

# Santaquin City Library Strategic Plan: 2022 – 2025

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## INTRODUCTION

This document was developed by the Library Director and Santaquin City Library Board for implementation of library services from January 2022 to December 2025. 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

Santaquin City Library will endeavor to strengthen and connect the community by providing learning and growth through books, programs, materials, and other resources, with freedom of access to all citizens in our community regardless of race, creed, color, age, national origin, disability, sex, sexual orientation, or gender identity. We will provide a safe environment with diverse collections that promote literacy development and enjoyment of reading, while gaining knowledge, education and understanding of people, places, arts, crafts, sciences, ideas, opinions, cultures, methods, systems, and languages.

### 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 free and equitable access as an information center for the community and provide access to optimum informational systems.
- 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.
- Presenting educational, recreational, and cultural programs on a variety of subjects in appropriate formats for all ages.
- Serving as a community center where local groups and businesses may meet for nonprofit purposes.
- 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, activity 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 (hot spot, kindles, laptops, iPad's, etc.) devices
- Internet/wireless accessibility for all age groups
- Personal technological help with family genealogy for the community
- Adult, young adult, teen, and children's book clubs to enhance diversity in reading
- Children's enhancement through story time, summer reading activities, and Magic Treehouse book club for intermediate age children
- Specialized programs throughout the year that are inclusive to all
- 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 as necessary, resulting in 100% of staff having current knowledge of available online resources.
- Continue adding activity/reading kits that increase children's love of reading by developing all their senses and create storage and display areas for these resources

Goal 3: Review and enhance diversity of resources.

- Assess current collection of materials for diversity in all areas
- Add diverse collection material to enhance accessibility to patrons in our community

Goal 4: Increase programming as community continues to grow

- Assess current programs and see where adjustments can be made, programs enhanced or added
- Add collection material that is relevant and beneficial to programs

### **Enhance Technology**

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

- Create storage and display location for technology devices.
- Create policies for use and circulation.

Goal 2: Increase public access to computers and expanding technology.

- Assess community needs for more laptops available for check out
- Create policies for use and circulation.
- Continue offering computers/laptops for in-library use.
- Continue looking for innovative technology items to add to our collection
- Assess hot spot usage for evaluation in acquiring additional items

Goal 3: Increase social media presence.

- Continue to learn newest media practices for connectivity with the community

- Advertise via newsletters, on Website, Facebook, Instagram and any other avenues that become available

## **Enhance the Library's Image**

Goal 1: Increase public knowledge of the library brand.

- 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: Continue to improve the library's website.

- Evaluate layout, links and calendar.
- Update links and calendar.