

SUBJECT: STRATEGIC PLAN OF SERVICE FY 2022 - 2024

1. **PURPOSE:** To set overall goals for the library and to provide a plan to accomplish them.
2. **SCOPE:** This plan provides the library staff and board members a unified framework to aid in making choices, establishing priorities, allocating resources to strategic initiatives, and coordinating to achieve desired results.
3. **GENERAL:** The Readlyn Community Library strives for continuous improvement by adapting to patron's ever-changing needs and advancements in technology.
4. **RESPONSIBILITIES:**
 - a. Library Board of Trustees will:
 - i. Develop and approve the library goals and measurable objectives
 - b. Library Director will:
 - i. Develop policies and programming in support of set goals
 - ii. Ensure all staff and volunteers know and understand library strategic goals
 - iii. Collect community data and monitor for significant shifts and/or changes
 - iv. Track and report goal progress to the Library Board
 - c. Library Staff will:
 - i. Be aware of and strive to accomplish library goals and objectives
5. **COMMUNITY DATA:**
 - a. General:
 - i. Located in Bremer County in Northeast Iowa, Readlyn offers the beauty of northeast Iowa with its surrounding fertile fields, clean air and welcoming community. The spirit and pride of the residents are evident in Readlyn, which boasts an enviable quality of life. The friendly, educated, community-minded people are Readlyn's most valuable resource.
 - ii. Readlyn boasts a new elementary school completed in 2010, paved bike trail, fiber optic internet connection, local police, fire, and emergency responder departments, public and private pre-school opportunities, several churches, and recreational activities on the Wapsipinicon River.
 - b. Population/Demographics:
 1. In 2020, Readlyn, IA had a population of 845 people and increase of 4.6% from 2010
 2. The median age is 40.3 and the median household income is \$69,750
 3. The largest ethnic groups in Readlyn are:
 - a. White (Non-Hispanic) (94.7%)

- b. White (Hispanic) (4.87%)
 - c. Asian (Non-Hispanic) (0.385%)
 - 4. No households speak a non-English language at home as their primary language
 - 5. 98.7% of residents are U.S. citizens
 - 6. The median property value in Readlyn, IA is \$130,400, and the homeownership rate is 91%
 - 7. Most individuals drive alone to work, and the average commute time is 27.3 minutes
- c. Community Needs Assessment
 - i. Formal Survey
 - 1. Paper questionnaire/written response
 - 2. Limited community response
 - 3. Sample group too small to determine significant patterns
 - ii. Informal Survey
 - 1. Large white board at library entrance
 - 2. No community response
 - iii. Customer Satisfaction Survey
 - 1. Paper questionnaire/categories ranked 1 – 5
 - 2. Best community response
 - 3. Patrons were extremely satisfied with staff, services, and programs offered
 - iv. Outreach
 - 1. Multiple Newspaper ads
 - a. Provided library phone number and email address
 - b. Asked for any suggestions on programming and/or services
 - c. No community response

6. MISSION STATEMENT:

- a. Our purpose is to provide free and equitable access to services, materials, and resources to meet the informational, cultural, educational, and recreational needs of patrons within the City of Readlyn and the surrounding area.

7. LIBRARY GOALS:

- a. Know Your Community
 - i. Goal: Create a community information packet for reference to area services and conveniences
 - ii. Action Steps
 - 1. Solicit support from stakeholders to aid product creation and dissemination
 - 2. Contact local organizations and businesses for information to be included

3. Update product as need to maintain accuracy and relevance
4. Create distribution plan to ensure new resident receive community information
- iii. Completion Goal
 1. Data collection; End of Year Mid-year (MDY) 2022
 2. Production creation; End of Year (EOY) 2022
 3. Product updates; Ongoing
- b. Institutional Capacity
 - i. Goal: Improve the knowledge of library staff and board to continue providing excellent services to our community.
 - ii. Action Steps
 1. Create Iowa Learns account for all staff and board members
 2. Increase attendance of online learning opportunities including: webinars, conferences, self-paced courses, and webcasts
 3. Encourage board member participation in all available training opportunities
 4. Garner certifications for all employees
 5. Develop and implement in-house training tracker
 6. Incentivize training, certification, and self-development
 - iii. Completion Goal
 1. Iowa Learns Accounts; Mid-year (MDY) 2022
 2. Increase Online Training; EOY 2022
 3. Develop/Implement Tracker; EOY 2022
 4. Encourage Board Participation; Ongoing
 5. Employee Certification; EOY 2023
 6. Incentivization Program; EOY 2023
- c. Lifelong Learning
 - i. Goal: Provide the most up to date, relevant, accurate, and timely information, materials, and resources to our patrons in a way that adds value to their lives
 - ii. Actions Steps
 1. Acquire and maintain up to date technology
 2. Develop and provide training for individuals at all stages of life
 3. Expand knowledge of and provide new electronic resources
 4. Collaborate and provide joint programs with local schools and/or organizations
 - iii. Completion Goal
 1. Develop 3d printing programs for adults and children; EOY 2022
 2. Increase availability of online resources; EOY 2023
 3. Update computer hardware resources; EOY 2023
 4. Develop inter-organizational programs; MDY 2024