**West Point Public Library**

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**Strategic Plan 2019-2024**

*Approved by the West Point Public Library Board of Trustees on*

*March 5, 2019*

**Mission Statement**

The mission of the West Point Public Library is to enrich the quality of life in the community by supporting lifelong learning, stimulating a desire to read, and serving community needs.

**Community**

West Point is located in Lee County in Southeast Iowa. The population of West Point has shown a slight decrease since the 2000 Federal Census. Based on the 2010 Federal Census, the current population is estimated at 966. The community is fairly balanced with no significantly large population of any particular age group. The residents of West Point are predominantly white. English is the principal language spoken in the community.

There is one licensed daycare center and one preschool in West Point. Parents also rely on in-home daycare providers. The children of West Point have a variety of public and private options for attending school. Children living in West Point fall within the Ft. Madison School district with all schools being located in Ft. Madison. Another option is Holy Trinity Catholic, with schools located in West Point and Ft. Madison. In addition, some parents choose to open enroll their children to other surrounding community school districts. It is estimated that there are 3 home school families in the community. Excluding preschoolers, approximately 12% of the population is school age.

The community’s main employers include Merschman Seed, Arctic Glacier, and Holy Trinity Catholic Schools. Because of our close proximity to larger towns, Ft. Madison, Mt. Pleasant, Keokuk, and Burlington, most residents choose to commute. Median income in this community is below both state and national averages. Unemployment is slightly higher than the state average.

The community boasts many amenities. Local organizations include West Point Community Club, West Point Development Group, American Legion, and West Point Public Library Foundation. There are also two churches in town as well as three recreational areas, including the West Point Town Square, South Park, and Pollmiller Park. The citizens take pride in the many amenities provided by their community, varied community groups, and their Catholic school system.

**Introduction**

In October 2018, the Board of Trustees of the West Point Public Library initiated the Strategic Planning Processes for the City of West Point, IA. The library board wanted the plan to reflect the needs of the community as a whole so they formed a Community Planning Committee of 18 individuals. This committee worked to envision the future of the city and provide direction for the library’s operations for the next five years.

Throughout the planning process, Becky Heil of Iowa Library Services, facilitated committee and Board meetings and provided expertise. She utilized the Public Association’s Planning for Results model, specifically by using the 2008 edition of *Strategic Planning for Results*.

During the first Community Planning Committee meeting, the members discussed the current strengths and weaknesses of West Point and envisioned what they would like the city to be like in the future. This in turn created a list of needs that would need to be addressed in order to fulfill these aspirations.

At the second Community Planning Committee meeting, the members reviewed the list of needs they previously created and discussed ways in which the West Point Public Library could provide services to satisfy those needs. At this meeting, the Committee formed a consensus on four services areas where they thought the library should focus:

* Know Your Community: Community Resources and Services
* Create Young Readers: Early Literacy
* Stimulate Imagination: Reading, Viewing, and Listening for Pleasure
* Satisfy Curiosity: Lifelong learning

The Trustees used these service responses as the foundation for the strategic plan. This plan outlines goals, objective, and activities that will help library staff meet the needs identified during the committee meeting. The West Point Public Library Strategic Plan is submitted as a written endeavor to accomplish the goals set forth by the community committee members.

**Planning Committee**

The West Point Public Library Board of Trustees invited residents and stakeholders of West Point, IA, as well as citizens of our contracted towns, to participate in the 2019 Strategic Planning sessions.

**Community Planning Committee Members**

Rebecca Hannum Geoff Overton

Christie Kempker Kara Overton

Maureen Kieler Nancy Panther

Lindsey Krogmeier Donna Pieper

Jill Kruse Sue Powell

Phil Kruse Melanie Schierbrock

Gary Menke Jamie Walden

Suzan Menke Paul Walker

Helen Moeller Mary Beth Walker

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Dara Sanders, Director

Becky Sanders, Assistant Librarian

Ronda O’Keefe, Assistant Librarian

\*Updated on 3/9/2021

**Service Responses, Goals, and Objectives**

**Know Your Community: Community Resources and Services**

*Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.*

**Goal #1: Citizens will rely on the library for information about community events and organizations.**

Objective 1: Director and Staff will maintain an up to date library website.

* Explore current website – 2019 (achieved 2019)
* Participate in online training PLOW webinars – 2019 – 2024 (achieved 2020)
* Evaluate/change current website features – 2019-2020 (achieved 2019-2021)
* Utilize the calendar and news feature – 2020 (calendar 2020-21)
* Create a page on the library’s website linking to community events, organizations, and resources – 2021(2021 link to city website)
* Include up to date Library information on City website – 2022 (city has new website 2021)

Objective 2: Travel brochure displays will be updated.

* Weed displays for outdated brochures and information – 2019 (achieved 2019)
* Contact local tourism centers to send new travel brochures – 2019 (achieved 2019-20)
* Promote tourism on social media and website - 2020

**Goal #2: Residents find a variety of ways to learn about the library.**

Objective 1: A new logo will be developed for the West Point Public Library.

* Seek volunteers to help design logo – 2020
* Introduce Logo - 2021
* Begin to use logo on letterhead, policies, website, etc. – 2022

Objective 2: Promote the library in community and contracting towns.

* Update library brochure – 2019 (achieved 2019, 2020, 2021)
* Distribute library brochure to contracting towns - 2020
* Attend yearly board meeting in contracting towns – 2021

**Goal #3: Students are aware of library resources.**

Objective 1: Partner with Lee county librarians to increase awareness of local libraries in schools.

* Meet with other librarians and discuss possible opportunities - 2020
* Visit local schools to promote Summer Reading Program – Summer 2021 (2021 due to COVID send flyers, including to Community Preschools/Daycare)
* Create “Did you know” flyers and distribute to local schools, preschools, and daycares - 2022

Objective 2: Provide in-service to teachers and/or students at local schools

* Local school will take one field trip to library per year – 2019 (Spring 2019 3rd grade HTC)
* Develop library scavenger hunt for kids to “get to know” the library - 2019 (achieved 2019)
* Provide in service to teachers and/or students focusing e-books/audiobooks (Overdrive/Libby apps), library website including kids catalog, data bases, at least once a year – 2021

**Goal #4: Patrons will have equal access to library materials and resources. (New added 3/2022)**

Objective 1: Library will go fine free.

* Library director will attend webinars and gather research on going fine free – 2021 (done 2021)
* Library director will present board with information on going fine free – 2022 (in process 1/2022)
* Library director and board will update fine portion of the circulation policy – 2022
* Library will develop a “guilt jar” for people who would like to donate for overdues – 2022
* Library will advertise new policy to community – 2022-23

**CREATE YOUNG READERS: Early Literacy**

*Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.*

**Goal #1: All West Point preschoolers have access to quality, age appropriate books.**

Objective 1: Investigate early childhood programming for library.

* Initiate a Read Aloud 15 Minutes Program - 2020
* Investigate Dolly Parton’s Imagination Library - 2021
* Investigate 1,000 books before Kindergarten program - 2021
* Chose program and initiate implementation in - 2022
* Program fully implemented – 2023

Objective 2: Provide children access to books in various locations around the community.

* Contribute donated books to local food pantry – 2019 (achieved 2019, 2020)
* Contribute books to Little Free Libraries in the community - 2019
* Discuss implementation of Little Free Libraries in Houghton/St. Paul - 2020
* Contribute donated children’s books to local daycare/preschools – 2020 (2021-22 food pantry)
* Visit local preschool one time a month to read age appropriate stories and focus on literacy development - 2021

**Goal #2: Early elementary age children find resources and services to satisfy their interests.**

Objective 1: Library has engaging materials for kids.

* Purchase books that are stimulating and cover a variety of topics - 2019-2024 (achieved)
* Explore the idea of creating activity kits – 2020 (achieved)
* Contact ISU/IPTV as possible resources to borrow/purchase activity kits – 2020 (2020-2021 achieved through ISU Extension and SE Regional STEM Program)
* Based on the information found, borrow or purchase materials to make at least 5 activity kits available for checkout – 2021 (achieved 12 backpacks 2020-21)
* Purchase a storage system to house back packs – 2022 (2020-21 used book shelf)

Objective 2: Increase children’s access to age appropriate STEM and technology.

* Sign Up for Free Library ABC Mouse account and download to public computers and tablets - 2019
* Advertise ABC Mouse - 2019
* Investigate museum and park passes and purchase if practical – 2020 (achieved purchased Putnam Museum Pass 2019, 2021, and 2022)
* Purchase one AWE station and, if needed, secure funding – 2021 (achieved purchased 2020)
* Buy/Develop maker space kit to be used in library – 2022

**STIMULATE IMAGINATION: Reading, Viewing, and Listening for Pleasure**

*Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.*

**SATISFY CURIOSITY: Lifelong Learning**

*Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.*

**Goal #1: Seniors remain healthy and engaged by participating in activities.**

Objective 1: Establish a variety of programs for Seniors at the library.

* Survey the community to learn the topics which generate the most interest at least once every three years – 2019 (achieved 2019)
* Participate in Geri Fit Study and continue weekly exercise program – 2019 (achieved 2019-20)
* Every month provide a least one program including, but not limited to games, crafts, lectures, community/cemetery tours, community education, etc. – 2019 (achieved 2019-3/2020 when COVID cancelled all programs, resumed 2021-22)
* Survey participants concerning their experiences at 50% of the library programs – 2020
* Develop and implement a multi-generational program twice a year – 2021 (held one in Summer of 2021 Chalk the Walk)
* Establish a weekly walking club - 2022

**Goal #2: Patrons find a well-organized, up to date collection of materials and resources.**

Objective 1: Library will regularly weed materials that are noncirculating, outdated, and/or damaged.

* Develop weeding schedule – 2019 (achieved 2019)
* Library will be weeded using Crew Manual recommendations, every three years – 2020 (ongoing 2019, 2020, 2021, 2022)
* Materials in series will be numbered accordingly – 2020 (ongoing 2019, 2020, 2021, 2022)

Objective 2: Library policies will be reviewed and updated.

* Policy update schedule will be revised – 2019
* Circulation, Collection, Personnel, and Internet use policies will be updated – 2020 (achieved 2020)
* One policy per month will be updated and presented to board for approval – 2021
* Policies will be added to website – 2022 (achieved 2020-21 with up to date policies and strategic plan)

Objective 3: Staff will be trained on Readers Advisory

* Train staff on use of Books and Authors database – 2021 (no longer have access to that data base)
* Director will Investigate Novelist – 2022 (achieved, added Syndetics Unbound through Apollo)

**Goal #3: Citizens learn how to utilize electronic resources**.

Objective 1: Staff and patrons will be trained on electronic resources.

* Staff will be trained on use of Bridges and related apps (Overdrive and Libby) – 2019 (achieved 2019)
* Staff will be trained on use of Brainfuse – 2019 (watched webinar 2021-22)
* Staff will be trained on use of Gale, Credo, and Transparent Language Data bases – 2020 (data bases no longer available)
* Staff will watch webinars and complete tutorials on data bases. – 2021 (data bases no longer available)
* Director and staff will make Library display of available data bases and electronic resources – 2021 (achieved 2020 through flyer)
* Hold at least once class per year at the library targeting available electronic resources at the library – 2022 (2022 holding FaceTime and Zoom 101 class)

Objective 2: Library card application procedures will be streamlined.

* Director will write new library card procedures – 2019 (achieved 2020)
* Director will develop new library applications – 2019 (achieved 2020)
* Member types and borrower types will be revised within Apollo – 2019 (achieved 2020, added Probationary))
* Library card applications and photo ID’s will be uploaded to Apollo – 2020 (achieved 2021 with applications and photo’s, not IDs)

**Goal #4: Adults find a variety of programs, displays, and collections that satisfy their interests.**

Objective 1: Adults will participate in Summer Reading Programs.

* Create reading/activity log for summer program – 2019 (achieved 2019, 2020, 2021, 2022)
* Offer at least two adult specific programs during the summer – 2020 (no programming due to COVID, will try in 2021; held one adult programs in summer 2021 Painting Party)
* Develop one inter-generational summer program for families – 2021

Objective 2: Adults will have programs and services which allow for the exploration of topics of personal interest and lifelong learning.

* Librarians will weed non-fiction section – 2019 (achieved 2019-20)
* Librarians will replace/add to collection in popular interest areas – 2020 (achieved 2019, 2020, 2021, 2022)
* Librarian will assist museum in changing out displays on a yearly basis - 2021
* Survey the community to learn the topics that generate the most interest at least once every three years - 2021
* Every other month a program will be provided on a variety of topics including but not limited to lectures, hands-on activities, community tours, community education, etc. – 2022 (Starting Spring 2022, with possible partnership with Lee County Extension for Coffee and Conversations)
* Have a display of relevant collection items present during adult programs – 2022

**Strategic Plan Evaluation**

The West Point Public Library Board will evaluate this strategic plan during its regularly scheduled March meeting. The board will evaluate the progress made toward achieving this plan’s goals and objectives by reviewing areas of success, as well as determining whether unmet goals/objectives are still valid and relevant to the library’s mission.

The West Point Public Library Board will also evaluate whether new goals and/or objectives should be added to meet additional community needs. (Added 3/2022)

Reviewed 3/10/2020

Reviewed and updated 3/09/2021

Reviewed and updated 3/08/2022