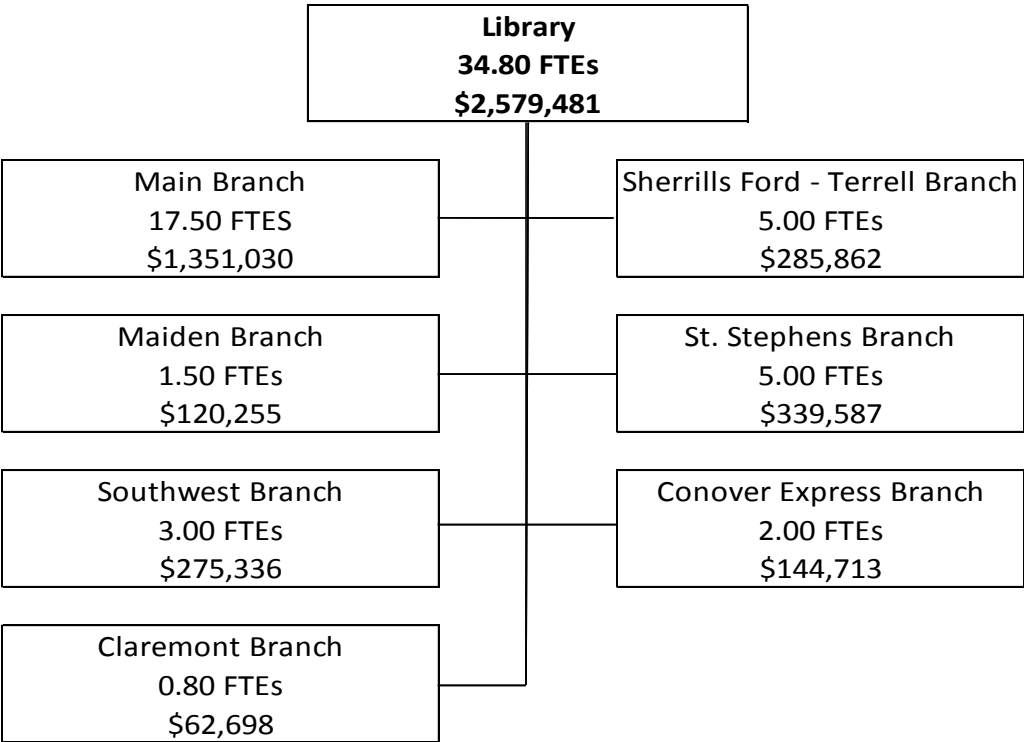


Catawba County Government



County Library

Reinventing Department

Organizations: 810050 - 810290

	2014/15 Actual	2015/16 Current	2016/17 Requested	2016/17 Approved	Percent Change
Revenues					
State	\$282,154	\$142,500	\$150,633	\$150,633	5.7%
Local	61,382	55,604	55,604	55,604	0.0%
Charges & Fees	58,120	44,455	44,600	44,600	0.3%
Miscellaneous	10,082	930	611	611	-34.3%
General Fund	2,110,580	2,121,188	2,313,764	2,328,033	9.8%
Total	\$2,522,318	\$2,364,677	\$2,565,212	\$2,579,481	9.1%
Expenses					
Personal Services	\$1,656,948	\$1,742,120	\$1,928,340	\$1,942,609	11.5%
Supplies & Operations	865,370	622,557	636,872	636,872	2.3%
Capital	0	0	0	0	0%
Total	\$2,522,318	\$2,364,677	\$2,565,212	\$2,579,481	9.1%
Expenses by Division					
Main	\$1,427,137	\$1,189,942	\$1,343,310	\$1,351,030	13.5%
Sherrills Ford - Terrell	237,492	264,924	284,237	285,862	7.9%
Maiden	105,234	115,047	119,606	120,255	4.5%
St. Stephens	302,462	331,254	337,762	339,587	2.5%
Southwest	262,570	265,935	274,122	275,336	3.5%
Conover	128,620	137,952	143,807	144,713	4.9%
Claremont	58,803	59,623	62,368	62,698	5.2%
Total	\$2,522,318	\$2,364,677	\$2,565,212	\$2,579,481	9.1%
Employees					
Permanent	33.80	33.80	34.80	34.80	3%
Hourly	1.58	1.58	1.58	1.58	0%
Total	35.38	35.38	36.38	36.38	3%

Fiscal Year 2014/15 Outcome Achievements

Total Outcomes	Achieved	Not Achieved	Success Rate
66	66	0	100.0%

Budget Highlights

The County Library's budget increased \$214,804 (9.1 percent) compared to the Fiscal Year 2015/16 Approved Budget. The bulk of the increase was related to performance pay, health, retirement, and the 27th payroll. Controlling for the costs of the 27th payroll (which amounts to \$69,708), normal operating increases equate to 6.1 percent. Because the Library is a reinventing department, the focus is on outcomes for budgeting purposes.

Performance Measurement

Fiscal Year 2016/17

In Fiscal Year 2016/17, the Library will continue to focus on early childhood literacy, and contribute to the local, state, and nationwide educational science, technology, engineering, arts, and math (STEAM) initiative. In addition to youth learning, the Library will also focus on adult education/enrichment. All branches will offer the opportunity for adults to improve their digital, information literacy, and job seeking skills through library technology classes and one-on-one assistance. The Library's multi-year outcome is to lead a community-wide early literacy effort in collaboration with the Partnership for Children and local hospitals to encourage reading from birth.

Fiscal Year 2015/16

At mid-year, the Library was on target to achieve or had already achieved 100 percent (68 of 68) of its Fiscal Year 2015/16 outcomes. Each branch that conducted a survey on the pre-school story time program (322 programs so far) had 99-100 percent of children having a better understanding of early literacy concepts. There were similar results in the 72 culturally and intellectually diverse programs each of the branches offered. Also, the Library made efforts to improve the job skills and digital literacy through 305 workshops and over 1,000 one-on-one trainings. All of these examples display the Library's effectiveness in delivering a breadth of services.

Fiscal Year 2014/15

To encourage an early love of reading, the Library system presented 669 Ready to Learn Story programs and circulated 15,775 books to daycare centers. The Library system registered 2,019 children and teens for 162 summer reading programs in the summer of 2014 with the goal of maintaining and enhancing reading skills. The Library system hosted 141 STEAM (Science, Technology, Engineering, Arts, and Math) sessions with 97 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 technology classes and outreach programs, along with numerous one-on-one help sessions. The Main Branch alone held 35 programs and 235 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.

CATAWBA COUNTY MAIN LIBRARY

Statement of Purpose

As our community's place to connect, explore, and grow, Catawba County Library empowers lives and builds our community by bringing people, information, and ideas together.

Our library works to 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. To ensure children start school ready to learn and positioned to excel, and to promote caregiver engagement in early literacy learning, the library will provide highly interactive Every Child Ready to Read story programs and caregiver workshops; with 85 percent of surveyed caregivers 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. To promote continued engagement with reading and learning throughout the summer, the library will provide an incentive-based interactive summer reading program for Catawba County children, teens, and adults; with 85 percent of participants reporting that they read more and enjoyed library materials or programs.
3. To support early literacy and expand citizen's access to information and ideas, the library will provide quality reading materials to childcare centers through the Bookbagger program. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; with 85 percent of 8 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. To enhance Catawba County students' interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts, the library will provide engaging hands-on learning opportunities; with 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. To ensure citizens have a welcome, vibrant, comfortable, and safe library learning space where they can collaborate and find the information and materials they need, the library will maintain 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.”

6. To build community presence and raise awareness of the library’s essential role in early literacy, lifelong learning, and economic revitalization, the library will engage the community through consistently focused efforts including monthly newsletters, regular newspaper and other media coverage highlighting resources and programs, web site promotion, social networking, targeted email, and community outreach; with 85 percent of annual survey respondents indicating that the library is an important cultural resource that adds value to their lives and contributes to the attractiveness of Catawba County as a place to live and raise a family.
7. To support personal growth for diverse community populations; the library will provide access to free culturally and intellectually diverse life-long learning opportunities; with 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. To ensure technology access across the community and bridge the digital divide, and to support personal growth and further career readiness for citizens, the library will provide access to robust library resources, computer workshops, job skills training and one-on-one assistance; with 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. To enrich learning opportunities for students and increase the education attainment level in Catawba County, the library will work collaboratively with Catawba County School systems to support student learning through implementation of collaborative access and learning project plans; with 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
10. **Multiyear:** To lead in community wide early literacy efforts and ensure children start school ready to learn, the library will collaborate with Partnership for Children and local hospitals to expand access to library resources and services and initiate the “1000 Books Before Kindergarten” initiative.

2016-2017: To increase critical early access to library resources and services, the library will initiate library card campaigns with the Partnership for Children and local hospitals; with the development of a project plan for the initiative and an expected year over year increase of growth in the percentage of library cards issued to children under age five.

2017-2018: To expose children to a greater variety of reading material and establish reading together as an important practice in the home, the library will implement a countywide early literacy initiative, “1000 Books Before Kindergarten”; with 85 percent of surveyed participants reporting that they read more often as a family or discovered new materials or resources.

11. In order to improve information access, enhance lifelong learning opportunities, and expand the reach of library services beyond the physical walls of the library, Catawba County adults in senior care facilities will have access to large print and audio books through a new Bookbagger program; with 85 percent of surveyed participants reporting that they read more or enjoyed library materials and programs more frequently.

12. To foster local efforts to revitalize Catawba County, further career readiness, and support the entrepreneurial and small business community, the library will collaborate with the CVCC Small Business Center, the Innovate Catawba "Entrepreneurs" workgroup, and/or other Innovate Catawba workgroups or entrepreneurial community agencies to host seminars that support entrepreneurial or innovative business ideas; with 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.
13. To support personal growth and to contribute to building a healthy community, the library will partner with NC Cooperative Extension to provide opportunities for all ages to learn about gardening and how to produce healthy foods that are shared with local people in need of nutritious meals; with 85 percent of participants reporting 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.
14. To increase teen engagement, support personal growth, and better prepare teens to successfully transition to and thrive in independent living situations, the library will offer robust learning opportunities for teens to explore and discover independent living skills; with 85 percent of program participants reporting that they are more confident in their independent living skills, and achieving 80percent or higher on a basic skills assessment.
15. To increase teen engagement and support their active learning and personal growth, the library will partner with local high schools to initiate a homework volunteer program to offer coaching and tutoring for students; with 85 percent of those students tutoring during their intern service reporting they gained work experience and transferable skills and/or gained confidence in their abilities.
16. To empower and create a well-trained, knowledgeable staff; able to assist library customers with a variety of technology needs the library will provide staff with access to tutorials, one-on-one training, and online training modules for current and emerging technologies; with 85 percent of participating staff reporting increased confidence in helping customers with technology needs.

SHERRILLS FORD-TERRELL BRANCH LIBRARY

Statement of Purpose

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Our library works to 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. To ensure children start school ready to learn and positioned to excel, and to promote caregiver engagement in early literacy learning, the library will provide highly interactive Every Child Ready to Read story programs and caregiver workshops; with 85 percent of surveyed caregivers reporting that 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. To promote continued engagement with reading and learning throughout the summer, the library will provide an incentive-based interactive summer reading program for Catawba County children, teens, and adults; with 85 percent of participants reporting that they read more and enjoyed library materials or programs.
3. To support early literacy and expand citizen's access to information and ideas, the library will provide quality reading materials to childcare centers through the Bookbagger program. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; with 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. To enhance Catawba County students' interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts, the library will provide engaging hands-on learning opportunities; with 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. To ensure citizens have a welcome, vibrant, comfortable, and safe library learning space where they can collaborate and find the information and materials they need, the library will maintain 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."

6. To build community presence and raise awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization, the library will engage the community through consistently focused efforts including monthly newsletters, regular newspaper and other media coverage highlighting resources and programs, web site promotion, social networking, targeted email, and community outreach; with 85 percent of annual survey respondents indicating that the library is an important cultural resource that adds value to their lives and contributes to the attractiveness of Catawba County as a place to live and raise a family.
7. To support personal growth for diverse community populations; the library will provide access to free culturally and intellectually diverse life-long learning opportunities; with 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. To ensure technology access across the community and bridge the digital divide, and to support personal growth and further career readiness for citizens, the library will provide access to robust library resources, computer workshops, job skills training and one-on-one assistance; with 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. To enrich learning opportunities for students and increase the education attainment level in Catawba County, the library will work collaboratively with Catawba County School systems to support student learning through implementation of project plans; with 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
10. **Multiyear:** To lead in community wide early literacy efforts and ensure children start school ready to learn, the library will collaborate with Partnership for Children and local hospitals to expand access to library resources and services and initiate the "1000 Books Before Kindergarten" initiative.

2016-2017: To increase critical early access to library resources and services, the library will initiate library card campaigns with the Partnership for Children and local hospitals; with the development of a project plan for the initiative and an expected year over year increase of growth in the percentage of library cards issued to children under age five.

2017-2018: To expose children to a greater variety of reading material and establish reading together as an important practice in the home, the library will Implement a countywide early literacy initiative, "1000 Books Before Kindergarten"; with 85 percent of surveyed participants reporting that they read more often as a family or discovered new materials or resources.

11. To increase teen engagement and support their active learning and personal growth, the library will partner with local high schools to initiate a homework volunteer program to offer coaching and tutoring for students; with 85 percent of those students tutoring during their intern service reporting they gained work experience and transferable skills and/or gained confidence in their abilities.
12. To support personal growth and increase teen engagement, the library will host highly interactive learning programs and provide robust resources for learning and entertainment; with 85 percent of teens attending programs reporting that they learned something new or were introduced to new or interesting resources.

MAIDEN BRANCH LIBRARY

Statement of Purpose

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Outcomes

1. To ensure children start school ready to learn and positioned to excel, and to promote caregiver engagement in early literacy learning, the library will provide highly interactive Every Child Ready to Read story programs and caregiver workshops; with 85 percent of surveyed caregivers 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. To promote continued engagement with reading and learning throughout the summer, the library will provide an incentive-based interactive summer reading program for Catawba County children, teens, and adults; with 85 percent of participants reporting that they read more and enjoyed library materials or programs.
3. To support early literacy and expand citizen's access to information and ideas, the library will provide quality reading materials to childcare centers through the Bookbagger program. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; with 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. To enhance Catawba County students' interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts, the library will provide engaging hands-on learning opportunities; with 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
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9. To enrich learning opportunities for students and increase the education attainment level in Catawba County, the library will work collaboratively with Catawba County School systems to support student learning through implementation of project plans; with 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
10. **Multiyear:** To lead in community wide early literacy efforts and ensure children start school ready to learn, the library will collaborate with Partnership for Children and local hospitals to expand access to library resources and services and initiate the "1000 Books Before Kindergarten" initiative.

2016-2017: To increase critical early access to library resources and services, the library will initiate library card campaigns with the Partnership for Children and local hospitals; with the development of a project plan for the initiative and an expected year over year increase of growth in the percentage of library cards issued to children under age five.

2017-2018: To expose children to a greater variety of reading material and establish reading together as an important practice in the home, the library will implement a countywide early literacy initiative, "1000 Books Before Kindergarten"; with 85 percent of surveyed participants reporting that they read more often as a family or discovered new materials or resources.

11. To increase the library's online and community presence and expand access with 24 hour delivery of digital learning resources; the library will create subject based online resource guides to support citizens' research and lifelong learning; with 85 percent of surveyed users reporting that the guides enhance their learning or research.

ST. STEPHENS BRANCH LIBRARY

Statement of Purpose

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2. To promote continued engagement with reading and learning throughout the summer, the library will provide an incentive-based interactive summer reading program for Catawba County children, teens, and adults; with 85 percent of participants reporting that they read more and enjoyed library materials or programs.
3. To support early literacy and expand citizen's access to information and ideas, the library will provide quality reading materials to childcare centers through the Bookbagger program. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; with 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. To enhance Catawba County students' interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts, the library will provide engaging hands-on learning opportunities; with 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
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9. To enrich learning opportunities for students and increase the education attainment level in Catawba County, the library will work collaboratively with Catawba County School systems to support student learning through implementation of learning and access project plans; with 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
10. **Multiyear:** To lead in community wide early literacy efforts and ensure children start school ready to learn, the library will collaborate with Partnership for Children and local hospitals to expand access to library resources and services and initiate the “1000 Books Before Kindergarten” initiative.

2016-2017: To increase critical early access to library resources and services, the library will initiate library card campaigns with the Partnership for Children and local hospitals; with the development of a project plan for the initiative and an expected year over year increase of growth in the percentage of library cards issued to children under age five.

2017-2018: To expose children to a greater variety of reading material and establish reading together as an important practice in the home, the library will implement a countywide early literacy initiative, “1000 Books Before Kindergarten”; with 85 percent of surveyed participants reporting that they read more often as a family or discovered new materials or resources.

11. To help Catawba County seniors maintain cognitive health, establish social networks, remain active, and enhance lifelong learning, the library will offer senior-focused library programs at Trinity Village; with 85 percent of participants reporting that attending programs and/or using library materials enhanced their quality of life.
12. To support personal growth for diverse community populations, the library will provide English as Second Language programs for non-English speaking citizens to have the opportunity to improve their

English Language skills and employability; with 85 percent of participants reporting that attending programs made them feel more confident in their English language skills.

13. To increase teen engagement and support their active learning and personal growth, the library will partner with local high schools to initiate a homework volunteer program to offer coaching and tutoring for students; with 85 percent of those students tutoring during their intern service reporting they gained work experience and transferable skills and/or gained confidence in their abilities.
14. To support personal growth and increase teen engagement, the library will host highly interactive learning programs and provide robust resources for learning and entertainment; with 85 percent of teens attending programs reporting that they learned something new or were introduced to new or interesting resources.

SOUTHWEST BRANCH LIBRARY

Statement of Purpose

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Outcomes

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2. To promote continued engagement with reading and learning throughout the summer, the library will provide an incentive-based interactive summer reading program for Catawba County children, teens, and adults; with 85 percent of participants reporting that they read more and enjoyed library materials or programs.
3. To support early literacy and expand citizen's access to information and ideas, the library will provide quality reading materials to childcare centers through the Bookbagger program. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; with 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. To enhance Catawba County students' interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts, the library will provide engaging hands-on learning opportunities; with 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
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9. To enrich learning opportunities for students and increase the education attainment level in Catawba County, the library will work collaboratively with Catawba County School systems to support student learning through implementation of project plans; with 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
10. **Multiyear:** To lead in community wide early literacy efforts and ensure children start school ready to learn, the library will collaborate with Partnership for Children and local hospitals to expand access to library resources and services and initiate the “1000 Books Before Kindergarten” initiative.

2016-2017: To increase critical early access to library resources and services, the library will initiate library card campaigns with the Partnership for Children and local hospitals; with the development of a project plan for the initiative and an expected year over year increase of growth in the percentage of library cards issued to children under age five.

2017-2018: To expose children to a greater variety of reading material and establish reading together as an important practice in the home, the library will implement a countywide early literacy initiative, “1000 Books Before Kindergarten”; with 85 percent of surveyed participants reporting that they read more often as a family or discovered new materials or resources.

CONOVER BRANCH LIBRARY

Statement of Purpose

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Outcomes

1. To ensure children start school ready to learn and positioned to excel, and to promote caregiver engagement in early literacy learning, the library will provide highly interactive Every Child Ready to Read story programs and caregiver workshops; with 85 percent of surveyed caregivers 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. To promote continued engagement with reading and learning throughout the summer, the library will provide an incentive-based interactive summer reading program for Catawba County children, teens, and adults; with 85 percent of participants reporting that they read more and enjoyed library materials or programs.
3. To support early literacy and expand citizen's access to information and ideas, the library will provide quality reading materials to childcare centers through the Bookbagger program. Catawba County children in childcare programs will have access to literature that enhances their reading and early learning; with 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. To enhance Catawba County students' interest and knowledge in science, technology, engineering, arts and math (STEAM) concepts, the library will provide engaging hands-on learning opportunities; with 85 percent of respondents stating that they increased their knowledge and interest and are more engaged in learning.
5. To ensure citizens have a welcome, vibrant, comfortable, and safe library learning space where they can collaborate and find the information and materials they need, the library will maintain 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."

6. To build community presence and raise awareness of the library's essential role in early literacy, lifelong learning, and economic revitalization, the library will engage the community through consistently focused efforts including monthly newsletters, regular newspaper and other media coverage highlighting resources and programs, web site promotion, social networking, targeted email, and community outreach; with 85 percent of annual survey respondents indicating that the library is an important cultural resource that adds value to their lives and contributes to the attractiveness of Catawba County as a place to live and raise a family.
7. To support personal growth for diverse community populations; the library will provide access to free culturally and intellectually diverse life-long learning opportunities; with 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. To ensure technology access across the community and bridge the digital divide, and to support personal growth and further career readiness for citizens, the library will provide access to robust library resources, computer workshops, job skills training and one-on-one assistance; with 85 percent of participants reporting that they feel more confident in their technology and job skills.
9. To enrich learning opportunities for students and increase the education attainment level in Catawba County, the library will work collaboratively with Catawba County School systems to support student learning through implementation of project plans; with 85 percent of partners reporting that the partnership work plan and efforts enhance and improve learning opportunities for students.
10. **Multiyear:** To lead in community wide early literacy efforts and ensure children start school ready to learn, the library will collaborate with Partnership for Children and local hospitals to expand access to library resources and services and initiate the "1000 Books Before Kindergarten" initiative.

2016-2017: To increase critical early access to library resources and services, the library will initiate library card campaigns with the Partnership for Children and local hospitals; with the development of a project plan for the initiative and an expected year over year increase of growth in the percentage of library cards issued to children under age five.

2017-2018: To expose children to a greater variety of reading material and establish reading together as an important practice in the home, the library will implement a countywide early literacy initiative, "1000 Books Before Kindergarten"; with 85 percent of surveyed participants reporting that they read more often as a family or discovered new materials or resources.

CLAREMONT BRANCH LIBRARY

Statement of Purpose

As our community's place to connect, explore, and grow, Catawba County Library empowers lives and builds our community by bringing people, information, and ideas together.

Our library works to 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.

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