Commission
- Nebraska Department of Education

Implementation

The following sections summarize evaluation components, stakeholder involvement, communication, and monitoring for implementation and administration of the five-year plan.

Evaluation Plan

The following means will be used to evaluate the goals, activities, and intended outcomes and outputs of the LSTA Plan:

- Solicit input from the public, including library personnel, trustees and supporters, on library and information service needs.
- Monitor selected LSTA funded projects.
- Require reports that utilize outcome based evaluation on LSTA funded projects.
- Develop consistent reporting documents and data collection mechanisms to ensure timely, accurate, and ongoing collection of outcome based evaluation components.
- Submit annual reports to IMLS detailing the status of the goals, projects, activities, outcomes, and outputs.
- Submit a five-year evaluation report to IMLS detailing accomplishments and observations for 2018-2022.

Stakeholder Involvement

The Nebraska Library Commission will seek input in the development, implementation, and evaluation of the five-year plan.

In developing the five-year plan the Library Commission received input from a broadly distributed survey developed for Nebraska's current five-year plan and for future program and project support. The plan was developed with input from the State Advisory Council on Libraries, Regional Library System Directors, and Commission staff.

1. State Advisory Council on Libraries

The State Advisory Council on Libraries is broadly representative of public, school, academic, special and institutional libraries and libraries serving the handicapped and of persons using such libraries and of geographic areas of the state. Membership includes eighteen members appointed at-large by the Nebraska Library Commission. In addition, there are ex-officio members from the Nebraska Library Association and the Nebraska Educational Media Association.

The State Advisory Council on Libraries is utilized for:

- Advice and planning on such matters on which the Commission may seek counsel.
- Review and evaluation of interlibrary cooperative and resource sharing plans and programs.
- Development, review and evaluation of the Library Services and Technology Act (LSTA) Plan.

2. Library Commissioners

The Commission's six members are appointed by the Governor to three-year terms with members serving no more than two consecutive terms. Commission roles and responsibilities relating to the LSTA Plan include:

- Approval of LSTA Plan and revisions.
- Appointment of members to the Nebraska State Advisory Council on Libraries.
- Assessment and input on library service needs
- Serve as the decision body for appeals of LSTA grant awards.

Communication Procedures

Nebraska's LSTA five-year plan, upon approval by IMLS, will be accessible to Nebraska libraries and citizens from the Library Commission website (http://nlc.nebraska.gov/). The Library Commission will supply print copies upon request. Substantive revisions to the LSTA five-year plan, due to changing conditions or a refocusing of goals and activities, will be submitted to IMLS and made available to appropriate stakeholders.

Monitoring Procedures

The Nebraska Library Commission will designate staff responsible for implementing and tracking

progress on the LSTA five-year plan goals, activities and intended outcomes. This will include monitoring of sub-grantee projects and activities funded under the LSTA grant program. Onsite visits will be conducted for selected projects and consistent data collected to include in annual State Program Reports submitted to IMLS.