

# Curtis Memorial Library

## One Year Plan of Service

July 2021-June 2022

Approved by Board of Trustees

February 1, 2021

### **MISSION STATEMENT**

THE MISSION OF THE CURTIS MEMORIAL LIBRARY IS TO PROVIDE SERVICES AND MAINTAIN AN UP-TO-DATE COLLECTION, WHICH WILL MEET THE NEEDS OF THE COMMUNITY IT SERVES. THE LIBRARY SUPPORTS AND ENCOURAGES PATRONS IN THEIR LIFE LONG LEARNING ENDEAVORS.

# Planning Committee

## Library Board of Trustees

Karen Proesch

Jenny Owens

Mark Kalarovich

Beverly Mente

Karen Schneider

## Library Staff

Jill Bachus

Amy Softa

The planning committee examined census data in order to develop a plan of action for our library. We reviewed the data collected from the 2020 census looking for ways we could help meet the needs of our community. The City of Wheatland is located on the edge of Clinton County in Eastern Iowa. The population has gone down 6% from the 2010 to 2020 census, but remains the second most populated town in its general area. The median age of the residents is 36 years old and the town is made up of mainly single family homes with the average of 3.13 people per household. The town consists of mainly white residents of German or Irish decent but Wheatland does the largest group of native residents in the area at 2.2% and the largest population of naturalized citizens in the area at 2%. Wheatland also has the lowest birthrate in the area and the largest population of single residents that have never been married. 82% of Wheatland residents work outside of the area most of them commuting more than 30 minutes to their employers. While education is important to the residents of Wheatland, 100% of school age children attend school, only 19% of them go on to college or university after graduation.

We also reviewed the yearly reports that the library submitted to the state looking for trends in how our patrons utilize their library. What we learned is that our library is in a downward slide when it comes to physical items circulated with 647 fewer items leaving the library in patron's hands over three years. Digital item circulation has been growing quickly since it was introduced to our library two years ago. The first year we had 180 items checked out and 346 items the second. Our patrons also seem to underutilize the Inter-Library loan program with roughly 50 items being requested vs on average 181 items that we send out to other libraries. With the exception of 2020 and reduced numbers due to a global pandemic the library is having more people walk through our doors. The number of programs we have to offer was also reduced greatly because of COVID but it had also been down the year before by half.

Due to the changeover of directors so close to the accreditation due date the planning committee has decided to submit a one year plan with the 2021 accreditation and work on and adopt a more extensive 3-5 year plan in 2022.

## **Need: 3-5 year plan in 2022**

**Goal:** The library board will work with community members, patrons, and businesses to develop a plan of action for the Curtis Memorial Library.

**Objective:** Starting in the new fiscal year the library board will reach out to the community of Wheatland and surrounding towns to discuss ways the library can meet the needs of Wheatland.

- Hold a community meeting in August of 2021 with community leaders and businesses.
- Conduct a community survey in October of 2021
- Analyze and discuss the input we have received from our survey and meeting at the December Board Meeting. Form a committee of one board member and the Director to begin work on the next plan.
- Finalize and adopt a new 3-5 year plan in January of 2022.

## **Need: Meet the recreational needs of Wheatland**

**Goal:** The citizen of Wheatland live far away from most larger cities. The library will offer ways to relax and have fun in their community without having to travel.

**Objective:** Develop activities for the residents of Wheatland.

- Weed, replace, and expand the library collection on a monthly basis to keep it current.
- Provide weekly programming, online and/or in person. Ideas: Book talks, Community Coffee, board and card games at the library, a community puzzle, movie night, story time, teen programs. Programs geared towards all ages of community members.
- Develop and expand our digital library catalog by adding at least 5 titles a month to our Bridges collection.
- Expand our movie selection by adding current releases each month for children and adults.
- Participate yearly in the All Iowa Reads program and host a Summer Reading Program for all ages of patrons.

## **Need: Technology**

**Goal:** Covid as changed how society uses technology. Patrons may not have access to the technology needed to attend an interview or class online in their home. The library can help the citizen of Wheatland stay in touch with the outside world.

**Objective:** Evaluation areas of the library that need updating or developing so we can meet the online needs of our patrons.

- Webcams and headsets with microphones for the public and staff computers.
- New fax machine after start of new fiscal year.
- Reach out to the local phone company to see if we can get a new phone with an answering system.
- Charging station for library patrons to use in library.

## **Need: Community Partnering**

**Goal:** The residents of Wheatland need to see their library and staff are invested in their community.

**Objective:** Curtis Memorial library will be an active member of the Wheatland community.

- The library will participate in community events to promote good-will with the community. Business Trick or Treat and the Community Christmas celebration.
- The library director will join the Home Town Pride committee.
- The library director will meet with the Cal-Wheat School District librarian to discuss ways to partner with the school before the Fall 2021 school year.
- The library will reach out to the local fire department to set up safety training for staff by June 2021.
- The library director will attend city council meetings quarterly to keep the city council up to date on library events.

## **Need: Advocating**

**Goal:** Library trends indicate that the local population does not fully utilize library programming and collection. The library needs to communicate better with the citizens of Wheatland.

**Objective:** The library will find new ways to communicate, promote, and interact with the people residing in our service area.

- Launch of a new user-friendly library website by the end of April 2021.
- Launch a library Facebook page by the end of March 2021. Post content daily.
- Monthly updates in the local Wheatland Wire.
- Utilize the Chat 360 on our library website during library hours.
- Library staff will have monthly meetings on the last Wednesday of the month from 1pm to 2 pm so that all library employees are aware of events taking place at the library and so that staff can plan future programming.
- The library will develop branding, including a logo and new library cards.

## **Need: Furthering Education**

**Goal:** Census research indicates that while the underage residents of Wheatland attend primary school few move on to further their education.

**Objective:** The library will partner with local colleges and schools to promote continuing education.

- Set up displays about local colleges and universities.
- Develop programs to help students research and apply for education grants and financial aid.
- Help students further their education online by offering proctoring services and reserve computer space for online testing.

## **Need: Training**

**Goal:** Curtis Memorial Library cannot meet the needs of its community if the staff and board are not properly trained and up-to-date with the latest developments and trends in library services.

**Objective:** The Library staff and board will participate in continuing education.

- Library director will complete training necessary to be endorsed by the State Library. Training will start when the State Library launches its new program.
- Staff will also register with IA Learns and take online and in person classes offered by the State and WebJunction. Staff will complete at least one online class per month.
- Library Trustees will complete three hours of training per year at the library. Trustees will be encouraged to complete more on their own.

## **Need: History Room Completion**

**Goal:** The community of Wheatland has a new Wheatland History Page on Facebook that has been extremely popular. The page moderator has even directed traffic our way when followers want to research local history. The library will reach out to the moderator in an effort to set up a partnership that can utilize our space and collection to benefit his following.

**Objective:** The library has a local history room that has remained unfinished for several years. With the recent online interest in Wheatland history it is time to finish the room and open it completely to the public.

- Finish construction on an open doorway leading from the main room to the storage area by April 2021.
- Move the staff fridge and microwave out of public sight and into the back storage area.
- Secure all cleaning supplies from public view out of the staff restroom.
- Move the microfilm viewfinder into the history room for convenience of patron research by April 2021
- Move podium out of storage and set up presentation space for future programs by April 2021