



## 2024-2028 Vinton Public Library Strategic Plan

**Our Mission:** We provide a welcoming environment to grow and strengthen connections for everyone in our community.

**Our Vision:** We are dedicated to exceptional customer service and engaging our community. We enrich lives through access to resources, programs and collections that encourage lifelong learning and the love of reading.

Adopted by the Vinton Public Library Board of Trustees December 13<sup>th</sup>, 2023.

This plan was developed in accordance with the State Library of Iowa Standards of Accreditation. Our mission, vision, goals, and objectives were developed through data obtained through community surveys, and through input from our Library Director, staff, and patrons.

### **Circulation and Patron Engagement Goal:**

Ensure the library's active involvement in the community through strategic programming and dynamic reading initiatives, with the ultimate aim of elevating circulation statistics and fostering a culture of learning across all age groups.

- Objective 1: Our Library Director will report circulation statistics and trends to the Library Board monthly.
- Objective 2: We will be in the top 50% of libraries our size in circulation statistics.
- Objective 3: We will offer a minimum of 10 programs for ages 0-5 per month.
- Objective 4: We will offer a minimum of 2 programs for ages 6-11 per month.
- Objective 5: We will offer a minimum of 1 evening program for ages 12-18 per month.
- Objective 6: We will offer a minimum of 1 evening program for adults per month.
- Objective 7: We will host a summer reading program and a minimum of 1 reading program or challenge during the year.

### **Community Outreach Goal:**

Establish and fortify meaningful connections with community-based organizations, schools, and individuals, fostering a culture of awareness, satisfaction, and sustained support for library services through strategic outreach, events, and comprehensive communication.

- Objective 1: We will maintain relationships with at least 4 community-based organizations, including schools, that provide services for both youth and adults.
- Objective 2: We will attend a minimum of 2 community events during the year to promote library services and community outreach.
- Objective 3: We will maintain an average of 70% community awareness of library programs as measured by results from an annual survey.
- Objective 4: We will maintain an average of 75% satisfaction among individuals who attended programs as measured by results from an annual survey.
- Objective 5: We will maintain a line item in the budget for marketing expenses.

### **Facilities and Collection Goal:**

Enhance the library's impact and efficiency by expanding accessibility, optimizing our collection, and maintaining accreditation standards. Additionally we will maintain a high-quality building and grounds, thereby creating a welcoming and well-managed environment for the community.

- Objective 1: We will establish and maintain hours outside of regular 9am-5pm to better accommodate working adults.
- Objective 2: We will establish routine ground care including turf management.
- Objective 3: We will be in the top 80% of libraries our size in total collection size.
- Objective 4: We will perform an annual inventory of our full collection.
- Objective 5: We will maintain Tier 3 accreditation.

### **Staff and Volunteers Goal:**

Foster a thriving and empowered library team by establishing and maintaining staff endorsements and continuing education requirements, prioritizing staff development, and building a robust network of volunteers to enhance library operations and community engagement.

- Objective 1: We will establish and maintain staff endorsements and continuing education requirements as appropriate to each position.
- Objective 2: We will maintain a budget line item for staff development.
- Objective 3: We will establish and maintain a network of volunteers to assist in the operations of the library.