

HIAWATHA PUBLIC LIBRARY STRATEGIC PLAN

2022-2025



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DIRECTOR'S STATEMENT

In today's climate of public accountability, continual change, and reduced resources, a community-focused strategic plan is essential for effective library service. The Hiawatha Public Library has completed such a planning process.

Eunice Riesberg, the Northeast District Consultant for the State Library of Iowa, used *Strategic Planning for Results* by Sandra Nelson, the most up-to-date planning model for public libraries, developed by the Public Library Association and refined through practical application in libraries nationwide. The process emphasizes involving the community and setting priorities based on local needs. The plan is prepared by the library director and staff and approved by the library board of trustees. The plan is based on structured input from community stakeholders about local needs and priorities.

We recruited people from the community to join a group that discussed a community vision, needs list, and recommended service priorities for the library. The participation of community members, parents, and library users was especially valuable.

It is important to note that this is a strategic plan rather than a long-term plan. Our committee chose from 18 service responses for the library to focus on in the next three years. The plan includes specific goals, objectives, means of measurement, and the time frame of each objective.

The plan addresses three service responses, but we are not limited to them or to the goals and activities listed. We will continue to offer the same services and programs that you have come to rely on. However, this plan gives us specific direction for the next three years. We will revisit the plan continuously in order to check our progress, refine our expectations, and gauge the success and obstacles we encounter along the way.



MISSION STATEMENT

The mission of the Hiawatha Public Library is to strengthen the community and improve the quality of life by:

- Providing resources and programs that foster the creation of young readers
- Serving as a central source of information about programs, services, community agencies and organizations
- Welcoming new immigrants and refugees



Create Young Readers: Early Literacy

Target Audience –

The library's target audience is children birth to five and their parents, caregivers, and service providers who work with children ages birth to five.

Benefit –

Exposing children birth to five and their parents, caregivers, and service providers to early literacy practices such as reading, talking, singing, playing, and writing will better prepare children to write, read, and listen when they enter the school setting.

Goal –

The Hiawatha Public Library will provide children birth to five and their parents, caregivers, and service providers with resources dedicated to early literacy practices such as reading, talking, singing, playing, and writing which will better prepare children to write, read, and listen when they enter the school setting.



Objective 1–

The library will present story time programs and record attendance statistics 36x annually targeting children birth to five, their parents, caregivers, and service providers.

- Responsibility–Youth Services Librarian
- Measure– Number of preschoolers, parents and caregivers attending programs in the library
- Time frame–July 2022 through June 2025

Objective 2–

The library will present off-site story times 10x monthly and record statistics for preschoolers and teachers in attendance.

- Responsibility–Youth Services Librarian
- Measure–Number of off-site service providers and the number of preschoolers and teachers attending story time at off-site service provider locations
- Time frame–September 2022 through May 2023

Objective 3–

The library will acquire 25 circulating Wonderbooks, print books with ready-to-play audiobooks inside. The library will promote them to preschoolers, caregivers, parents, and service providers. Patrons will borrow them 100x by May 2023.

- Responsibility–Youth Services Librarian
- Measure–Number of Wonderbooks added and circulation statistics for the collection
- Time frame–September 2022 through May 2023



Know Your Community: Community Resources and Services

Target Audience–

The library's target audience includes teens, adults, seniors, and new residents.

Benefit–

Providing a free, central, trusted source of information about community resources facilitates connections between members of the community and local resource providers.

Goal–

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



Objective 1–

The library will implement collaboration with the *Unite Us* referral service. *Unite Us* aligns health and social care providers around a shared goal of improving community health outcomes by standardizing the language and process related to social care.

- Responsibility–Circulation Manager
- Measure– Statistics from *Unite Us* platform to track and monitor partner-to-partner referrals to ensure participants are fully connected to the services they need; annual evaluation of usage and successful referral
- Time frame–July 2022 through June 2025, Implementation by September 2022

Objective 2–

Librarians will develop, maintain, and distribute an information packet for teens, adults, seniors, and new community members.

- Responsibility–Library Director and Youth Services Librarian
- Measure–Number of information packets and number of materials included in the packets distributed to teens, adults, seniors, and new community members
- Time frame–September 2022 through June 2025



Objective 3–

Librarians will join and participate on two community task forces and committees involved in human services planning for the community.

- Responsibility–Library Director, Adult Services Librarian, Circulation Manager, and Youth Services Librarian
- Measure–Number of staff members participating, number and variety of agency collaborations, number of presentations to stakeholders
- Time Frame–July 2022 through June 2025

Objective 4–

Librarians will create quick-access reference resources in order for staff to provide commonly used forms and publications.

- Responsibility–Circulation Manager, Library Assistant, and Library Clerks
- Measure–Number of forms on the resource list and successfully retrieved publications
- Time Frame–July 2022 through June 2025



Welcome to the United States: Services for New Immigrants

Target Audience—

The library's target audience includes new immigrants and refugees.

Benefit—

Public library programs and services offer opportunities to help immigrants navigate daily life in unfamiliar surroundings and a new language. For example, language classes address the social determinants of health as they encourage social participation and community ties and help develop friendships.

Goal—

New immigrants will have information on citizenship, English Language Learning, employment, public schooling, health and safety, social services, and other topics new immigrants and refugees need to participate successfully in American life.



Objective 1–

The library will work to reestablish a partnership with the Catherine McCauley Center to provide two ESL sessions per week.

- Responsibility–Youth Services Librarian and Adult Programming Coordinator
- Measure–Number of sessions and number of participants
- Time frame–July 2022 through June 2025

Objective 2–

The library will develop an accessible, comprehensive webpage with links to a wide variety of resources for new immigrants and refugees.

- Responsibility–Library Director, Circulation Manager, and Library Assistant
- Measure–Number of resources included and number of hits on webpage
- Time Frame–July 2022 through June 2025



Objective 3–

Librarians will audit physical collections and digital resources to identify strengths and weaknesses in order to make decisions about collection building to fulfill the information needs of new immigrants and refugees. Librarians will identify respected review sources.


- Responsibility–Youth Services Librarian and Collection Development Librarian
- Measure–Number of resources identified as pertinent and current. Number of identified new resources; number of acquired new resources; usage numbers; items circulated; and webpage hits
- Time Frame–Audit, complete by December 2022; ongoing collection building with relevant materials which satisfy information and recreation needs of our particular, local refugee and immigrant community, 2023 through 2025

Objective 4–

Librarians will establish collaborative relationships with local schools to determine the varying needs of local immigrant families. Librarians will determine the library's role in supplementing existing organizations and making connections with specific groups of immigrants.

- Responsibility–Youth Services Librarian and Adult Programming Coordinator
- Measure–Number of identified needs, number of families served
- Time frame–Identify schools and establish relationships by December 2022; determine needs; identify current programs and resources; identify and provide additional programs, collections, and services to best meet the needs of this population of students and their families, 2023-2025





Thank you to all who served on the Strategic Planning Committee. You have given us good direction.

On a final note, we have finished our expansion and remodel project. It is a true asset for the City of Hiawatha.

The expanded library building is beautiful, spacious, and wonderfully full of people.

Thank you to all who offered support of any kind (money, advice, labor, laughter, strong bodies, big shoulders, brainpower, and cookies.)

Welcome to all! There's plenty of room!

Jeaneal Weeks, Library Director





Hiawatha Public Library