

LONG RANGE PLAN

MISSION STATEMENT:

The Jesup Public Library promotes literacy, cultural engagement, lifelong learning, and personal development for audiences of all backgrounds and ages by providing collections and services that educate, inform, inspire, enrich and entertain. The Library supports community engagement and serves as a public commons where community members can connect and share ideas. It is dedicated to the principles of professional service, equal opportunity, and intellectual freedom.

GOAL 1:

THE JESUP PUBLIC LIBRARY WILL MEET OR EXCEED THE MINIMUM PERFORMANCE STANDARDS ESTABLISHED BY THE STATE LIBRARY OF IOWA TO BE AN ACCREDITED LIBRARY.

Objective 1:

The Jesup Public Library has been accredited since 1992 and will renew this accreditation every three years.

Strategies

The library director and staff will keep the statistics and surveys needed and keep the Board of Trustees abreast of necessary requirements to obtain accreditation.

Objective 2:

The Jesup Public Library will review the full Bylaws every three years – next review, March 2018.

Strategies

The library director and board president will present to the full board any suggestions for change. The board can then add to them or accept the Bylaws as written.

GOAL 2:

THE BOARD OF TRUSTEES WILL REMAIN APPRISED OF CURRENT ISSUES IN LOCAL, STATE AND NATIONAL LEGISLATION AND ACTIVELY PARTICIPATE IN THE PROMOTION OF PUBLIC LIBRARIES.

Objective 1:

At Board of Trustee meetings, the library director will brief trustees on upcoming events or issues.

Strategies

The library director and staff will read pertinent materials such as *Catalyst*, *Library Journal* and other professional journals and trade publications, etc. to keep informed on current topics.

GOAL 3:

THE LIBRARY STAFF AND BOARD MEMBERS WILL PARTICIPATE IN CONTINUING EDUCATION AND INSTRUCTIONAL WORKSHOPS TO ENSURE THAT THEY ARE QUALIFIED TO DELIVER SERVICES THAT REFLECT THE MOST RECENT DEVELOPMENTS IN TECHNOLOGY AND INFORMATION SERVICES.

Objective 1:

- A) An adequate amount of the annual budget will be allocated for continuing education and related travel expenses with staff members expected to earn a minimum of 15 continuing education units (CE's) per year.
- B) At least two staff members will be expected to maintain Iowa certification.

Strategies:

The library board will work toward maintaining funding from the city and county to maintain an adequate amount in the continuing education line item.

Objective 2:

Each Board of Trustee member will attend two library related meetings or classes per year.

Strategies:

The director will send out e-mails pertaining to up-coming educational opportunities.

GOAL 4:

THE LIBRARY WILL RESPOND TO CHANGING PATRON NEEDS IN DEVELOPING NEW SERVICES AND REVISING CURRENT ONES.

Objective 1:

The Board of Trustees will survey the community every other year in odd numbered Fiscal Years with the next survey to occur in FY2017.

Strategies

The board will approve an instrument to measure services desired, satisfaction with services now rendered and general comments on the library and staff.

Objective 2:

The library will offer adult programming and present a minimum of four programs per year.

Strategies

The library director and board will work with the Iowa State Extension Service, AEA 267, Hawkeye Community College and other available agencies to present programs that will interest a variety of people.

GOAL 5:

THE LIBRARY STAFF AND BOARD OF TRUSTEES WILL DISSEMINATE INFORMATION CONCERNING THE LIBRARY'S MISSION, ITS PROGRAMS AND RESOURCES.

Objective 1:

The library director will submit a monthly report to the city council which summarizes circulation, programming and budget information. A copy of this report will be posted in the library for patron review.

Strategies:

The library director will attend city council meetings and be prepared to answer questions at that time on happenings in the library.

Objective 2:

One of the library staff members will write a weekly article for the local newspaper concerning the library's collection and programming. The article will also be posted on the library bulletin board.

Strategies:

Book reviews, books on CD reviews, new additions to the library collection and weekly activities will be covered in the article.

Objective 3:

The Board of Trustees will sponsor or co-sponsor a minimum of six events per year that will encourage the public's presence in the library.

Strategies:

The library staff will suggest a list of possible events to the Board of Trustees including such things as family storytellers, story hours, quilt show, Christmas coffee, etc.

GOAL 6:

THE LIBRARY BOARD OF TRUSTEES WILL ENCOURAGE FRIENDS OF THE LIBRARY AND THE ENDOWMENT INVESTMENT COMMITTEE TO CONTINUE TO RAISE FUNDS FOR THE PUBLIC LIBRARY.

Objective 1:

The Board of Trustees will publish information pertaining to these two organizations.

Strategies:

The Board of Trustees will print and distribute brochures explaining the purpose of each group.

The library director will offer the Endowment Fund as an option to those giving memorials and bequests to the library.

GOAL 7:

THE LIBRARY DIRECTOR AND BOARD OF TRUSTEES WILL STRIVE TO INCREASE CIRCULATION OF LIBRARY MATERIALS.

Objective 1:

The director of the library and board shall strive to increase circulation of library materials by 5% over the preceding year.

Strategies:

The director will actively seek out elementary students who do not possess a library card and assist them in obtaining one.

The library shall offer programs that correspond with materials available in the library.

GOAL 8:

THE LIBRARY WILL PROVIDE THE COMMUNITY WITH A TRAINED AND HIGHLY MOTIVATED STAFF.

Objective 1:

Maintain a staff that believes in the Library's mission and values, consistently delivering excellent service to the community.

Strategies:

Provide training to appropriate library staff in areas such as customer service, time management, publicity and marketing, library resources and computer skills.

GOAL 9:

THE LIBRARY WILL PROVIDE AND EXPAND PRODUCTS, SERVICES AND PROGRAMS TO MEET THE NEED OF THE COMMUNITY.

Objective 1:

Increase attendance at programs by 5% each year.
Increase web site and social media visits by 10% each year.

Strategies:

Identify new initiatives that address the needs of the community and support the library's mission.

Expand or create programming for the following areas: Adult programs; Family programming, Story hours; Make and Take crafts; Teen Advisory Board; and Young Adult.

Partner with the schools, churches, Farmers Day and other groups to provide reading programs and activities for community members.

GOAL 10:

INCREASE PUBLIC AWARENESS AND MARKETING OF LIBRARY MATERIAL PRODUCTS, SERVICES AND PROGRAMS TO PROMOTE SUPPORT.

Objective 1:

Increase targeted promotional efforts by 25%.

Strategies:

Provide information to tax-payers, funders and possible future constituents of the library's value for personal and economic growth and the essential role of librarians as information professionals.

Educate the current library service population, the unserved population and possible future constituents on how the library procures tax revenues.

Objection 2:

Meet or exceed expectations of all types of patrons 95% of the time and increase dramatically the amount of people that think of the library as a preferred source for informational and recreational materials.

Strategies:

Encourage staff participation in community organizations and activities.

Foster an environment that supports community engagement and promotes the value added benefits the library offers.

Enhance the library board's ability to serve as advocates for the library.

Adopted:

February 27, 2017