



STRATEGIC PLAN 2021-2023

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**Vision Statement**

The Morrill Public Library is committed to an excellence in service that is responsive to the community’s need for convenient, accessible, and relevant library materials and programs for all ages.

**Mission Statement**

The Morrill Public Library is a center for lifelong learning, providing a variety of resources to meet the community’s information, education, and recreation needs.

**Community Development**

**Goal #1: Increase and secure financial sources and non-financial resources**

Objective 1.1 – Efficiently utilize volunteers with expertise or resources

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| Action Steps | Establish and maintain relationships with community members and patrons of the library to help the library implement/improve programs, maintain building and other improvements as needed. |
| Timeline | Present - ongoing |
| Team | Library director and library board |

Objective 1.2 – Hold fundraisers to ascertain monetary resources as needed

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| Action Steps | Participate in the Annual Library Giving Day each April with assistance from NEKLS. |
| Timeline | April each year |
| Team | Library director and library board |

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| Action Steps | Develop a plan for ongoing fundraising activities. |
| Timeline | Present - ongoing |
| Team | Library director and committee members |

Objective 1.3 – Actively research grant opportunities.

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| Action Steps | Establish needs and priorities of the library then research and review grant opportunities. |
| Timeline | Present - ongoing |
| Team | Library director and library board |

Objective 1.4 – Advocate for needed revenue increases from the City of Hiawatha.

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| Action Steps | Continue regular conversations with City Administrator and other relevant City staff to maintain clear communication about the library’s financial needs. |
| Timeline | Present – ongoing; First quarter of each FY |
| Team | Library director, library board, and City of Hiawatha staff. |

**Goal #2: Conduct and provide relevant, timely and informative evaluation**

Objective 2.1 – Evaluate the status of current programs, services, and resources offered by the library

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| Action Steps | Continue to evaluate and develop the library’s collection |
| Timeline | Present - ongoing |
| Team | Library director and relevant staff members |

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| Action Steps | Seek input from patrons and community members through conversation, comments, and surveys if applicable. |
| Timeline | Present - ongoing |
| Team | Library director and relevant committees |

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| Action Steps | Continue to research, participate and evaluate library service agreements with various libraries and regional and statewide organizations to increase easy access to materials not in the library’s collection. |
| Timeline | Present - ongoing |
| Team | Library director |

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| Action Steps | Offer programs for the middle school, high school, and adult age groups. |
| Timeline | Present - ongoing |
| Team | Library director and relevant staff members. |

Objective 2.2 – Review all library plans (Strategic Plan and Technology Plan)

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| Action Steps | Create a formal procedure to establish standing committees and timelines |
| Timeline | Present - ongoing |
| Team | Library director and committee members |

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| Action Steps | Review plans annually and determine appropriate revisions to goals, objectives, action steps, and timeline. |
| Timeline | Present - ongoing |
| Team | Library director and committee members |

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| Action Steps | Provide updated changes and revisions to board for approval. |
| Timeline | Present - ongoing |
| Team | Library director |

Objective 2.3 – Evaluate and invest in staff and volunteers

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| Action Steps | Continue to conduct an annual evaluation on any staff members. |
| Timeline | October and November each year |
| Team | Library director |

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| Action Steps | Conduct an annual evaluation of the library director. |
| Timeline | October each year |
| Team | Library board |

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| Action Steps | Evaluate volunteers and offer orientation, training, tools, and resources. |
| Timeline | Present – Ongoing |
| Team | Library director and committee members |

**Facility**

**Goal #1: The library will have safe and welcoming physical places to sit, read, work quietly, and to interact with others**

Objective 1.1 – Maintain a welcoming environment.

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| Action Steps | Treat all patrons with respect and ensure that all policies are followed |
| Timeline | Present - ongoing |
| Team | Library staff and library director |

Objective 1.2 – Maintain a service of excellence.

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| Action Steps | Cross train staff for efficient service delivery |
| Timeline | Present - ongoing |
| Team | Library director and library staff |

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| Action Steps | Provide staff with ongoing customer service training |
| Timeline | Present - ongoing |
| Team | Library director and library staff |

Objective 1.3 – Maintain facility.

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| Action Steps | Repair and replace worn or broken equipment and furniture |
| Timeline | Present - ongoing |
| Team | Library director and committee members |

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| Action Steps | Additional parking lot lighting; Install security devices to protect staff and patrons |
| Timeline | 2021-2022 |
| Team | Library director and committee members |