



STRATEGIC PLAN FY2025-FY2029

MISSION STATEMENT

The Elkader Public Library provides the residents of the community and the surrounding area equal access to resources and services for information, continuing education, and recreation.

GOAL ONE

PROMOTE A LITERATE, ENGAGED COMMUNITY

OBJECTIVE 1A

MAINTAIN AND/OR INCREASE PARTICIPATION IN STORY TIME FOR TODDLERS AND PRESCHOOL AGES

Strategies: Post weekly social media notices; split into Mondays or Thursdays with identical programs for both sessions; reach out to daycare providers

Target Group: Young families

Benefits: Promotes literacy, addresses beginning reading skills, builds social skills

Resources Needed: Social media publishing software programs (Canva Pro)

Time Frame: Ongoing

Progress: Ongoing

OBJECTIVE 1B

INCREASE PARTICIPATION IN LITERACY ACTIVITIES FOR AFTER SCHOOL STUDENTS THROUGH 8TH GRADE

Strategies: Utilize public performance rights to screen movies and provide materials for reflection; create clubs

Target Group: Students in grades K-8

Benefits: Addresses media-to-world and media-to-self connections, and improves listening comprehension skills, promotes thoughtful reflection and writing skills

Resources Needed: Public performance rights screening contract, reflection materials

Time Frame: 2025

Progress: Ongoing

OBJECTIVE 1C

EXPAND OUTREACH SERVICES

Strategies: Provide books to local daycare/preschool, care facilities, jail, home-bound, etc.

Target Group: Citizens unable to physically come to library

Benefits: Promotes literacy, provides equal access to library materials

Resources Needed: Volunteers, transportation, including fuel costs

Time Frame: 2029

Progress: TBD

OBJECTIVE 1D

PROVIDE COMMUNITY-BUILDING OPPORTUNITIES FOR ALL AGES

Strategies: Board game events, coloring, community yarn basket, concerts on the lawn; open house events; author visits

Target Group: Young adults, working adults, retirees

Benefits: Foster community connections, build relationships, increasing community resilience

Resources Needed: Board games, coloring books, utensils, basket of yarn, performers, Friends funds for honorariums, etc...

Time Frame: Ongoing

Progress: Ongoing

GOAL TWO

PROVIDE THE RESOURCES NEEDED FOR PERSONAL INTEREST, INFORMED DECISION-MAKING, AND LIFELONG LEARNING

OBJECTIVE 2A

OFFER MONTHLY PROGRAMS FOR ADULTS

Strategies: Survey interests and needs and schedule programs

Target Group: Community members

Benefits: Lifelong learning, entertainment, presentation of new ideas, community building

Resources Needed: Friends of the Library resources, finances, yearly budget, presenters

Time Frame: Yearly

Progress: Monthly book discussions, travel presenters, music performances

OBJECTIVE 2B

PROMOTE ONLINE RESOURCES

Strategies: Promote using social media, online video tutorials

Target Group: Community members

Benefits: Reliable and current research sources, scope of research materials increases

Resources Needed: Time, tutorials, access to community newspaper, radio, and social media

Time Frame: Ongoing

Progress: Ongoing

OBJECTIVE 2C

BE RESPONSIVE TO PATRON REQUESTS

Strategies: Online Suggestion Box, Book Chat via website

Target Group: Library patrons; community members

Benefits: Able to provide materials and resources desired

Resources Needed: PLOW (State Library of Iowa content management system)

Time Frame: 2025

Progress: Ongoing

OBJECTIVE 2D

MAINTAIN AND PROVIDE ADEQUATE PUBLIC ACCESS COMPUTERS

Strategies: Devise replacement plan for computers

Target Group: Library users

Benefits: Ongoing computer availability during library hours

Resources Needed: Yearly budget

Time Frame: 2025

Progress: Ongoing

OBJECTIVE 2E

CREATE A MAKERSPACE

Strategies: Provide equipment for patrons to be creative regardless of income

Target Group: Library Patrons of all ages

Benefits: Promotes equity and access to creative tools for all library cardholders

Resources Needed: Cricut, sewing machine, supply cabinet

Time Frame: 2027, or if additional space comes up

Progress: TBD

OBJECTIVE 2F

STEAM (SCIENCE, TECHNOLOGY, ENGINEERING, ART, MATH) KITS

Strategies: Provide equipment for patrons to be creative regardless of income, offer materials and kits for students in grades 4-12

Target Group: Youth grades 4-12

Benefits: Creates opportunities for hands-on STEAM learning for kids and teens

Resources Needed: Penworthy kits on coding, circuitry, math, biology

Time Frame: Ongoing

Progress: Ongoing

GOAL THREE

PROVIDE A PHYSICAL SPACE THAT IS WELCOMING AND COMFORTABLE

OBJECTIVE 3A

ADD SPACE TO THE LIBRARY

Strategies: Purchase additional property

Target Group: Entire community

Benefits: Accommodate larger audiences, offer study rooms, makerspace

Resources Needed: Foundation funds

Time Frame: When property becomes available

Progress: TBD

OBJECTIVE 3B

UPDATE FURNITURE, CARPET, AND RE-PAINT

Strategies: Acquire bids, devise replacement plan

Target Group: Library users

Benefits: Provide aesthetic atmosphere

Resources Needed: Yearly budget, Foundation funds

Time Frame: 2026

Progress: Ongoing

OBJECTIVE 3C

UPDATE LAYOUT OF YOUTH RESOURCES IN LIBRARY

Strategies: Separate junior fiction and young adult

Target Group: Young readers

Benefits: Improve browsability, access, and appeal of collection

Resources Needed: Update signage, Foundation funds

Time Frame: Fall 2024, 2025

Progress: TBD