OUR MISSION

The Mishawaka–Penn–Harris Public Library inspires and empowers our community by connecting patrons to literature, information, ideas and new experiences for lifelong enrichment.

ABOUT US

The Mishawaka–Penn–Harris Public Library system is comprised of Penn and Harris townships located in St. Joseph County, IN. Within these townships, 46% (42,781) of residents are active library card holders.

The seven-member Board of Trustees is appointed by the school boards of the Mishawaka and Penn-Harris-Madison School Corporations, the St. Joseph County Council and the St. Joseph County Commissioners.
PENN & HARRIS TOWNSHIPS

EDUCATED
The number of individuals holding a Bachelor’s degree or higher has increased over the last 5 years.

Penn Township
10% increase in the past 5 years

Harris Township
25% increase in the past 5 years

AGING
According to the Indiana Business Research Center, 1 out of every 5 people living in Indiana will be a senior citizen (65+) by 2030.

Seniors (60+) 20,400
23.6% increase from 2015

GROWING
Interest in our townships continues to grow due to new home and apartment construction as well as high-demand businesses moving into the area.

Net Assessed Value $3,731,534,352
16.9% increase from 2010 to 2020

Population 93,095
2.8% increase from 2010 to 2020

2020 DEMOGRAPHICS

Population:
Penn Township: 93,095
Penn Township: 74%
Harris Township: 24,397
Harris Township: 26%

Race:

<table>
<thead>
<tr>
<th>Race</th>
<th>Penn Township</th>
<th>Harris Township</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>81%</td>
<td>81%</td>
</tr>
<tr>
<td>Black</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
<td>3%</td>
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</table>

Demographics:

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Penn Township</th>
<th>Harris Township</th>
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</thead>
<tbody>
<tr>
<td>Age Range</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minors: 26%</td>
<td></td>
<td>Minors: 30%</td>
</tr>
<tr>
<td>20-44: 33%</td>
<td></td>
<td>20-44: 31%</td>
</tr>
<tr>
<td>45-59: 18%</td>
<td></td>
<td>45-59: 20%</td>
</tr>
<tr>
<td>60+: 23%</td>
<td></td>
<td>60+: 19%</td>
</tr>
<tr>
<td>Bachelor’s Degrees or Higher</td>
<td>25.5%</td>
<td>56.6%</td>
</tr>
<tr>
<td>Less than a high school education</td>
<td>14.8%</td>
<td>2%</td>
</tr>
<tr>
<td>Persons below poverty line</td>
<td>14.1%</td>
<td>4.6%</td>
</tr>
<tr>
<td>1-Parent Household</td>
<td>26.1%</td>
<td>8.3%</td>
</tr>
<tr>
<td>2-Parent Household</td>
<td>55.2%</td>
<td>79.6%</td>
</tr>
<tr>
<td>Household Income</td>
<td>$53,420</td>
<td>$94,016</td>
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<tr>
<td>Owner-occupied housing unit</td>
<td>65.7%</td>
<td>81.7%</td>
</tr>
<tr>
<td>Renter-occupied housing unit</td>
<td>34.3%</td>
<td>18.3%</td>
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</table>

Area higher education institutions:
Bethel University, Holy Cross College, Indiana University South Bend, Ivy Technical Community College, St. Mary’s College & University of Notre Dame.

https://census.gov (Decennial Census)
https://data.census.gov (American Community Survey)
https://censusreporter.org
**FINANCIAL RESOURCES & SUSTAINABILITY**

**Penn and Harris Townships**

The 2021 assessed value increased by 16.9% in a 3-year period.

In 2020, Mishawaka issued permits with a total estimated construction cost of $61 million, down from $79.7 million in 2019. New businesses have come to the Mishawaka area, including several medical facilities, various restaurants and small businesses as well as new homes and condominiums. Our Riverwalk has been expanded, and there have been some park renovations and additions.

**MPHPL**

The Library is funded primarily through property taxes along with Local Income Taxes (LIT) and Excise Taxes. While our LIT dollars decreased in 2022 by $189,584, the 2022 Maximum Levy Growth Quotient (MLGQ) has remained high (4.3%), allowing us to increase our levy to make up for this loss. Property tax caps (circuit breaker) remain high, growing by 13% from 2021 to 2022.

**2021 Tax Revenue**

Property Taxes ("Levy"): $4,813,679

Local Income Tax (LIT): $681,312

License Excise Tax: $380,520

Commercial Vehicle Excise Tax (CVET): $13,194

Financial Institution Tax (FIT): $3,428

**2021 End-of-Year Fund Totals**

Operating: $2,675,814

Library Improvement Reserve Fund (LIRF): $108,300

Rainy Day: $141,248

Gift: $134,107

**2021 Budget**

Operating: $5,531,128

Debt Service: $696,500

Circuit Breaker (Tax Cap Loss): $652,403

**Outstanding Debt:**

2017 General Obligation Bond: $2 Million (paid off in 2024)

2020 General Obligation Bond: $4.2 Million (paid off in 2032)

Earmarked Projects: New roofs, LED lighting upgrades and Harris Branch renovation

In summary, MPHPL is fiscally sound with a fiscally conservative Library Board.
THE PLAN

Needs Assessment

While our staff are somewhat familiar with our users’ preferences and backgrounds, we believe that there is more that we can do to better serve our community. With an honest approach, we must ask ourselves…

"Is the Mishawaka-Penn-Harris Public Library meeting the vast needs of our community?"

The following methods for patron feedback were executed:

1. Online and in-house long-range-plan survey; 795 patrons responded
   - Question: What is the top community need?  
     #1 Better Education  
     #2 Affordable Activities for Families  
     #3 Increased Access and Awareness to Social Services
   - Question: How can we better serve the community?  
     #1 More Books (New popular titles; expanded variety; physical materials)  
     #2 Increased Programming (More adult and homeschool events; Better, varied times)

2. Summer Reading survey  
   - 177 patrons responded  
   - 60% of respondents indicated participation in this year’s Summer Reading Challenge  
   - Suggestions for program improvement included adding back local business coupons for free meals/ice cream, a list of suggested goals to choose from and a more varied selection of books across all age groups

3. Programming feedback  
   - Post-event surveys  
   - Feedback through social media and email

4. Online feedback forms and in-house suggestion boxes  
   - Continuously available and monitored

The following methods for Staff/Board feedback were executed:

1. Staff think tanks  
   - May 4, 2022  
   - All staff in all departments  
   - Ideas for improvement in areas such as customer service, collections, programming, technology and staffing

2. Staff/Board roundtables  
   - Two meetings were held in September 2022

Both community needs and areas of improvement were a major focus when developing the Plan and identifying our Service Priorities (Goals).
PRIORITY #1: RAISING AWARENESS

We want the public to understand the value of MPHPL while ensuring library products and services are actively communicated to our community.

Objectives & Activities

1. Tell the Library’s story
2. Develop a marketing presentation to share with local partners
3. Create a video series highlighting patron experiences
4. Design branded apparel and items

Project Manager: Communications Manager

5. Expand marketing initiatives to reach library nonusers
6. Obtain a Geographic Information System (GIS) to target demographic shifts
7. Implement a strategic marketing plan with attention to target populations
8. Increase radio, newspaper, television and billboard advertising

Project Manager: Communications Manager
PRIORITY #2: ENHANCING PLACES & SPACES

While extensive improvements have been made to the Mishawaka Library and the Bittersweet Branch, the Harris Branch is scheduled to undergo a major renovation in 2023.

Objectives & Activities

1. Improve the Mishawaka location
   a. Convert to LED lighting
   b. Replace existing roof
   c. Explore the feasibility of creating a sunken courtyard
   Project Manager: Director of Operations, Maintenance Manager

2. Improve the Bittersweet location
   a. Replace existing roof
   b. Expand Maintenance storage
   c. Replace outdated light fixtures
   Project Manager: Director of Operations, Maintenance Manager

3. Renovate the Harris location
   a. Convert to LED lighting
   b. Expand the Teen area
   c. Create reading space for adults
   d. Modify existing youth areas into flexible programming spaces
   e. Construct a Youth courtyard
   f. Replace outdated light fixtures
   Project Manager: Director of Operations, Maintenance Manager
PRIORITY #3: EXPANDING PRODUCTS AND SERVICES

In response to staff and community feedback, MPHPL plans to implement new initiatives that will have a large impact on the patron experience.

Objectives & Activities

1. Enhance and expand library collections
   a. Perform a system-wide gap analysis
   b. Conduct a diversity audit
   c. Link our physical collections to digital products and related programming via QR codes
   Project Manager: Collection Services Coordinator

2. Increase access to local and family history
   a. Digitize library collections
   b. Index physical resources
   c. Obtain VHS conversion equipment and scanner/photo correction system
   Project Manager: Adult Services Coordinator

3. Implement new services
   a. Provide notary services at each location
   b. Employ a social worker at the Mishawaka location
   c. Create a recording studio at the Mishawaka location
   d. Obtain a mobile outreach vehicle
   Project Manager: Director of Patron Services

4. Expand programming opportunities
   a. Increase senior-focused programs during afternoons and weekends
   b. Increase evening programs for children and teens
   c. Increase the number of Saturday events
   d. Develop programming to increase use of outside library grounds
   Project Manager: Community Engagement Coordinator, Youth Services Coordinator
PRIORITY #4:
STRENGTHENING COMMUNITY CONNECTIONS

MPHPL recognizes our need to strengthen current collaborations as well as increase local partnerships.

Objectives & Activities

1. Cultivate cultural awareness and celebrate diversity
2. Identify and reach underserved areas and populations within our community
3. Use current professional standards and best practices to update program materials, resources and methods to strengthen inclusion, diversity and equity in program activities
4. Meet the needs of English-language learners through resources, events and materials
   - Project Manager: Community Engagement Coordinator, Youth Services Coordinator
5. Host and partner with local organizations to provide events and programs that promote diversity and inclusion
6. Identify low-income neighborhoods in the community
7. Provide on-location after-school activities with a focus on STEM
8. Increase the number of daycares/preschools visited
9. Provide mobile libraries for in-person checkout in neighborhoods, daycares/preschools and senior facilities
   - Project Manager: Community Engagement Coordinator
10. Implement additional collaborative activities with educational partners
    - Project Manager: Community Engagement Coordinator, Youth Services Coordinator
11. Participate in parent-teacher organization (PTO) events
12. Establish a presence at local educational foundations
13. Increase programs and material support to homeschool families
14. Expand our relationship with local colleges and universities
   - Project Manager: Community Engagement Coordinator
15. Expand educational opportunities for adults
    - Project Manager: Community Engagement Coordinator
16. Provide culinary programs through partnerships with Ivy Tech, Purdue Extension and others
17. Collaborate with local artisans to provide art classes and displays
18. Increase the number of senior centers serviced through outreach

Holocaust Art Reception, Tuesday, Jun. 7, 2022
COLLABORATION AND PARTNERSHIPS

Thanks to strong community support and collaboration with local agencies, MPHPL has successfully served the public for over 100 years. As we reflect upon the past and look to the future, we’re committed to strengthening these partnerships. Some examples of current collaboration include the following:

• With the support of the Board of Trustees, MPHPL maintains an endowment fund through the Community Foundation of St. Joseph County.

• We offer patrons access to other libraries through local, statewide and reciprocal borrowing agreements.

Non-Profit Community Partners:

<table>
<thead>
<tr>
<th>Mishawaka Parks</th>
<th>Mishawaka Parks (cont.)</th>
<th>Mishawaka Business Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Booth at large community events including Table or Treat and Winterfest</td>
<td>• Free book boxes installed in three community parks; staff refill boxes monthly</td>
<td>• Participation in Mishawaka’s Third Thursday initiative</td>
</tr>
</tbody>
</table>

South Bend Area Genealogical Society

<table>
<thead>
<tr>
<th>Volunteer Lawyer Network</th>
<th>Unity Gardens</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Offers guest speakers and presentations on a variety of topics; hosts meetings for organizations to share ideas</td>
<td>• Delivers educational presentations virtually and in person on gardening</td>
</tr>
</tbody>
</table>

Aging Connections

<table>
<thead>
<tr>
<th>Aging Connections (cont.)</th>
<th>Goodwill Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hosts a Community Senior Resource Fair at the library</td>
<td>• VITA tax assistance</td>
</tr>
</tbody>
</table>

Senior Centers/Homebound Patrons:

<table>
<thead>
<tr>
<th>Books-by-Mail</th>
<th>On-Site Programs</th>
</tr>
</thead>
</table>
| • Allows homebound patrons to obtain materials | • Book Clubs  
• Lifelong Learning: Presentations on a variety of places and topics  
• Time for Stories: Short stories, songs, remembrance activities (memory care) |

Higher Education Partners:

<table>
<thead>
<tr>
<th>Bethel University</th>
<th>Ivy Tech</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Non-resident students receive full library benefits at no cost</td>
<td>• Annual Job Fair</td>
</tr>
</tbody>
</table>

Youth Educational Partners:

<table>
<thead>
<tr>
<th>K–12 schools</th>
<th>Headstart/Preschools</th>
<th>Summer School Lunch Program (PHM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Class visits to the library</td>
<td>• Monthly storytimes</td>
<td>• Provide information on our Summer Reading Challenge</td>
</tr>
<tr>
<td>• Attendance at open houses and literacy-based events</td>
<td>• Book deliveries</td>
<td>• Offer STEM-based activities to enjoy on-site after lunch</td>
</tr>
<tr>
<td>• STEM training for teachers and related visits to classrooms</td>
<td>• Digital cards offered to students and teachers</td>
<td></td>
</tr>
<tr>
<td>• Digital cards offered to students and teachers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mishawaka Education Foundation

<table>
<thead>
<tr>
<th>Boys &amp; Girls Club of St. Joseph County</th>
<th>South Bend Community School Corporation</th>
</tr>
</thead>
</table>
| • Take a Mental Health Day Fair  
• Trunk or Treat | • Field trips to the library  
• Literacy activities on-site | • Provide classroom space for HSE instruction |
PRIORITY #5: BUILDING A STRONGER TEAM

MPHPL will follow a focused approach for fostering a highly effective team centered on advancing the library’s mission.

Objectives & Activities

1. Develop a comprehensive onboarding program for new staff
   a. Incorporate building safety and operations into library tour
   b. Develop activities to increase awareness of policies and procedures
   c. Host getting-to-know-you events
   Project Manager: Executive Team

2. Develop a standardized training program for supervisors
   a. Create an onboarding program that includes building-specific safety and operations training
   b. Develop a comprehensive leadership curriculum
   c. Implement a cohesive tracking system for professional development participation
   Project Manager: Executive Team

3. Cultivate work culture and employee engagement
   a. Develop a digital community board for staff
   b. Increase team-building work-related activities
   c. Offer after-hours social events
   Project Manager: Executive Team

PROFESSIONAL DEVELOPMENT STRATEGY

MPHPL values the contribution that professional development brings to our daily operations and patron services. The Library supports employee participation in educational opportunities on a consistent basis.

Internal Training
The Library holds in-service training on a quarterly basis. Staff are trained on new products and services and apprised of library matters in general. Some sessions provide staff the opportunity to earn LEUs.

Online training is provided through SirsiDynix, Homeless Training Institute, and free and paid webinars conducted by the Indiana State Library and other sources. Participation in these webinars are conducted on library work time.

Professional Conferences
Staff are paid to attend professional conferences. Supervisors and librarians are expected to attend professional conferences. Non-supervisory staff are assigned participation by their supervisor.

Certification Tracking
Employees are required to log their LEUs with their supervisor, who is responsible for monitoring certification expiration dates. Renewal of certificates are filed with the Human Resources office.
TECHNOLOGY ASSESSMENT

MPHPL relies on technology to effectively serve our community. In 2020, MPHPL moved from the Sierra integrated library system (ILS) to SirsiDynix. The switch was well-received by both staff and patrons, as the Library is now able to customize functionality to better serve our patrons.

New Products

In the last two years, MPHPL has expanded its digital products. Patrons now access music downloads and streaming through Freegal; Comic books and TV/movies are available through hoopla; Magazines and newspapers are provided through PressReader.

In 2022, MPHPL joined the Indiana Digital Library (IDL) Overdrive consortium. This has provided patrons with an increased variety of titles and shorter hold times.

MPHPL provides access to online databases through INSPIRE and the purchase of 16 popular databases including ABC Mouse, Ancestry, BrainFuse, Gale Legal Forms and Value Line.

Network

The internet service provider (ISP) for the library is Surf Broadband. Surf Broadband provides 1 Gbps of bandwidth through a fiber-optic link at MPHPL’s main library. The Bittersweet and Harris branches are linked to the Mishawaka location by 1 Gbps of dedicated layer 2 transport.

All locations provide access to public wireless internet (Wi-Fi). The Wi-Fi service is provided by Network Solutions, Inc. (NSI) through multiple access points. The Mishawaka location has 16 access points, Bittersweet has 4, and Harris has 5. MPHPL is able to obtain usage statistics through our Meraki online administrative portal.

Our internal Firewall provides content filtering to ensure compliance with the Children’s Internet Protection Act (CIPA).

Public Access

<table>
<thead>
<tr>
<th>Mishawaka</th>
<th>Bittersweet</th>
<th>Harris</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Computer Lab</td>
<td>25 computers + 1 ADA</td>
<td>8 computers + 1 ADA</td>
</tr>
<tr>
<td>Local &amp; Family History</td>
<td>2 computers 2 microfilm readers</td>
<td>n/a</td>
</tr>
<tr>
<td>Youth Computer Labs</td>
<td>4 children’s computers 6 children’s iPads 4 teen computers</td>
<td>5 children’s computers 5 children’s iPads 4 teen computers</td>
</tr>
</tbody>
</table>

EQUIPMENT REPLACEMENT SCHEDULE

Computer Refresh Schedule

<table>
<thead>
<tr>
<th>Year</th>
<th>Staff</th>
<th>Public</th>
<th>Totals</th>
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</thead>
<tbody>
<tr>
<td>2023</td>
<td>4 Desktop Computers 5 Laptops</td>
<td>3 Desktop Computers 2 Microfilm Computers 6 Self-Checks</td>
<td>7 Desktop Computers 5 Laptops 2 Microfilm Computers 6 Self-Checks</td>
</tr>
<tr>
<td>2024</td>
<td>16 Desktop Computers 9 Laptops</td>
<td>39 Desktop Computers</td>
<td>55 Desktop Computers 9 Laptops</td>
</tr>
<tr>
<td>2025</td>
<td>6 Desktop Computers 3 Laptops</td>
<td>2 Laptops</td>
<td>6 Desktop Computers 5 Laptops</td>
</tr>
<tr>
<td>2026</td>
<td>7 Desktop Computers 4 Laptops 1 MacBook Pro</td>
<td>15 Desktop Computers</td>
<td>22 Desktop Computers 4 Laptops 1 MacBook Pro</td>
</tr>
<tr>
<td>2027</td>
<td>13 Desktop Computers 4 Laptops 1 MacBook Pro</td>
<td>8 Laptops</td>
<td>13 Desktop Computers 12 Laptops 1 MacBook Pro</td>
</tr>
</tbody>
</table>

Other Technology Equipment Refresh Schedule

<table>
<thead>
<tr>
<th>iPads</th>
<th>Monitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every Year (2023-27)</td>
<td>9 iPads</td>
</tr>
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</table>
Evaluation

The success of MPHPL achieving its stated goals is largely dependent upon a proactive evaluation process. To ensure the review of our progress is ongoing, the following procedures will be followed:

- The Administration Team will employ ways to evaluate progress including statistics, surveys, focus groups and other community feedback.
- The Administration Team will present a bi-annual report to the Director.
- The Director will provide an annual report to the Board of Trustees.

MPHPL Leadership Team

The best way to find yourself is to lose yourself in the service of others.

-Mahatma Gandhi

PLANNING CONTRIBUTORS

<table>
<thead>
<tr>
<th>ADMINISTRATION</th>
<th>Donna Meeks, Chair</th>
<th>Jennifer Ludwig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Mims</td>
<td>Dena Wargo</td>
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<tr>
<td>FACILITIES</td>
<td>Rick Rittenhouse, Chair</td>
<td>Scott Allin</td>
</tr>
<tr>
<td>ADULT SERVICES</td>
<td>Ashley Cornwell, Chair</td>
<td>Melissa Renner, Chair</td>
</tr>
<tr>
<td>Tina Bennett</td>
<td>Jennifer Christianson</td>
<td>Max Chu</td>
</tr>
<tr>
<td>Erin Cook</td>
<td>Katie Cullison</td>
<td>Deborah Doughty</td>
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<tr>
<td>Ariel DeBolt</td>
<td>Sarah Feldbaum</td>
<td>Elizabeth Keefe</td>
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<tr>
<td>Courtney Gomez</td>
<td>Corey Long</td>
<td>Rebecca McDaniel</td>
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<tr>
<td>Gail Miller-McKee</td>
<td>Melissa Papson</td>
<td>Jennifer Rittenhouse</td>
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<td>David Scherschel</td>
<td>Jennifer Senger</td>
<td>Caleb Stinson</td>
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<td>Jordan Wenger</td>
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<tr>
<td>COLLECTION SERVICES</td>
<td>Ashley Barnard, Chair</td>
<td>Bruce Runnels, Chair</td>
</tr>
<tr>
<td>Jane Henry</td>
<td>Sarah Knaack</td>
<td>Susan Lowery</td>
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<tr>
<td>COMMUNITY ENGAGEMENT</td>
<td>Stephanie Maggart, Chair</td>
<td>Chloe Hanstra</td>
</tr>
<tr>
<td>Mikaela Pier</td>
<td>Carolyn Wirtz-Poelstra</td>
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<td>MARKETING</td>
<td>Judi Lykowski, Chair</td>
<td>Kim Hooser</td>
</tr>
<tr>
<td>YOUTH SERVICES</td>
<td>Anne Britton, Chair</td>
<td>Cherise Brown</td>
</tr>
<tr>
<td>Reannen Eichorst</td>
<td>Chelsea Eskander</td>
<td>Janet Diederich</td>
</tr>
<tr>
<td>Dana Matthews</td>
<td>Luann Mayer</td>
<td>Monica Fratena</td>
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<tr>
<td>Katelynn Rhoton</td>
<td>Jill Steele</td>
<td>Kiera Nolen</td>
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<tr>
<td>TECHNOLOGY</td>
<td>Heather McDowell, Chair</td>
<td>Thomas Vorenkamp</td>
</tr>
<tr>
<td>BOARD OF TRUSTEES</td>
<td>Jenny McNeil, President</td>
<td>Mark Bagwell</td>
</tr>
<tr>
<td>Naomi Rea</td>
<td>David Straughn</td>
<td>Dee Dee Gerber</td>
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<td></td>
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<td>Roger Wright</td>
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