



# STRATEGIC PLAN

## 10-YEAR VISION

### Strategic Direction #1:

Provide more physical space and develop capacity to respond to the needs and priorities of our evolving community.

### Strategic Direction #2:

Boldly embrace the library's essential role in fostering reading and all forms of literacy for the Le Mars community.

### Strategic Direction #3:

Ensure sustainability of the organization by attracting and nurturing users from youth into adulthood.

## OUR MISSION

The Le Mars Public Library is an essential community resource that encourages the love of reading, the desire for learning and the growth in minds and in the community.

## STRATEGIC PLAN 2022-2026

### GOAL #1: STRENGTHEN ENGAGEMENT WITH UN- AND UNDER-SERVED COMMUNITY MEMBERS.

*Attract new users by ensuring linguistic and cultural relevance to all community members.*

- » Strategy 1: Increase collection to align with demographic shifts
- » Strategy 2: Increase outreach to non- and limited English-speakers within the community
- » Strategy 3: Examine and reconsider library policies to ensure inclusive access
- » Strategy 4: Ensure staff has the capacity to meet the needs of our diverse community

### GOAL #2: EXPAND ACCESS TO TECHNOLOGY.

*Increase technology literacy of users of all ages to effectively and appropriately use technology to communicate and access information.*

- » Strategy 1: Expand e-library and publicize availability of e-materials
- » Strategy 2: Facilitate access to technology appropriate for users of different skill levels
- » Strategy 3: Ensure staff have the skills to support public use of e-resources and technology

### GOAL #3: SERVE THE COMMUNITY BY BOLDLY PURSUING EXCELLENCE AND GROWTH.

*Leverage the strong support of the Le Mars community to enhance the library's value to our users.*

- » Strategy 1: Strengthen partnerships with Friends and other community organizations to expand reach and extend resources
- » Strategy 2: Continue providing exceptional customer service that exceeds expectations
- » Strategy 3: Lead and support our community's continued growth through bold literacy and lifelong learning initiatives

### GOAL #4: ENHANCE MARKETING/COMMUNICATIONS TO BOLSTER AWARENESS AND UNDERSTANDING.

*Leverage existing strengths to attract new users and increase the community's familiarity with the full range of materials and services.*

- » Strategy 1: Enhance existing marketing efforts to meet the community's preferences for email, text, and other digital communications
- » Strategy 2: Create marketing plan to review, evaluate, and improve current efforts
- » Strategy 3: Evaluate staffing needs to ensure high-quality, consistent and effective strategic communication

## ACTION STEPS

## SHORT-TERM

## LONG-TERM

### GOAL #1: STRENGTHEN ENGAGEMENT WITH UN- AND UNDER-SERVED COMMUNITY MEMBERS.

Attract new users by ensuring linguistic and cultural relevance to all community members.

**Strategy 1:** Increase collection to align with demographic shifts

**Strategy 2:** Increase outreach to non- and limited English-speakers within the community

**Strategy 3:** Examine and reconsider library policies to ensure inclusive access

**Strategy 4:** Ensure staff has the capacity to meet the needs of our diverse community

- » Identify a bilingual storytime lead
- » Shift Spanish language section to more prominent location
- » Work to be a welcoming place to people new to Le Mars
- » Add more support materials for English Language Learners and promote collection to local organizations.

- » Identify community partners to assist in outreach to unserved/underserved populations
- » Ask community partners to help promote Summer Reading Program

- » Provide Trustees with training on the impact of library policies
- » Research best practices regarding how other libraries have increased access

- » Locate online training options to promote EDI
- » Encourage training current staff in Spanish, specifically in library operations vocabulary, and hiring more multilingual staff

- » Provide bilingual story time for Summer Reading 2022

- » Set-up a community task force with partners to meet regularly and discuss needs of new residents/underserved residents.
- » Implement programs using our language resources: Multilingual Club, ELL Conversation group, etc.

- » Create a schedule to revise current policies at Monthly Board meetings.

- » Work with the city to provide city-wide training on diversity
- » Have Spanish/other language speaking staff on staff for most open hours in a week

### GOAL #2: EXPAND ACCESS TO TECHNOLOGY.

Increase technology literacy of users of all ages to effectively use technology to communicate and access information.

**Strategy 1:** Expand e-library and publicize availability of e-materials

**Strategy 2:** Facilitate access to technology appropriate for users of different skill levels

**Strategy 3:** Ensure staff have the skills to support public use of e-resources and technology

- » Develop a schedule to promote eResources
- » Create classes focusing on the use of library resources from devices to support promotion.

- » Determine high impact/low effort options. (eBooks, Databases)
- » Identify staff with skills to provide this training

- » Encourage staff to attend online training sessions on eResources
- » Have select staff take necessary training.

- » Take training for eResources off-site to engage schools, businesses, etc.

- » Develop a calendar for classes to be held in Fall 2022/Winter 2023
- » Determine next level of high impact/moderate effort classes to target on next level of training
- » Offer designated hours each week for some staff to be available for walk-in technology assistance, or scheduling a staff member by appointment for assistance.

- » Encourage staff to have competency in all in-house technologies, as well as databases

## SHORT-TERM

## LONG-TERM

### GOAL #3: SERVE THE COMMUNITY BY BOLDLY PURSUING EXCELLENCE AND GROWTH.

*Leverage the strong support of the Le Mars community to enhance the library's value to our users.*

**Strategy 1:** Strengthen partnerships with Friends and other community organizations to expand reach and extend resources

**Strategy 2:** Continue providing exceptional customer service that exceeds expectations

**Strategy 3:** Lead and support our community's continued growth through bold literacy and lifelong learning initiatives

- » Equip trustees with the resources to promote the library in the community (video clips/handouts/brochures, etc.)
- » Designate a library representative to attend downtown planning sessions, etc.
- » Equip staff to provide training on library resources off-site (Head Start/Schools/Businesses)

- » Continue to train staff on customer service, including helping with reader's advisory and e-resources
- » Provide effective on-boarding / staff orientation
- » Assess library staff pay in current economic climate
- » Assess methods of staff recruitment and retention and areas for improvement

- » Attend regional, state and national conferences to gain ideas for implementation

- » Set a target of 2 presentations per Trustee for FY23

- » Continue to provide adequate staffing for library hours & programs

### GOAL #4: ENHANCE MARKETING/COMMUNICATIONS TO BOLSTER AWARENESS AND UNDERSTANDING.

*Leverage existing strengths to attract new users and increase the community's familiarity with the full range of materials and services.*

**Strategy 1:** Enhance existing marketing efforts to meet the community's preferences for email, text, and other digital communications

**Strategy 2:** Create marketing plan to review, evaluate, and improve current efforts

**Strategy 3:** Evaluate staffing needs to ensure high-quality, consistent and effective strategic communication

- » Evaluate strengths and weaknesses of library website
- » Create plan for an email newsletter, also available through the website

- » Research existing library marketing plans
- » Identify components of marketing plan
- » Assess effectiveness of library brand and messaging and if it is consistent among our print, in-house, and online resources

- » Benchmark the library against peers in state & nation wide.
- » Evaluate internal communication and find any areas for improvement.

- » Ensure email newsletter has plenty of content for release on at least a quarterly basis.
- » Change website layout and information to best serve the needs of patrons.

- » Develop marketing plan with goals
- » Update existing materials to reflect vision and brand of library, including but not limited to the website, brochure, and social media posts

## EVALUATION

## DESIRED OUTCOMES

## INDICATORS

## SOURCES

### GOAL #1: STRENGTHEN ENGAGEMENT WITH UN- AND UNDER-SERVED COMMUNITY MEMBERS.

Attract new users by ensuring linguistic and cultural relevance to all community members.

Increased library usage by underserved community members

1. 10% of Summer Reading participants are first-time participants each year.
2. 75% of Summer Reading survey respondents will report that they want to use the library more often.

» Project Outcome  
» Staff survey  
» Circulation statistics  
» Summer Reading participant data

### GOAL #2: EXPAND ACCESS TO TECHNOLOGY.

Increase technology literacy of users of all ages to effectively and appropriately use technology to communicate and access information.

Increased technology and information literacy within the Le Mars community

1. 75% of digital learning participants will report that they feel more knowledgeable about using digital resources.
2. Usage of e-materials will increase by 25% in three years.

» Project Outcome  
» Staff survey  
» E-material circulation statistics

### GOAL #3: SERVE THE COMMUNITY BY BOLDLY PURSUING EXCELLENCE AND GROWTH.

Leverage the strong support of the Le Mars community to enhance the library's value to our users.

Continue offering and attracting participants in robust learning opportunities and resources.

1. 80% of 1,000 Books Before Kindergarten participants will report that they used additional library resources.
2. 75% of education/lifelong learning survey respondents will report that they intend to apply what they just learned.
3. 75% of education/lifelong learning survey respondents will report that they learned something new and helpful.

» Project Outcome  
» Annual customer service survey

### GOAL #4: ENHANCE MARKETING/COMMUNICATIONS TO BOLSTER AWARENESS AND UNDERSTANDING.

Leverage existing strengths to attract new users and increase the community's familiarity with the full range of materials and services.

Increased awareness of library's resources, services, and programs.

1. 75% of education/lifelong learning survey respondents will report that they are more aware of resources and services provided by the library.
2. Le Mars Public Library Facebook followers will increase by 10% each year.
3. The library will embrace one new social media platform

» Project Outcome  
» Social media statistics and website usage