



Tipton County Public Library

Strategic Plan

2026-2030

In December 1901, Mrs. Ida Matthews was appointed as Tipton's city librarian. She held a book shower that same month at which 237 books were donated along with \$472 to purchase additional books. With books costing between \$.30 and \$6.00, the donations brought the total number of books to 777. They were stored in a glass case in the county superintendent's office on the third floor of the courthouse. Tipton's library officially opened on March 11, 1902. Forty years later in 1942, it became a countywide library.

Since its beginnings, the library has been a center of community life. This strategic plan continues that tradition by positioning the library as a valuable resource for Tipton County residents. Offering bold new programs and services, the library's board of trustees hopes that you will enjoy using your community's library through 2025 and beyond.

Library Vision and Mission

It is the vision of Tipton County Public Library (TCPL) to be a center of information, innovation, and community life in Tipton County. TCPL's mission is to provide resources for lifelong learning, to enrich lives and build community, and to be a welcoming place for all Tipton County residents.

TCPL Values

Access

Information about our world and opportunities to learn should be available and accessible to everyone. TCPL is committed to offering a variety of ways for all our community members to access the knowledge and technology they need to continue growing.

Belonging

Everyone has a place at the library. TCPL strives to be a safe and comfortable space where all community members are valued and respected.

Impact

Libraries are an essential part of any community. TCPL aspires to serve all of Tipton County by being responsive to the needs of our community and creating a positive patron experience through consistently helpful and professional library services.

Connection

Building relationships in our community is central to our mission. TCPL creates and supports meaningful ways for all community members to connect both within the library and beyond its walls.



Community Needs

In 2025, TCPL adopted new organizational values and completed a comprehensive strategic planning process to guide the next five years of the library's work, in partnership with social impact consulting firm Hedges.

During this strategic planning process, TCPL conducted a Strengths, Opportunities, Aspirations, and Results (SOAR) Assessment with our staff team, which resulted in a clear picture of TCPL's long-term vision and hoped-for results as well as organizational strengths and opportunities within the Four Pillars of Organizational Health: Programs + Impact, Leadership + Culture, Finance + Development, and Marketing + Communications.

This SOAR Assessment was shared with TCPL Staff, Board Members, and Community Leaders who were invited to participate in a Goal Setting Session to help develop strategic priorities for TCPL for the next 5 years. All invitees to this session were given the opportunity to review and submit reflections on the SOAR Assessment in advance of the session, regardless of whether they were able to attend the session. These reflections were then shared with session participants and formed a basis for the strategic planning goal setting activities.

The resulting 5-Year Strategic Plan Framework was thus informed by a variety of stakeholder voices and perspectives and approved for adoption by the Board of Trustees in November 2025. This framework, paired with annual benchmarks and action plans, represents the strategic plan for TCPL's work through December 2030. This plan outlines how TCPL can best serve its community while living out its values by identifying and responding to need, inspiring advocacy, building financial resilience, improving awareness of programs and services, and strengthening TCPL's staff, board, and volunteer teams.



Strategic Plan Framework

In five years, Tipton County Public Library will be an important, central hub for the entire community—valued for providing a variety of resources and services that foster connection and inspire learning and growth.

Benchmarks have been set for year one of the plan and appear below. See the Plan Evaluation section for details about the development of future benchmarks.

GOAL ONE: Responsive and Expanded Impact

STRATEGY 1.A:

Utilize community data and an understanding of diverse patron needs to consistently deliver programs and resources that are accessible and engaging.

- **Year One Benchmark**

Systems for collecting community and patron data are built for TCPL and staff are trained.

STRATEGY 1.B:

Foster values-aligned partnerships with community organizations to deliver programs and services that strengthen the library's impact throughout Tipton County.

- **Year One Benchmark**

A list of five to ten possible community partners and an outreach strategy is created.

GOAL TWO: Proactive and Innovative Funding

STRATEGY 2.A:

Strengthen financial resilience by curating diverse and sustainable sources of revenue that empower TCPL to navigate an ever-changing funding landscape while continuing to provide an exceptional patron experience.

- **Year One Benchmark**

A comprehensive fund development plan is in place.



STRATEGY 2.B:

Communicate how the library responsibly uses funding in a way that emphasizes the library's role as a community asset, creates trust with current and potential funders, and inspires community members to become advocates for the library.

- **Year One Benchmark**

Data and communication strategies are defined to share the value of TCPL with the public.

GOAL THREE: Creative and Recognizable Brand Identity

STRATEGY 3.A:

Employ consistent and accessible messaging across a variety of channels to reach new and existing audiences and grow community engagement with TCPL.

- **Year One Benchmark**

A communications standard is developed.

STRATEGY 3.B:

Prioritize the library's community presence to enhance visibility and position TCPL as a reliable, knowledgeable community resource.

- **Year One Benchmark**

A procedure for focused TCPL materials is in place and two organizations are partners.

GOAL FOUR: Connected and Empowered Team

STRATEGY 4.A:

Promote collaboration and alignment between board, staff, and volunteer teams through transparent communication and clearly defined roles and expectations.

- **Year One Benchmark**

Roles and expectations for board, staff, and volunteers are defined.

STRATEGY 4.B:

Enhance training and professional development opportunities to support staff and board members to serve confidently and effectively in their roles in alignment with TCPL's values.



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- **Year One Benchmark**

Professional development and training are aligned to roles and expectations.

Facilities and Technology

The TCPL Board of Trustees will designate an appropriate budget for the maintenance of technology used by the public and library staff, creating a schedule of planned “refreshes” over time. Projects to include renovation of key public or staff areas will utilize existing library funds whenever possible, such as the Library Improvement Reserve Fund (LIRF).

A suggested replacement schedule for library equipment appears below.

Equipment Category	Useful Life	Initial Expense	Next Replacement	Suggested Annual Budget
Staff Computers	5 years	2023	2028	\$10000
Public Computers	5 years	2021	2026	\$10000
Server(s)	8 years	2023	2029	\$5000
Infrastructure	10 years	2023	2033	\$5000

Furniture and other library equipment will be evaluated annually to assess its usefulness, cost to maintain, and other factors relating to its effectiveness in serving the public.



Professional Development

TCPL is committed to the development of its employees. A priority to develop a robust in-house staff training program as well as a wealth of opportunities available to Indiana public library employees provide an environment in which TCPL staff can meet their continuing education goals. The TCPL Board of Trustees has also approved a staff development policy for employees, an educational assistance policy, and supports budgets for travel to and attendance at professional meetings and workshops.

Community Partners

TCPL relies on several community partners to promote library programs and services. Similarly, this plan prioritizes working with local stakeholders whenever possible for programs and services for the public. Regular communication with area public libraries and other local organizations is supported and encouraged.

Plan Evaluation

Benchmarks for subsequent years of the plan will be developed in the third quarter of each year of the plan, and will be approved by the board during the fourth quarter.



Acknowledgements

Tipton County Public Library
Board of Trustees

Terri Newcom, President
William Salsbery, Vice President
Crissy Proffitt, Secretary
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*Jason Fields, Director
*Kendra Hummel, Assistant Director
*Mary Miller, Adult Services Librarian
*Larissa Huff, Youth Services Librarian
TCPL Management Team

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*Denotes members of the Strategic Plan Steering Committee.