Hopituh Shi-nu-mu Tribal Library

Strategic Plan 2014-2017

LIS 2700

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Strategic Plan Group 10:

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**1. Executive Summary**

On behalf of the Hopi tribe, the Hopi tribal council will establish the local Hopituh Shi-nu-mu Tribal Library on January 1, 2014, in the Kykotsmovi Village in Arizona to provide the members of the Hopi community with a cultural center, a place for recreation, educational and professional resources, and finally, a link to the world. The library has been created in the heart of the Hopi reservation as a resource for all villages, with mobile transportation, so that any member of the community may utilize it. The library will serve multiple purposes—cultural, educational, and recreational—for the Hopi people.

Due to the small population and the limited hours of the Hopituh Shi-nu-mu Tribal Library, it has been agreed that two computer terminals and one printer will be sufficient to serve the needs of the community and will be available after the library’s grand opening. The library building will measure approximately 934 square feet and will stand as a single large room divided into sections with the central area containing traditional and historical tribal materials. Further, the main library collection will comprise a variety of fiction, nonfiction, and reference books as well as recreational media, a small television/multimedia cart, and games. Finally, there will be one isolated classroom area of the library, which will be used for instructional sessions, workshops, lectures, and crafts. Despite our secluded past, the library will be available to others outside the community for research with advanced notice. Based on the input from its tribal members, the plan has been established to provide direction for the library for more generations to come.  
  
**2. Environmental Scan**

**A**. At present, approximately 326 Indian reservations exist in the United States. The largest of those reservations is Navajo Nation, which consists of 16 million acres of land covering portions of Arizona, New Mexico and Utah (U.S. Department of The Interior, 2013). The Hopi Tribe – a sovereign nation in northeastern Arizona – occupies more than 1.5 million acres and rests in the midst of Navajo Nation (The Hopi Tribe, 2010). The reservation resides in Coconino and Navajo counties and consists of twelve villages on three mesas (The Hopi Tribe, 2010). Each village is self-governing and tribe members tend to identify themselves with their village or clan (The Hopi Cultural Center, n.d.). Kykotsmovi Village rests on Third Mesa and is part of Navajo County. Established in 1906, the Kykotsmovi Village was the result of some dispute between two chiefs of the [Old] Oraibi Village (Moenkopi Legacy Inn & Suites, 2008).

Based on the 2010 U.S. Census data, the population of Kykotsmovi Village, AZ was 746 persons (U.S. Census Bureau, 2007). However, according to the American Community Survey’s most recent 5-year estimate, it is believed that today’s population is 839 persons, thirty-four percent of which are children (U.S. Census Bureau, 2007). The area in which the Hopituh Shi-nu-mu Tribal Library is situated consists of little more than rock and desert and measures approximately 16.8 square miles. The village is modest, consisting of the Kykotsmovi Village General Store, a post office, a community center, and two public schools (U.S. Department of Education, National Center for Education Statistics, 2011). These buildings are positioned within relatively close proximity to each other and it has been agreed that the Hopituh Shi-nu-mu Tribal Library will be built adjacent to the Hopi Mission School. The deciding factors for building in this location arose from 1) awareness that a substantial portion of the population consists of children and 2) that outreach to children would be one primary objective of the new library.

Internet access is one point of contention for the villagers as there is only one Internet service provider for the area (U.S. Department of Commerce, National Telecommunications and Information Administration, 2012; Federal Communications Commission, 2013). Due to the high cost of servicing the village, providers have been reluctant to prioritize reliable connections, which forces villagers to go elsewhere for web services. In fact, as mentioned by the U.S. Senate Committee on Indian Affairs, less than ten percent of residents of Native Nations have access to the “lifeblood of our 21st century economy, educational opportunities, health care, and public safety” (U.S. Senate Committee on Indian Affairs, 2011). Thus, it has become an important objective of the Hopituh Shi-nu-mu Tribal Library to provide convenient and reliable Internet access in order to, as one native resident explained, preserve Native traditional heritage and culture (Smith, 2012).

**B. SWOT Analysis:**

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| S | * Location is centralized in one of the larger Hopi villages, and is close to the school and tribal council * Multi-use space and services—cultural archives alongside recreation, instruction, and media and technology access * Make-up is specific to tribe and works with tribal council * Small population allows library to focus in serving a homogenous, tight-knit group on a smaller budget * Consciousness of resources, personnel, and community need, the library schedules good hours |
| W | * Limited budget * Limited access to energy resources (electricity, gas, propane, etc.) * Problems with broadband coverage * Limited space and insufficient funds to expand |
| O | * Fulfill community need for Internet access, media and technology access, and computer instruction * Provide much needed career development assistance * Ability to work within the Navajo County Library System—provides patrons with access to larger collection |
| T | * Presence of mobile library that provides fast and easy service, and is multi-locational * Rural environment * Division in tribe over progress and technology |

**3. Mission**

The Hopituh Shi-nu-mu Tribal Library is dedicated to cultivating a strong, unified community through promotion of recreation and lifelong learning and by providing a curated collection of materials that is integral to the identity of the Hopi people.

**4. Vision**

 The Hopituh Shi-nu-mu Tribal Library will:

* Preserve and exhibit a collection of community artifacts that will provide future generations with access to our rich tribal history
* Integrate programs and opportunities to educate future generations of their valuable Hopi ancestry
* Furnish future Hopi leaders with tools and skills for professional and personal development, so they may become active participants in the 21st century economy
* Provide a building and atmosphere that best serves the needs of the community as a whole
* Embody the tribal identity with trained tribal staff members and volunteers

**5. Core Values**

**The Hopi Nation:** Cultural identity is nurtured through community connectedness: a physical symbol of community, the library will be place that allows individuals to connect with their communal ancestry, through materials, programs, and services that are free and  accessible to tribe members.

**Preservation**: The Hopituh Shi-nu-mu Tribal Library is committed to preserving cultural artifacts and knowledge. Preservation is more than maintaining a physical collection, it is the transmission of important cultural values and practices to the future generations.

**Intergenerational**: With a strong emphasis on preserving the past, the Hopituh Shi-nu-mu Tribal Library also works to make connections between living generations.

**Empowering**: The Hopituh Shi-nu-mu Tribal Library will work with the Hopi Tribal Council to assess community needs, to plan and execute programming that fulfills those particular areas. Tailoring library service to fit community needs ensures that the primary focus is empowering individuals in the community to leverage their unique cultural identity in an increasingly changing world.

**Diversity & Inclusion**: The Hopituh Shi-nu-mu Tribal Library encourages diversity of values, and the importance of serving all genders, ages, and worldviews equally. To foster an environment of inclusion, the staff will be conscious of planning and executing programming and services that serve individual needs, while working to bring the community together as a whole.

**6-8. Goals, Objectives, Action Plan**

* To ensure the preservation of the heritage and culture of the Hopi people
  + By June 1, 2014, at least two of the library’s staff will be members of the Hopi community.
  + We will acquire, preserve, and make accessible a collection of Hopi cultural artifacts and documents. By June 1, 2014 at least 90% of patrons will respond that this collection is informative, respectful, and an important community asset.
    - Bring in an expert on Hopi culture to oversee the acquisition of historically and culturally significant artifacts and documents
    - Ensure that the library has a storage environment suited for the long-term care of these artifacts and documents
    - Ensure that the library has at least one staff member specifically trained in the preservation of art, other artifacts, and older documents
    - Devote at least 25% of available space to the display of artifacts and historical documents so that the collection can be enjoyed by the entire community
    - Rotate items in the collection every six weeks so that patrons have access to the entire collection (assuming the collection is large enough to necessitate a rotating display schedule)
    - Between June 1 and June 15, 2014, patrons will be invited to fill out a written survey of their opinions on aspects of the collection. These aspects include accessibility, the physical quality of the items, the quality of the information relating to the collection, the importance of the items in the collection, as well as any other thoughts or opinions the patrons might have.
  + We will host at least three cultural events per year. For the first year, after each event, at least 90% of patrons will respond that the event was informative, respectful, and beneficial.
* To provide technology education and resources to the public
  + By January 1, 2014, we will have two computers available for use by the public. This number will increase to five computers by January 1, 2015.
  + We will host an informal computer and Internet tutorial class from 2:00-3:30 p.m. on the second Saturday of each month. This class will be led by a paid IT professional on retainer. By June 1, 2014, at least 90% of patrons who have attended at least six classes will respond that the tutorials significantly improved their computer skills and knowledge.
  + We will maintain access to various databases and other resources to help students (and the community as a whole) complete research projects, or to simply further their knowledge, on a variety of topics. By June 1, 2014 at least 90% of patrons will respond that these resources, as well as the library’s staff, were very helpful and worth visiting the library to use.
* To serve, and to help others to serve, the general needs of the community
  + We will aid community members in finding and applying for jobs. We will hold monthly classes on writing resumes and completing applications. Additionally, we will coordinate with local job and career placement services to help qualified individuals find jobs. By June 1, 2014, we will have helped at least 50% of applicants to find jobs.
  + We will work with donors and charitable organizations to coordinate the distribution of donated items, such as blankets, clothes, and food. By June 1, 2014, at least 90% of patrons will respond that the library’s efforts in this regard have made a positive impact on the community.
  + We will organize various after-school and summer youth activities, such as arts and crafts events, reading clubs, and game clubs. By June 1, 2014, participants will respond that the activities were varied, friendly, and fun.

**B. Action Plan Evaluation**

* The action plan will be evaluated through a month long process that will include an internal review and staff evaluation to make sure that we have completed each step. Additionally, the number of patron surveys we receive during the 15-day period will be compared to the total number of library members. This will allow us to determine how well our results represent the views of the community as a whole. Surveys will continue to be available after the evaluation period so that the library can provide continuous assessment of materials and services.

**9. Position Description**  
 The Cultural Outreach Librarian is the supervisor of all library activities. (S) he connects the library to the community it serves by overseeing activities, making decisions in Acquisitions, Circulation, Programming, and Outreach, alongside representing the Hopi beliefs of preserving our cultural history while encouraging spiritual, educational, and professional growth through the library offerings.  
*Reports to*: The Tribal Council on at least a bimonthly basis in regards to budget, facilities, programming, and other issues, as needed.  
*Oversees*: Assistant Librarian and Student Volunteers  
*Major Duties:*

Circulation/Materials

* Organizes, implements, and shares a standardized circulation procedure
* Maintains circulation statistics
* Registers new users and informs them of library offerings
* Corresponds with users regarding special requests or delinquent items
* Develops and enforces regular collection management procedures such as mending, weeding, acquisitions, processing, and donations

Education

* Implements standards regarding patron education on library policies and procedures
* Educates staff, volunteers, and patrons on new technologies, policies, and procedures
* Creates standardized training methods for all staff/volunteers
* Designs programs for professional development as well as technology training course
* Provides patrons and staff/volunteers with an objective, approachable, and genuine resource and role model

Facility

* Keeps contact with maintenance volunteers regarding upkeep and maintenance of property and equipment
* Ensures library is clean and open for patrons as advertised
* Supervises security and organization of special collections
* Reports to tribal council any facility issues including security, higher maintenance, etc.

Programming

* Plans regular programming for children, students, special groups, or special events
* Designs/delegates educational, creative, and fun displays for tribal members
* Collaborates with both assistant librarian and tribal council to provide creative, meaningful programs

Patron Assistance

* Ensures that building and atmosphere is friendly to all community members
* Instructs patrons in regards to library offerings and procedures
* Provides the community with a safe, comfortable atmosphere
  + - Processes Interlibrary Loan and Navajo County requests

Tribal Collection

* + - Provide tribal artifacts with secure displaying area
    - Change tribal collection every 45-90 days
    - Create educational information and resources pertaining to seasonal collection
    - Correspond with tribal council and community regarding possible future collections
    - Be knowledgeable about history, necessary care, and other pertinent information about objects

Miscellaneous

* + - Continues individual professional development
    - Maintain membership with AILA and ALA
    - Have MLIS/MLS-trained mentor
    - Keeps meticulous record/archive of library programming, offerings, etc
    - Provides contact with outside inquiries through email and telephone and
    - Arranges appointments by non-community members when necessary
    - Performs all supervisory work with tribal and library values in mind
    - Applies all tribal, local, organizational, and federal policies and laws as required
    - Constantly works to assess programs, procedures, and policies for the good of the community
    - Conducts outreach and planning that abides by values and goals of strategic plan and community needs

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