



# Growing Bright In the CENTER of our Community

## Strategic Plan 2020-2023

Mission Statement: "The mission of the Sioux Center Public Library is to inspire lifelong learning, advance knowledge, and strengthen our communities by bringing diverse people, information, and ideas together."

Sioux Center is a growing town located in Sioux County in Northwest Iowa. According to the 2010 Census, its population was 7,048, but the 2018 population estimate is 7,614.

This 2020-2023 strategic plan was developed by the library staff and board of trustees to reflect the needs of the community and guide the operations of the library in the next three years. The library used existing data from circulation statistics, library program attendance, the Census, and the 2018 City of Sioux Center Community Survey. To gather further library-specific data, the library developed a survey (in English and Spanish) that was administered between February 5 and March 16, 2019. The survey was available in both print and electronic formats and received 120 responses. After analyzing the demographics and needs identified in the library survey, strategic goals were identified.

**As a way to empower the library to make the greatest impact possible, the Sioux Center Library has come up with the following goals to keep the library as the Center of the Community.**

## **Community-Driven**

**The library wants to be a gathering place for the community where people want to come and spend time. In order to do that we need to be a library driven by the customer. A few ways in which we will continue to do that is:**

1. Attract non-library users and reach beyond the walls of the library.
  - a. As on way to measure, we will increase the number of active library card holders by 1%.
2. Meet people where they are at in the community.
  - a. We will hold one outreach event each month outside the library and look for creative ways to promote the library and its resources.
3. Enhance and improve customer experience.
  - a. We want to keep our customers happy by reducing the number of items missed at check-in by scanning items twice.
  - b. Provide timely access to new releases both physical and digital by decreasing wait times for items on reserve.
    - i. We will consider purchasing a second copy when the wait list reaches five patrons.

## **Educate community through access to information**

**The library wants to be known as the first and best resource for the community to go to for all their information needs. Our goal is to make sure the community is aware of all the different ways in which the library provides access to information – both physical and digital. Ways in which we will do this include:**

1. We will strive to increase the patron confidence using e-resources. In our next survey period, we will lower the percentage of respondents that don't know how to use e-resources to less than 15% (was 24.1% according to the 2019 library survey).
  - a. Offer e-resource instruction/training either through group class or 1:1, etc.
  - b. Offer e-resource training offsite to increase awareness and confidence.
2. We will market e-resources through social media, radio, and newsletters as well as through local businesses to increase percentage of patrons using e-resources from 53.3% to 66%.
  - a. We will encourage programmers to look for ways to encourage e-resources at their programs.
3. Continue to fill in gaps in book series.
  - a. Staff will proactively analyze a section of the library at a time to identify gaps.
4. Train staff to provide quality e-resource services.
  - a. All new staff will participate in the eCertification program.
  - b. Every two years, all staff will go through the recertification process.
5. Continue to encourage reading among all ages, through reading programs all year long and training staff to provide quality reader's advisory services.
6. We will continue to be a convenient source of information for people new to the community.
7. Look into putting a pop-up on our website: "How can I help?"

## **Nurture Public Awareness**

**The library wants to be known as the hub of Sioux Center, where people new and old to the community can come to visit, read, join a program, or study. In order to do this, the library's goal is to:**

1. Be an essential resource in a welcoming community.
2. Expand social media profile and increase followers.
  - a. More Facebook live videos
  - b. More how-to videos on our E-Resources
  - c. More programs using our E-Resources
  - d. Adapt to changes in social media platforms
3. Demonstrate our value to the city and community by working together to offer programs, books, and other materials requested by patrons.
4. Improve communication with community through marketing avenues like radio and city and chamber newsletters.
5. Improve communication with City Council & County Supervisors.
6. Increase communication with private industry (businesses, etc.) by providing demonstrations of library resources for employees at various businesses.
  - a. Reach out to one business every quarter to share library resources.

## **Technology**

**In a world where technology is constantly changing, the library will use technology to enhance its efforts to meet the requirements and demands for information by its patrons. This will be accomplished by maintaining the levels of technology currently in place and to upgrade or replace technology as sufficient resources are available to do so.**

1. Refresh the website to give it a more modern, clean interface.
  - a. Review every two years.
2. Implement a new meeting room reservation and event registration system.
3. Maintain current technology.
  - a. Install a new server.
4. Evaluate current ILS (Atrium) software for usability, work flow and efficiency against offerings in the market place.

## **Enhance building and facilities**

**The library knows the importance of providing a physical place for patrons to gather. We will continue to explore new ways to enhance the library's building so patrons feel welcome and visit regularly. Some ideas we will look into are:**

1. Create a play space for children in the patio area.
2. Add additional play options in the library.
  - a. Change the children's area table activity every 2-3 months.
3. Develop more quiet study spaces.
4. Implement digital signage for the meeting rooms.

## **Relevant & dynamic programming**

**The library will continue to offer relevant and dynamic programming as a way to add value and bring our community together.**

1. Establish a Teen Advisory Board.
2. Offer programming that crosses cultural and linguistic barriers.
3. Utilize our community experts to offer relevant & dynamic programming.
  - a. Create a form on our website for community members to offer their expertise by leading a library program.
4. Partner with local schools and preschools to connect with parents, students, and teachers.
  - a. Increase awareness of our e-resources and tools for students.
  - b. Promote the AR books the library offers physically and digitally.
  - c. Investigate opportunities to be present at school events such as parent teacher conference nights.
  - d. Collaborate with teachers to visit classrooms.
5. Integrate STEM activities into our events and passive programs.
6. Offer adult programming that aligns with emerging trends.