

Santaquin City Library Strategic Plan: 2019 – 2021

INTRODUCTION

This document was developed by the Santaquin City Library Board and Library Director for implementation of library services from July 2019 to July 2022. Information was gathered from the public and other sources to assess community needs. This plan was formed to meet those needs by efficient allocation of available budget, staff, and other resources such as future fundraising and volunteers.

Mission Statement

The mission of Santaquin City Library is to provide a pleasant, service oriented environment with diverse collections that promote literacy development and a love of reading through programs, materials, and services, with access for all citizens of the community.

Implementation

Santaquin Library is dedicated to a high standard of excellence and will accomplish our mission by striving to:

- Maintain a knowledgeable, friendly, and professionally trained staff.
- Provide and maintain a current collection of materials in a wide variety of physical and electronic formats.
- Offer a community meeting space where all members can gather, interact, and participate in programs and events of public interest, study, and enjoyment.
- Promote equitable access to information and technology by providing Internet access and relevant training classes for the public.
- Collaborate and cooperate with city departments and community organizations to extend the Library's reach and community impact.
- Stay up-to-date with evolving community needs and interests by continuously adapting and evaluating our services, programs and collection.
- Invest in our staff, technology and infrastructure in order to best serve community needs.

Community needs

Based on surveys, requests, statistics, suggestions from the general community, new population growth and librarian knowledge there is a need in Santaquin for the following:

- Materials will include reading, viewing and listening items for people of all ages
- All children will be able to participate in activities to encourage love of reading and learning
- Addition of new and diverse material to expand catalog for the population expansion
- Help all age groups acquire basic skills for use of computers and electronic devices
- Access to new technology will be available as they become relevant to library collections.
- Programs/activities will be provided to help all ages develop a love for learning and reading

Highlights of Current Service's Provided

- Circulation of books, audio materials and electronic (kindle) devices
- Internet/wireless accessibility for all age groups
- Personal technological help with family genealogy for the community
- Adult book club to enhance diversity in reading
- Teen book club directed by the Santaquin Youth City Council
- Children's enhancement through story time, summer reading activities, and Magic Treehouse book club for intermediate age children
- Game night for all ages conducted by a dedicated volunteer, currently our Library Board Treasurer.
- Room availability for groups or individuals to conduct meetings or other gatherings

Goals:

Enhance Experiences

Goal 1: Review and refresh library materials.

- Assess current holdings, review usage statistics, and refresh 20% of the collection annually.
- Review and update the collection development policy.

Goal 2: Review online resources.

- Assess current online resources and review statistics at the end of each fiscal year, cancelling services that show a decrease in use of 20% or more from the prior year.
- Ensure staff is familiar with online resources by providing trainings and updates every 3 months, resulting in 100% of staff having minimum knowledge of available online resources by 2020.
- Add 12 story kits and 6 discovery kits by January 2020 that will increase children's love of reading by developing all their senses

Enhance Technology

Goal 1: Increase access to technology devices for use both inside and outside the library by 2020.

- Create storage location for technology devices.
- Find funding or reallocate budget to pay for devices.
- Assess needs and study best practices for potential device purchases. Possible devices to be purchased; Go Pro, personal hot spots and additional kindles.
- Purchase devices.
- Create policies for use and circulation.

Goal 2: Increase public access to computers by end of 2020.

- Acquire funding through grants to purchase laptop computers.
- Use computers to teach computer classes.
- Create policies for use and circulation.
- Offer computers for in-library use.

Goal 3: Implement E-reader devices for Book Club and series.

- Acquire funding through grants to purchase books for club and series.
- Purchase 12 book club titles and 4 new series per year.
- Advertise new titles in newsletters, on Website and Facebook.
- Create policies for use and circulation.

Enhance the Library's Image

Goal 1: Increase public knowledge of the library brand.

- Create a library logo and utilize it extensively in the library, on correspondence, and in advertising.
- Promote the library's mission statement.
 - Make statement publicly viewable.
 - Motivate staff to work in alignment with the mission statement.

Goal 2: Expand marketing efforts and exposure.

- Increase social media reach.
- Encourage word-of-mouth advertising.

Goal 3: Continue to develop beneficial relationships with local businesses.

- Post library advertising in local businesses.
- Offer named library program sponsorships.

Goal 4: Improve the library's website by end of 2020.

- Evaluate layout, links and calendar.
- Update links and calendar.
- Work with City website committee to improve layout and functionality.

LIBRARY BOARD OF TRUSTEES

LIBRARY STAFF