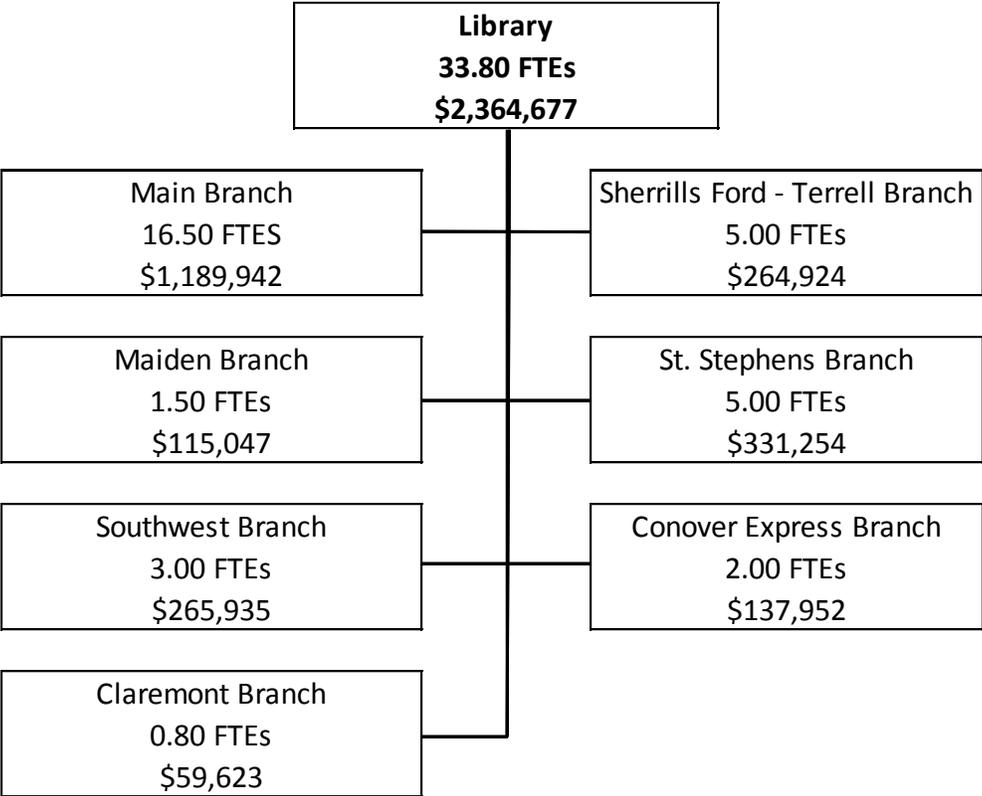


Catawba County Government



County Library

Reinventing Department

Organizations: 810050 - 810290

	2013/14 Actual	2014/15 Current	2015/16 Requested	2015/16 Approved	Percent Change
Revenues					
State	\$155,670	\$143,850	\$142,500	\$142,500	-0.9%
Local	55,778	59,461	55,604	55,604	-6.5%
Charges & Fees	56,246	52,700	43,150	43,150	-18.1%
Miscellaneous	5,436	6,550	2,235	2,235	-65.9%
General Fund	1,954,502	2,067,514	2,074,160	2,121,188	2.6%
Total	\$2,227,632	\$2,330,075	\$2,317,649	\$2,364,677	1.5%
Expenses					
Personal Services	\$1,584,010	\$1,659,077	\$1,695,092	\$1,742,120	5.0%
Supplies & Operations	643,622	670,998	622,557	622,557	-7.2%
Capital	0	0	0	0	0%
Total	\$2,227,632	\$2,330,075	\$2,317,649	\$2,364,677	1.5%
Expenses by Division					
Main	\$1,219,983	\$1,196,003	\$1,167,042	\$1,189,942	-0.5%
Sherrills Ford - Terrell	146,654	235,849	258,146	264,924	12.3%
Maiden	104,687	109,726	112,079	115,047	4.8%
St. Stephens	322,597	326,330	324,935	331,254	1.5%
Southwest	260,568	273,106	261,274	265,935	-2.6%
Conover	122,837	132,749	135,437	137,952	3.9%
Claremont	50,306	56,312	58,736	59,623	5.9%
Total	\$2,227,632	\$2,330,075	\$2,317,649	\$2,364,677	1.5%
Employees					
Permanent	33.80	33.80	33.80	33.80	0%
Hourly	1.58	1.58	1.58	1.58	0%
Total	35.38	35.38	35.38	35.38	0%

Fiscal Year 2013/14 Outcome Achievements

Total Outcomes	Achieved	Not Achieved	Success Rate
59	59	0	100.0%

Budget Highlights

The Library's budget increased by 1.5 percent (\$34,602) from the current year's approved budget. Because the Library is a reinventing department, the focus is on outcomes for budgeting purposes. Budgeted expenses at Sherrills Ford – Terrell Library were increased to improve accuracy with the branch's actual expenses since Fiscal Year 2014-15 was the facility's first year of operations.

Performance Measurement

Fiscal Year 2015/16

In Fiscal Year 2015/16, the Library will continue to focus on early childhood literacy, adult education and digital literacy, and science, technology, engineering, arts, and math (STEAM) educational programming. The Library will also focus on outreach and engagement through multiple outcomes including building a healthy community with the community garden project, and increasing awareness of the Library's role in the community. The Library's multi-year outcome is to support Catawba County School systems to enrich learning opportunities and increase the education attainment level. The Library will also begin to implement strategic plan priorities to improve access to technology and refresh the physical branch locations to be more comfortable and welcoming.

Fiscal Year 2014/15

At mid-year, the Library was on target to achieve 100 percent (66 of 66) of its Fiscal Year 2014/15 outcomes. The Library has continued its outreach efforts to share information about Library activities through weekly newspaper columns to local media outlets, social media, biweekly updates to webpages, a monthly newsletter, and public service announcements on WHKY News. Additionally, the library system has conducted 23 presentations at community organizations outside the Library about library services during the first half of this fiscal year.

Another of the Library's community outreach efforts this year has been to collaborate with NC Cooperative Extension, Boys Scouts, Girl Scouts, local community volunteers, and the Corner Table to develop and enhance the Library's community garden and provide related programming on local gardening and healthy eating. The Community Garden generated fresh vegetables which were donated to the Corner Table soup kitchen. 100 percent of surveyed participants reported that they had increased their physical activity, learned gardening skills and looked forward to supporting Corner Table.

To inform community members and leaders of the Library's role in the community, the Library has shared 35 success stories in the first half of this fiscal year via news releases, the Library website, and social media highlighting the library's positive impact on customer's lives. Stories included those of staff assistance creating an electronic signature for a young woman applying for a job; increasing citizens' comfort with tablets and other new technologies; and assisting customers with online learning resources to prepare for the GED.

The Library has continued efforts to increase children's interest in reading and learning. The Library registered 2,019 children and teens for its summer reading program with an average of 95 percent of surveyed participants at each branch reporting that their children read more over the summer and learned something new. Additionally, the system held 65 science, technology, engineering, and math (STEM) programs aligning with nationwide educational initiatives to increase interest in STEM topics. On average, 97 percent of surveyed participants at each branch reported they learned something new or interesting from the STEM programs, exceeding the Library's goal of 80 percent.

Fiscal Year 2013/14

To encourage an early love of reading, the Library system presented 791 Ready to Learn Story programs and circulated over 20,000 books to daycare centers. The Library system registered 1,670 children and

teens for 162 summer reading programs with the goal of promoting and reinforcing reading skills. Each Library branch also hosted at least 6 STEM sessions with at least 70 percent of participants reporting the topic was interesting.

In an effort to contribute to Catawba County's economic revitalization and digital literacy, the Library system provided 149 computer training sessions and outreach programs and numerous one-on-one help sessions. The Main Branch alone held 28 programs with 200 people attending and 184 one-on-one help sessions. These sessions included training on conducting online job searches, creating and improving resumes, searching the Internet, video conferencing (Skype), and basic computer skills.

The Catawba County Library system continued to excel at providing excellent customer service through facilities, services, and collections that are convenient, accurate, and meet community needs. All branches maintained a 95 percent or better rating of staff service as "excellent" or "good" on the Library system's annual customer service survey. The Library's courier service continued to enhance the accessibility of the Library's resources by delivering materials to all branches four to five days per week.

New outcomes this year related to assessing community members' library service needs and garnering support for library services. The Library conducted two off-site surveys to gather input on potential needs, and staff collected and shared 18 individual success stories from Library consumers demonstrating the direct impact of library services on citizens' lives. The Library also worked to build a network of volunteers to advocate for public libraries at the national, state, and local levels.

CATAWBA COUNTY MAIN LIBRARY

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

As a public gathering place organized around public service and the transfer of information and ideas, the library is a unique, neutral community space for social interaction and engagement, easily accessible, with distinct resources, and rich in content and experience. As such, it contributes to a healthy community where people come together in ways that level social inequities and promote community engagement and social connection.

Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs will be better prepared for school, and their caregivers will be better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs will enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; as evidenced by 85 percent of 7 childcare teachers who participate reporting that having library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by having 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; as evidenced by 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
6. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.
8. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. As a part of local efforts to revitalize Catawba County, the entrepreneurial and small business community will have their information needs supported through local seminars; as evidenced by 85 percent of participants reporting that they learned new business start-up or operational skills, developed an interest in entrepreneurial activities, or discovered library resources that support their information needs. The library will partner with the CVCC Small Business Center, the Innovate Catawba “Entrepreneurs” workgroup, and/or other Innovate Catawba workgroups or entrepreneurial community agencies to assess needs and host seminars.
10. The library’s community garden project provides an added community amenity that contributes to building a healthy community by providing opportunities for all ages to learn about gardening and by helping to produce healthy foods that are shared with local people in need of nutritious meals. In collaboration with NC Cooperative Extension, four fruit and vegetable gardening classes will be hosted for the general public before June 2016. A total of 50 participants will report knowledge gained in different aspects of fruit and vegetable gardening. Eighty five percent of the participants will report that they increased their physical activity, learned how to start or improve their gardening skills, or gained a stronger sense of well-being by helping local people have access to healthier foods. The garden will provide 1000 pounds of fresh produce for meal production or distribution at identified local food assistance program during growing seasons.
11. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.
12. A Catawba County Library strategic plan priority is to enable citizens to access information using the latest technology and receive help using technology from knowledgeable staff. Catawba County Library will work with Information Technology to conduct a technology needs assessment and create and implement a plan to update technology resources and best respond to community needs at each library branch.
13. A Catawba County Library strategic plan priority is to provide citizens with access to welcoming, vibrant, and secure environments at the Library to work, learn, and connect. Catawba County Library will conduct a space needs assessment and create a plan to improve aesthetics, comfort, and security at each library branch.

SHERRILLS FORD-TERRELL BRANCH LIBRARY

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

As a public gathering place organized around public service and the transfer of information and ideas, the library is a unique, neutral community space for social interaction and engagement, easily accessible, with distinct resources, and rich in content and experience. As such, it contributes to a healthy community where people come together in ways that level social inequities and promote community engagement and social connection.

Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs are better prepared for school, and their caregivers are better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; as evidenced by 85 percent of 4 childcare teachers who participate reporting that having library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; with 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
6. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.
8. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.

MAIDEN BRANCH LIBRARY

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

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Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs are better prepared for school, and their caregivers are better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; as evidenced by 85 percent of 2 childcare teachers who participate reporting that having library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; as evidenced by 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
6. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.
8. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.

ST. STEPHENS BRANCH LIBRARY

Statement of Purpose

Catawba County Libraries inspire the joy of reading, life-long learning, cultural appreciation, creative thinking, and promote economic development and individual growth through comprehensive resources, a knowledgeable and responsive staff, innovative technologies, and welcoming facilities.

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Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs are better prepared for school, and their caregivers are better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; as evidenced by 85 percent of 9 childcare teachers who participate reporting that having library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; as evidenced by 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
6. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.
8. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.
10. Catawba County senior citizens will have the opportunity to maintain cognitive health, establish social networks, remain active and enhance lifelong learning through senior-focused library programs offered at Trinity Village; as evidenced by 85 percent of participants reporting that attending programs and/or using library materials enhanced their quality of life.
11. Latino citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by 85 percent of respondents reporting that these services and/or materials enhanced their learning.

SOUTHWEST BRANCH LIBRARY

Statement of Purpose

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Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs are better prepared for school, and their caregivers are better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; as evidenced by 85 percent of 5 childcare teachers who participate reporting that having library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; as evidenced by 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
6. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.
8. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.

CONOVER BRANCH LIBRARY

Statement of Purpose

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Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs are better prepared for school, and their caregivers are better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; as evidenced by 85 percent of 2 childcare teachers who participate reporting that having library materials in their classroom improves their children's early learning experiences and increases the amount and quality of time spent reading books.
4. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; as evidenced by 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
6. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.

7. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.
8. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.

CLAREMONT BRANCH LIBRARY

Statement of Purpose

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Outcomes

1. Catawba County pre-school children participating in the library's early literacy programs are better prepared for school, and their caregivers are better equipped to develop their vital early literacy skills; as evidenced by 85 percent of respondents reporting that they have a better understanding of early literacy concepts and how to practice them with their children, and that their children are exhibiting improved early literacy skills.
2. Catawba County children and teens participating in library summer reading programs enhance their engagement with reading and with the library; as evidenced by 85 percent of respondents reporting that they read more or enjoyed library materials and programs more frequently.
3. STEAM (science, technology, engineering, arts and math) programs contribute to the creation of a 21st century workforce of inquisitive problem solvers, learning and pushing innovation to the next level. Catawba County students participating in library STEAM programming will enhance their interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts; as evidenced by 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
4. Catawba County citizens will experience excellent customer service through facilities, services, and collections that are convenient, accurate and meet community needs; as evidenced by 95 percent of survey respondents rating library customer service as "excellent" or "good," and 85 percent responding the library adds value to their lives.
5. Catawba County will enjoy an ameliorated community identity with awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization; as evidenced by 85 percent of annual survey respondents indicating that the library is an important cultural resource contributing to the attractiveness of Catawba County as a place to live and raise a family.
6. Catawba County citizens will have access to culturally and intellectually diverse opportunities to enhance their lifelong learning; as evidenced by at least 85 percent of adults who participate in library programs or check out materials reporting that they have increased their knowledge or discovered culturally diverse or interesting reading or viewing materials.

7. As a part of local efforts to develop the county workforce, citizens will have the opportunity to improve their job skills and digital literacy by participating in computer workshops, job skills training and one-on-one assistance; as evidenced by 85 percent of participants reporting that they feel more confident in their technology and job skills.
8. Catawba County School systems are supported by the library as the educational community works collaboratively to enrich learning opportunities and increase the education attainment level in Catawba County; as evidenced by 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
 - 2015-2016: Each library branch will complete a project plan for a collaborative project that enriches learning opportunities for Catawba County educational community.