

2025-2035 STRATEGIC PLAN OUTLINE

MISSION STATEMENT

Lifelong learning through literacy.

VISION STATEMENT

A place to be. The place to become.

VALUES

Respect – We believe that respect is the cornerstone of a thriving community and that every individual has the right to dignity, kindness, and empathy.

Integrity – We believe that integrity means doing what is right, even when no one is looking and are committed to honest, responsible, and ethical service.

Service – We believe that service is the heart of our work and are dedicated to meeting the needs of our community in a way that empowers individuals and strengthens relationships.

Equality – We believe every person deserves equal opportunity and treatment, and actively work to make fairness a lived reality.

Goal 1: INSTITUTIONAL CAPACITY

Objective 1: Improve the knowledge of library staff and board

Objective 2: Improve the library infrastructure

Objective 3: Improve processes and procedures

Goal 2: INFORMATION ACCESS

Objective 1: Provide easy access to information resources

Objective 2: Increase visibility of information resources

Objective 3: Develop outreach initiatives

Goal 3: LIFELONG LEARNING

Objective 1: Improve literacy skills starting at birth and through longevity of life

Objective 2: Support general knowledge and skills of library users for success in their daily lives

ACTION PLAN OUTLINE 2025-2035

ACTION PLAN 2025-2028 (3 YEARS)

Goal 1: INSTITUTIONAL CAPACITY

Objective 1: Improve the knowledge of library staff and board

Action 1: Provide staff continuing education opportunities

- Set State Library of Iowa Endorsement Program expectations
- Provide opportunities for growth through intentional cross-training
 - Establish cross-training protocols

Action 2: Implement standardized staff onboarding procedures

- Develop a comprehensive onboarding manual
- Develop a curriculum that includes digital literacy, modern office skills, and other skills that support office management

Action 3: Provide board orientation and education

- Update orientation procedures for currency and accuracy
- Funnel learning opportunities to board on a regular basis
- Continue to incorporate board meeting learning in agendas

Objective 2: Improve the library infrastructure

Action 1: Upgrade technology systems and software

- Update replacement schedule for technology
- Update internet speeds as market evolves

Action 2: Enhance security measures

- Install security cameras on South, North and Northwest Entrances
- Install key fob access on one or multiple exterior doors with pull handles (North and Northwest Entrances)
- Assess safety protocols and emergency equipment
 - Create plan and update annually
 - Tornado Drill
 - Fire Drill
 - Active Shooter Drill
 - Evacuation Drill
 - Emergency Shelter/Headquarters for public disaster relief
 - Safety meeting with fire department

- Safety meeting with police and sheriff departments

Action 3: Research additional opportunities to extend Flexshare within and outside Sioux County

- Extend catalog sharing invitation to Sioux Center Public Library
- Extend catalog sharing invitations to the State Library of Iowa Northwest Iowa District public libraries that use Biblionix Apollo

Action 4: Research community needs and plan for new building

- Land
- Structure

Objective 3: Improve processes and procedures

Action 1: Review and revise processes and standard operating procedures

- Annual review of all procedures
- Create a feedback loop for staff to suggest improvements

Action 2: Streamline routine tasks where possible

- Delegate routine tasks where possible

Goal 2: INFORMATION ACCESS

Objective 1: Provide easy access to information resources

Action 1: Expand digital collections and digital literacy initiatives

- Increase the number of e-resources for popular and core collections
- Provide information in multiple formats as technology advances
 - Research and review additional digital lending platforms and vendors
 - Research new online databases and information platforms
- Ensure compatibility across devices and platforms
 - Website
 - Integrated Library System
 - Digital resources
 - Tablets, smartphones, computers, and future technologies
- Ensure fiscal spending supports digital lending levels

Objective 2: Increase visibility of information resources

Action 1: Increase awareness of information resources and library services

- Create an annual marketing campaign across all media platforms

- Identify general and target audience for concentrated efforts
- Utilize data to measure effectiveness
- Highlight programs and services on regular basis
- Promote digital and print collections
 - Send regular email newsletters featuring popular e-books and databases in addition to monthly newsletter
- Provide training on digital marketing and social media skills to support this effort
- Seek ways to reach underserved populations

Objective 3: Develop outreach initiatives along with an outreach policy defining our intent

Action 1: Create initiatives targeting specific underserved communities

- Conduct a community survey to identify communities and information needs

Action 2: Launch a pilot mobile library service to reach underserved areas

- Secure funding for and purchase of a book bike and related equipment

Goal 3: LIFELONG LEARNING

Objective 1: Improve literacy skills from at birth to longevity of life through curriculum development

Action 1: Organize early literacy story time sessions based on curriculum

- Continue with story times revising and adapting to changes in demographics and community needs
- Seek opportunities to expand library reach in the community to include new partnerships

Action 2: Create opportunities and spaces for hands-on learning

- Provide supplemental resources and materials
 - Take and Make, coloring sheets, work sheets
- Review and update educational kits and subject specific book bags

Action 3: Offer regular workshops and group activities on broad literacy and creative endeavors

- Aim to improve critical thinking, problem solving, and social engagement

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Objective 2: Support general knowledge and skills of library users for success in their daily lives

Action 1: Provide support in skills that enhance careers, business, and entrepreneurship

- Host workshops on business and financial literacy
- Partner with local organizations to provide life skills training

Action 2: Enhance community partnerships and outreach

- Identify and establish relationships with emerging and key local organizations with subject expertise

ACTION PLAN OUTLINE 2025-2035

ACTION PLAN 2025-2030 (5 YEARS)

Goal 1: INSTITUTIONAL CAPACITY

Objective 1: Improve the knowledge of library staff and board

Action 1: Look to universities for specialized courses that transfer skills from other disciplines

Action 2: Establish a mentorship program for new staff

Action 3: Identify potential future leaders and provide leadership training

Objective 2: Improve the library infrastructure

Action 1: Design welcoming spaces that can be adapted for multiple uses

- Update furniture and seating to be more comfortable, usable, and portable
- Create quiet relaxing spaces

Action 2: Improve parking and access, ensuring accessibility for all

- Research electric vehicle charging options

Action 3: Research shared collection development initiatives for the Flex Share consortium within Sioux County

Action 4: Expand partnerships to include regional libraries

- Extend Flex Share invitations to regional libraries
- Increase joint programming with local libraries

Action 5: Continue to secure funding for renovations or new building and land

Objective 3: Improve processes and procedures

Action 1: Use data analytics to optimize resource allocation

- Assess and revise collection management and development guidelines
- Assess and revise education and literacy efforts

Goal 2: INFORMATION ACCESS

Objective 1: Provide easy access to information resources

Action 1: Research expansion of digital collections to multiple platforms and implement where feasible

- Ensure compatibility with various devices and platforms

Objective 2: Increase visibility of information resources

Action 1: Develop partnerships with local schools, businesses, and community organizations

Action 2: Host annual community events to showcase organizations and businesses in the community

Objective 3: Develop outreach initiatives

Action 1: Increase the number of joint programs with area libraries

Action 2: Expand mobile library services to include home delivery of library materials

- Research and initiate a Friends of the Library
 - Fundraising
 - Library Advocacy

Action 3: Expand mobile library services to include a locker at the Maurice Book Bank (if desired)

Action 4: Market educational programs

- Design and distribute promotional materials for outreach initiatives
- Use targeted online advertising for large scale events and to reach specific demographics

Goal 3: LIFELONG LEARNING

Objective 1: Improve literacy skills starting at birth and through longevity of life

Action 1: Create classroom opportunities for information literacy instruction in area schools

Action 2: Provide workshops on digital technology as it evolves

Objective 2: Support general knowledge and skills of library users for success in their daily lives

Action 1: Provide resources for hobbyists and enthusiasts

- Create hobby kits for checkout (ex: fishing poles, creative pursuits)

Action 2: Improve literacy skills

- Offer digital literacy classes as technology changes and emerges
- Collaborate with subject experts on programs that promote literacy in designated subject categories
- Provide opportunities for social connection through gaming events, and other hands on learning opportunities

Action 3: Enhance community engagement

- Create marketing campaigns that highlight success stories and testimonials
- Analyze data and metrics to demonstrate the impact of the library in the community

ACTION PLAN OUTLINE 2025-2035

ACTION PLAN 2025-2035 (10 YEARS)

Goal 1: INSTITUTIONAL CAPACITY

Objective 1: Improve the knowledge of library staff and board

Action 1: Host regular workshops and learning opportunities

- Board members
- Staff

Action 2: Future ready staffing and operations

- Encourage staff to attend professional development conferences and events at local, state and national levels within operational constraints

Action 3: Maintain and strengthen existing partnerships, developing new initiatives as organizational needs and values coincide

Objective 2: Improve the library infrastructure

Action 1: Continuously upgrade technology systems as advancements occur

Action 2: Improve library infrastructure

- Maintain and enhance welcoming functional spaces

Action 3: Renovations or New Building

- Create a workroom for staff collaborations and organizational operations
OR
- Occupy new building with spaces for new and expanded operations and services

Objective 3: Improve processes and procedures

Action 1: Continuously review and revise processes for library standard operations

Goal 2: INFORMATION ACCESS

Objective 1: Provide easy access to information resources

Action 1: Expand digital collections

- Continuously increase the number of e-books and online databases

Action 2: Provide information in multiple formats using emerging technologies to offer new formats

Objective 2: Increase visibility of information resources

Action 1: Continuously improve marketing strategy

- Regularly update marketing plan based on feedback and data
- Explore new marketing channels and technologies as the opportunity presents
- Develop innovative campaigns to highlight the *benefits to library users* of all library resources

Objective 3: Develop outreach initiatives

Action 1: Research providing digital devices to those aging in place or unable to come to the library

Goal 3: LIFELONG LEARNING

Objective 1: Improve literacy skills starting at birth and through longevity of life

Action 1: Provide resources for parents to support early reading at home

Action 2: Continuously offer resources that encourage play, social engagement and critical thinking

Objective 2: Support general knowledge and skills of library users for success in their daily lives

Action1: Offer an evolving curriculum of educational opportunities across all ages

Appendix:

Community Needs Input

Input for this strategic plan was gathered over several years. Community input included a Community Survey, Dream Board, and a public meeting. The information pointed to three key areas defined as Institutional Capacity, Information Access, and Lifelong Learning. The best example responses correspond accordingly: limited parking, the consistent request for more books, and the overwhelming request for more story times.

Evaluation

Evaluation will be consistently ongoing with updated reports provided to the Library Board of Trustees. These reports will categorize library operations according to the strategic goals, objectives, and actions. Information will be aggregated to offer at-a-glance summaries and support real-time assessment of progress on the strategic initiatives.