

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

-

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