

Rock Valley Public Library's



Strategic Plan

2020-2025

OUR VISION

LEARN. DISCOVER. CREATE. CONNECT.

MISSION STATEMENT

The Rock Valley Public Library strives to serve and represent its unique community by providing a variety of materials, resources, and services to enrich individual minds and enhance lives.

OUR CORE VALUES

The Rock Valley Public Library seeks to accomplish our Mission and Vision by:

1. Being a warm and welcoming place for community members to gather.
2. Being actively engaged in the life of the community.
3. Employing a collaborative, creative, and positive staff focused on library users' interests and needs.
4. Being good stewards of the Rock Valley Public Library's financial and material resources.
5. Ensuring ready, equal, and equitable access to library materials.
6. Protecting confidentiality of library patron records.
7. Championing everyone's right to intellectual freedom.

Planning Committee

Nicole McCray, *Library Director*

Ada Orta, *Library Staff*

Michelle Hoogendoorn, *Library Staff*

Liza Van Surksum, *Board Representative*

Kelly Franje

Rachel Garland

Jacque Leloux

Lisa Ver Burg

Library Board of Trustees

Merle Wynia, *Board President*

Nancy Olivier, *Secretary*

Bruce Wright

Cheri Leusink

Greg Haubrich

Holly Haan

Kyle Spaans

Lynelle Schwien

Liza Van Surksum

Library Staff

Nicole McCray, *Director*

Ada Orta

Lily Netten

Michelle Hoogendoorn

Overview

In 2017, Library Director Nicole McCray wrote a grant to cover the cost of hiring a nationally acclaimed Library Space Needs Consultant, George Lawson. The Library Space Needs Consultant used a Population Study conducted by the City in 2015 to plan for future building/space plans. The library's physical space had not changed much over the last 20 years, while the community has kept growing. This study helped determine where the Rock Valley Public Library compared in both physical space, collection of materials, layout, and seating as compared to other libraries in the state of Iowa with the same size population. It was determined from this assessment that more space overall is needed, as well as a private meeting space and much more seating accommodations.

In 2018/19, library staff administered a survey specifically to Hispanic patrons in the community in an effort to gain more information on what types of programs they would be most interested in attending, as most of that demographic are not currently participating in Library Programs. Due to just offering the survey, and hiring a bilingual staff, it opened up more communication lines, and we are already seeing more participation; however we would also like to continue down the path of offering some of the programming that was preferred in the surveys.

In October of 2019, a Library Planning Committee was pulled together from members of the community, and in February 2020, the group, also including Library Staff and a Board Member Representative, met to wrap up the plans for the official Strategic Plan for 2020-2025.

Goal #1 Patrons will have a better sense of safety and comfort accommodations when visiting the library.

Objective #1 The Library Board of Trustees will work with the City of Rock Valley to:

- A. Explore the issue of ice accumulating on the North (and East) sides of the building and find a solution to eliminate those safety concerns.
- B. Update the bathrooms with automated flushing toilets, sinks, soap dispensers and securely re-attach diaper changing tables.
- C. Add additional seating spaces inside the library for both adults and children (including seating for adults in children's spaces).

Goal #2 Patrons will experience accommodations and an awareness through technology advancements that promote library events and updates.

Objective #1 The Director and Library Board of Trustees will work together to find a solution for patrons to print from their mobile devices without causing a risk to security on our network.

Objective #2 The Director will work with Premier Communications (or other specified technology services) to promote library events and updates through a slideshow on a TV or monitor hung in a visible location in the library.

Objective #3 The Director and Library Board of Trustees will form a committee to enhance and develop a new website that can be easily monitored and updated with Library Information, events and promotions with easier public accessibility.

Goal #3 Students and Patrons of the Rock Valley Library will have access to a private meeting space for studying, visitations, skype/facetime chats, and small business meetings.

Objective #1 The Director and Library Board of Trustees will develop a solution to provide a private meeting space for smaller groups and patrons to utilize upon request.

Goal #4 Patrons will continue to enjoy library events that promote health and wellness, on-trend projects/crafts, educational experiences for all ages and fun for the whole family.

Objective #1 The library will continue to offer Book Clubs, Educational and Historical Speakers as well as on-trend projects/crafts to increase Adult engagement in library events.

- A. The Director will work with Library Staff to offer a children's storytime or event at the same time as an Adult event for more Adult engagement and participation in events.

Objective #2 The library will continue and increase the number of monthly events and programs for children including storytimes, and pop-in-playdays, as well as programs for children to attend after school.

Objective #3 The library will host some bilingual events for Spanish Speaking adults and children.

- B. For Parents— the importance of reading to your child and why they should participate in Summer Reading Program and participate in library events throughout the year.
- C. For smaller children—a bilingual storytime to get them acclimated and comfortable in the library setting.

Objective #4 The Director and Library Staff will continue to look for ways to network and engage with the community through opportunities of outreach (ex: Shepherd's Table, School Visits, Pop Up Storytimes, etc.).