



Growing Bright

Strategic Plan 2016-2020

Mission Statement: “To fuel Sioux Center’s passion for reading, personal growth, and learning.”

Based upon community surveys, patron input and staff suggestions, the Library Board and the Library Director have established the following goals.

Goal 1. Maintain, develop and promote our physical and digital collections.

Goal 2. Provide relevant and dynamic programming for all ages that inspires curiosity and supports individual growth.

Goal 3. Provide and promote a welcoming facility and a staff that is patron-focused.

Goal 4. Offer relevant technology to meet the needs of our community.

Goal 5. Foster an organizational culture of collaboration and innovation.

Goal 1. Maintain, develop and promote our physical and digital collections.

Library users will have access to the information they need to meet their reading needs and inspire personal growth whether it is a traditional print source or a digital resource.

Past city survey results indicate a strong desire for the library to focus on developing a rich and varied collection.

Objectives:

1. Serve as the community's first and best resource to (re)connect with reading.
2. Provide a current, quality collection that is responsive to community reading & research interests with sufficient copies of high demand titles.
3. Perform collection analysis to determine what is needed, what is not being used, and what needs to be replaced.
4. Design stimulating displays that invite customers to explore material.
5. Evaluate fines, fees and check-out periods.
6. Continue to evaluate digital offerings to determine use, need and other emerging technologies.
7. Improve the non-fiction collection so that it is current and relevant to the community.
8. Promote the library's collections with patrons & improve reader's advisory service.
9. Staff will be knowledgeable about popular culture & literature as it impacts the library and community needs.
10. Remove barriers to information.
11. Enhance BOCD collection to include popular and new releases and complete series collections.
12. Improve community awareness of our book sale and enhance methods of reallocating withdrawn materials.

Measurements:

- The average publication year of all collections will be analyzed and brought within recognized standards and community reading expectations.
- Waiting lists for new & popular titles will be monitored so patrons will receive the item within 1 month of request.
- Circulation of adult non-fiction in print will increase by 3% over the next four years.
- Circulation of adult fiction in print will increase by 4% over the next four years.
- Staff will be able to direct patrons to online resources (EBSCO/ Sioux Co Newspapers, etc.) when appropriate.
- Circulation of children's print materials will increase by 4% over the next four years.
- Circulation of online resources will increase 20% over the next four years.

- Reader’s Advisory flyers/bookmarks of current titles and topics will be developed or revised at a rate of 1 per month.
- Increase the circulation of the Spanish/Bi-Lingual collection by 2% over the next four years.
- Determine relevant methods to market library services and resources to the community.
- During the next survey cycle, the percentage of people who answer “Don’t Know” about library services will be reduced from 16.3% to 10%.
- One newspaper article a month will include new resources or books that may be of interest to our community.

Goal 2. Provide relevant and dynamic programming for all ages that inspires curiosity and supports individual growth.

Recent community survey results indicated that programming was the most important service of the public library.

Objectives:

1. Offer opportunities to teach more advanced technology training and demonstrate library resources.
2. Pilot unique and diverse programs and services that excite people about the library and reading.
3. Partner with area organizations to host classes and events.
4. Children from birth to five years of age will have resources and programs that will help them enter school and be ready to succeed.
5. Offer programs and resources that promote lifelong learning for people of all ages.
6. Continue to strengthen relationships with teens and see an increase of teens using the library and attending programs.
7. Create Spanish programs for English-learners, both children & adult.
8. Incorporate more STEM into our programming.
9. Investigate need of and methods for reaching out to lower-literacy adults.

Measurements:

- Number of people who attend programs will increase by 20%.
- Attendance at ESL / Bilingual programs will increase by 10%.
- Number of programs sponsored by the library will increase by 10%.
- Analyze programs offered and ensure they are meeting the needs of community.
- Investigate external programming efforts with schools & colleges.
- Continue “One Book/One Sioux County” program.
- Number of males attending programs will increase by 10%

Goal 3. Provide and promote a welcoming facility and a staff that is patron-focused.

According to the city survey 48% of respondents indicated that providing a place to gather was important for making Sioux Center a great place to live. Community survey results also indicated that 81% rated public library services as “Very Good” or “Good”.

Objectives:

1. Provide a library building that is clean, safe and well-maintained.
2. Create an environment in which people love to visit and enjoy lingering and browsing.
3. Assess furniture arrangements and space usage so it is inviting to groups and still enables quiet study.
4. Improve lighting throughout the building and increase the number of places to plug-in.
5. Conduct a space usage assessment with a consultant.
6. Keep focus on patron service as a priority.
7. Continue to promote & provide well-equipped meeting room spaces.

Measurements:

- Increase visits by 12% over four years.
- Measure patron satisfaction by conducting an in-house/user surveys every 2 years.
- Continue to be included in the City survey and provide updated and relevant questions regarding library.
- During the next community survey cycle, the percentage of people who answer “Never” about visiting the library will be reduced from 19% to 15%.
- During the next community survey cycles, the percentage of people who answer “Very Good” or “Good” will increase to 85%.
- Investigate physical changes to the library layout that will enhance visits, usage and space needs.
- Staff will provide fun activities that build relationships with our patrons within the library.

Goal 4. Offer relevant technology to meet the needs of our community.

Objectives:

1. Enhance the library’s technology so that it is current, reliable, available, and easy-to-use.

2. Stay up-to-date on social media or incorporate social media in all PR efforts.
3. Adapt emerging technologies, as relevant.
4. Evaluate current ILS (Atrium) software for usability, work flow and efficiency against offerings in the market place.
5. Attend conferences and presentations that hold demonstrations of latest technology.
6. Staff will feel confident in helping patrons use digital collections (3M, Wilbor, etc.)
7. Staff will increase patron online user account usage.

Measurements:

- Evaluate current technology and ensure it is relevant to community needs and actively search for new emerging technology.
- Update Technology Plan and ensure we're reaching the goals outlined.
- Increase our texting, weekly email & social media usage by patrons by 40%.
- Yearly contest and/or promotion to encourage sign-ups on social media.
- Promote with every new library card & renewal the usage of patron online user account through Book Systems.
- Send a staff member to the Library Technology Conference.
- Hold 3 trainings per year related to relevant library technology for staff.
- Evaluate staff ability to assist patrons with library downloadable technology.
- Continue to promote our One-on-One Tech Help.

Goal 5. Foster an organizational culture of collaboration and innovation.

Objectives:

1. Develop spaces that inspire curiosity and foster creativity.
2. Provide the staff a method for input and decision making.
3. Solicit and act on patron feedback.
4. Continue to provide and promote leadership and professional development resources to local businesses.
5. Determine the interest of creating a library mascot.
6. Collaborate with local businesses or learning organizations.
7. Strengthen partnerships with literacy-based organizations.
8. Continue to find ways to use foundation money that benefits library patrons.

Measurements:

- Continue support staff and program director meetings.

- Continue to promote and enhance ways for patrons to provide feedback and suggestions for improvement.
- Become a resource for people who want leadership & professional development resources.
- Partner with organizations who align with our mission and support community events two times a week.
- Improve our community involvement and volunteer as a staff to give back to our community.
- Develop an internship program for teens that are interested in library science.