



## STRATEGIC PLAN 2024 - 2026

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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 community partnerships

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

Objective 1.2 – Hold fundraisers to ascertain monetary resources as needed

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

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

Action Steps	Support the Friends of the Library during Community Foundation Match Days
Timeline	May each year
Team	Library director, staff, and library board

Objective 1.3 – Actively research grant opportunities.

Action Steps	Establish the 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.

Action Steps	Continue regular conversations with the 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

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

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

Action Steps	Continue to research, participate in, 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

Action Steps	Continue to offer programs for all age groups
Timeline	Present - ongoing
Team	Library director and relevant staff members.

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

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

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

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

### Objective 2.3 – Evaluate and invest in staff and volunteers

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

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

Action Steps Evaluate volunteers and offer orientation, training, tools, and resources.  
Timeline Present – Ongoing  
Team Library director and Community Services Librarian

## 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.

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.

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

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

#### Objective 1.3 – Maintain facility.

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

Action Steps Additional parking lot lighting; Install security devices to protect staff and patrons  
Timeline Present - ongoing  
Team Library director and board

Action Steps Assess exterior facility issues and plan for updates  
Timeline Present - ongoing  
Team Library director, board, and City Administration