Stubbs Memorial Library Strategic Plan 2019-2023

Mission Statement:

The Stubbs Memorial Library seeks to educate, empower, and enrich our community and our county by providing equal access to information, celebrating ideas, and connecting lives.

Data Collection:

The Community of Holstein was incorporated in 1882. The 2010 census lists the population as 1,396. The population of Holstein is expected to face 3 major demographic trends: it is young; it is aging, and becoming more culturally diverse. These demographics recommend specific needs for each category. Economically, Holstein is currently displaying a higher rate of unemployment, which implies the use of the library as an informational and material access point.

Data collected from the following sources has aided in the creation of the following library objectives for this strategic plan.

Simpco City of Holstein Comprehensive Plan 2017

Edge Assessment and Peer Review: October 2018

Avenue O Properties Space assessment June 2019

Further data will be collected from these sources when they have been completed.

Iowa Economic Development analysis June 2020

US Census 2020

Goal A: Collection Development:

Residents will have access to relevant and updated materials, both print and non-print.

Objectives:

1. By Fall 2023, the library will have updated the nonfiction sections of the Juvenile and Adult collections.
2. Regular weeding of titles three times a year according to ALA criteria and best practices.
3. Each year the library will increase non-print materials collection by at least 2%.
4. Re-evaluate current online resources/services for community need and relevance by Spring 2021.

Goal B: Technology:

Residents will have access to current technology and equipment.

Objectives:

1. To update and transfer website content from older PLOW platform to Concrete5 by April 2020.
2. Build a collection of cold spares of devices and device components by Winter 2021, in case of non-operational devices.
3. Update all 4 tablet devices by Spring 2022.
4. Replace current fax machine with an updated model by Spring 2020.
5. Advocate with City leaders to maintain free internet access beyond regular library hours each year.

Goal C: Services:

Residents will enjoy and have access to a variety of services and programs.

Objectives:

1. Set in place a program of annual staff training to serve and recognize patrons with disabilities by Fall 2021.
2. Begin digitalizing of the library’s Holstein Advance newspaper collection for better patron access. Completed January 2020.
3. Create a new, monthly program for adults by Summer 2020.
4. Create a new, monthly program for children ages k-5th grade by Fall 2021.
5. Create a new program for Teens ages 6th-12th grade by Summer 2021.

Goal D: Community Relations:

Residents will be aware of the library partnering with other community organizations and institutions in community betterment projects.

Objectives:

1. Add branding of other community organizations that help sponsor library programs by Summer 2020.
2. Library social media will be updated at least 2 times a week each month.
3. The director will attend 3 regular City Council meetings other than the annual budget proposal each year.
4. The director will attend at least 8 meetings of the Holstein Chamber of Commerce each year.

Goal E: Building:

Residents will enjoy an accessible, aesthetically pleasing, and efficient building.

Objectives:

1. Replace current toilet fixture in Men’s room by Fall 2022.
2. Wash and Repaint library exterior by Spring 2022.
3. Replace the library roof by Summer 2021.
4. Replace interior lighting with energy efficient LED lights by Spring 2020. Completed November 2019.
5. Update library seating furniture by Fall 2022.
6. By Winter 2023, the library will alter or replace the current circulation counter with a counter that follows ADA requirements for disability accessibility.
7. Perform a library space assessment by Summer 2019. Completed June 2019.
8. Replace current filing cabinet with a fire-proof filing cabinet for fire safety and confidentially by Fall 2023.
9. Install a fire-proof drop-box to replace current wooden box by Fall 2023.

This plan will be reviewed each February to discuss achievement and add objectives.

Reviewed and updated: 2/24/2020