

Gibson Memorial Library
2020-2025 Long-Range Plan
February 8, 2020

On October 21, 2015, Misty Gray of Iowa Library Services led a meeting of stakeholders at the library that used the *Strategic Planning for Results* process. Community members participated in a S.W.O.T. analysis (Strengths, Weaknesses, Opportunities, Threats) of the Creston area, then identified the types of services that the library could provide the community. Each participant then voted for up to three service responses that they believed would be most beneficial to the Creston area. The top three service responses selected by community members were:

1. Visit a Comfortable and Inviting Physical and Virtual Space
2. Connect to the Online World: Public Internet Access
3. Satisfy Curiosity: Lifelong Learning

In December 2019, the library board reviewed the 2015-2020 plan. Trustees concluded that, while many goals were met, the service points selected by the 2015 Strategic Planning Committee are still relevant for the years 2020-25.

New goals and objectives reflect interim progress toward our 2015 service responses, but there is work ahead to achieve the top three selected by stakeholders at that time: to visit a comfortable physical and virtual space, to connect to the online world, and to facilitate lifelong learning. To improve our virtual space and connect to the online world, and moreover to facilitate our patrons' access to technology, the library has incorporated items from our EDGE plan-of-action into objectives for meeting goals pursuant to our top 2015 service responses.

Library Board

Ann Coulter Steve Chamberlain Gary Shea Susan Weight Connie Maxson

Library Staff

David Hargrove – Director

Sue Teutsch – Assistant Director and Children's Librarian

Terry Madison – Genealogy Librarian

Merle Lee Pugh – Adult Programming Librarian

Carol McKee – Periodicals Librarian

Donna Walsh – Young Adults' & Interlibrary Loans Librarian

Mission Statement

The Gibson Memorial Library provides a welcoming place to meet and gather, offering staff skilled in providing access to the collection of materials and electronic resources to satisfy recreational and lifelong learning needs.

Service Responses, Goals, and Objectives

Visit a Comfortable and Inviting Physical and Virtual Space:

Patrons will have an inviting physical space to interact with others or to read quietly; patrons will have accessible virtual spaces that support internet browsing, document delivery, and use of the library's website, catalog, and databases.

Goal One: Patrons will perceive significant improvements in the use of the current library space.

By May 2020, the library will partner with the Creston High and East Union art instructors, Southwest Iowa Shutter Bugs, and Union County Extension to install regular exhibits of student art.

By July 2020, the library will have installed new roofs for the flat and pitched sections of the library roof.

By May 2021, the library will have installed new carpet on the stairway and the upstairs landing, with decorative book spine patterns on the stair-risers.

By May 2022, the library will have installed new carpet in the upstairs stacks area.

By May 2022, the library will have completed improvements to the patio outside of the west entrance, including new seating, concrete work, and other additions in keeping with the Uptown Revitalization project.

By May 2023, the library will have installed a colorful sign/sculpture that spells out LIBRARY on the southwest corner of Howard and Maple streets, modeled off the same such sign that exists at the Grinnell, Iowa, public library.



Goal Two: Patrons will perceive significant progress towards an expanded library and cultural center.

By February 2020, the library trustees, capital campaign committee, and staff will consult with Everylibrary.org to improve community support for the library that can be potentially translated to a successful bond election.

By July 2021, the library capital campaign committee will have raised \$2 million needed to achieve its \$3.4 million goal.

By August 2021, the library board will commission blueprints for the expansion project.

By October 2021, the library board will break ground and begin construction on the expansion project.

Goal Three: Patrons will have access to a rich and inviting virtual space.

By March 2020, the library staff will have fully activated the new Concrete5 PLOW website.

By June 2020, the library website will have a directory online resources for online job-seeking, career development, and small business development.

By June 2020, the library website will have a directory of online resources for patrons pursuing educational opportunities.

By June 2020, the library website will have a directory of online resources for patrons seeking eGovernment resources.

By June 2020, the library website will have a directory of online resources for patrons seeking information on health and wellness.

By June 2020, the library will build and maintain a roster of community organizations to help distribute materials about library technology services.

By June 2021, the library will have begun to survey patrons annually about public technology use and outcomes in education, health and wellness, eGovernment, and workforce development.

By August 2021, the library will begin annual reviews and updates to technology-related goals in the library's strategic plan.

Connect to the Online World: Public Internet Access:

Patrons will have high speed access to the digital world without unneeded restrictions or fees to ensure that all can take advantage of the resources and services available through the Internet.

Goal One: Patrons will have improved access to the internet.

By July 2021, the library will increase its ICN internet service from 50 Mbps to 100 Mbps, which is the minimum speed and bandwidth recommended by the FCC for small and rural libraries.

Satisfy Curiosity: Lifelong Learning

The library will provide adequate resources so that patrons can explore topics of interest to them, and continue to learn throughout their lives.

Goal One: The staff will add programming intended to attract area teens, young adults, and adults of all ages to the library.

By March 2020, the adult programming librarian will host a monthly adult coloring event.

By June 2020, the library will have hired an additional full-time staff person devoted to cultural and community programming for all ages and for outreach of library services.

By September 2020, the library staff and the friends of the library will revive the *Afterthoughts* teen book club.

By December 2021, the library will have established two annual story walks in Uptown Creston.

Goal Two: The staff will add materials and programming to attract children and families with young children to the library.

By May 2021, the director and assistant director will have established a pattern of meeting twice annually with school librarians in the Creston Community Schools and East Union Schools.

By May 2021, the director and assistant director will have established a pattern of meeting twice annually with the director and/or staff of the Learning Center of Southwest Iowa.

By July 2021, the library will expend at least one-quarter of its annual budget for new materials on books and other materials for children.

By November 2021, the library will have reported a 10% increase in the number of children's programs for FY 2020-2021 over FY 2019-2020.