Stubbs Memorial Library Strategic Plan 2023-2027

Mission Statement:

The Stubbs Memorial Library seeks to educate, empower, and enrich our community and our county by providing equal access to information, celebrating ideas, and connecting lives.

Data Collection:

The Community of Holstein was incorporated in 1882. The 2020 census lists the population as 1,501. This is the largest population Holstein has ever had, which implies that Holstein’s location, shopping, and industrial section are attracting residents. The population of Holstein is expected to face 3 major demographic trends: it is young; it is aging, and becoming more culturally diverse. These demographics recommend specific needs for each category. Economically, Holstein is currently displaying a higher rate of unemployment as well as discussed by the Downtown assessment team a labor shortage, which implies the use of the library as an informational and material access point.

Data collected from the following sources has aided in the creation of the following library objectives for this strategic plan.

Simpco City of Holstein Comprehensive Plan 2017

Avenue O Properties Space assessment June 2019

US Census 2020

Edge Assessment and Peer Review May 2021

Iowa Economic Development Downtown Assessment Report August 24-26, 2021

Public Library Insights One Year into the Covid-19 Pandemic report by WHOFI

Goal A: Collection Development:

Residents will have access to relevant and updated materials, both print and non-print.

Objectives:

1. By Fall 2024, the library will have updated the nonfiction sections of the Adult collection.
2. Regular weeding of titles three times a year according to ALA criteria and best practices.
3. Each year the library will increase non-print materials collection by at least 2%.
4. Re-evaluate current online resources/services for community need and relevance by Spring 2025.
5. Create two new interactive take-home activity backpacks for patron circulation by Summer 2025.

Goal B: Technology:

Residents will have access to current technology and equipment.

Objectives:

1. Build a collection of cold spares of devices and device components by Winter 2024, in case of non-operational devices.
2. Update all 4 tablet devices by Spring 2023.
3. Advocate with City leaders to maintain free internet access beyond regular library hours each year.

Goal C: Services:

Residents will enjoy and have access to a variety of services and programs.

Objectives:

1. Set in place a program of annual staff training to serve and recognize patrons with disabilities by Spring 2024.
2. Add the Holstein Advance years 2020-2022 online to our Newspaper Archive by Fall 2024.
3. Create a new, monthly program for children ages k-5th grade by Fall 2024.
4. Create a new summer program for Teens ages 6th-12th grade by Summer 2024.

Goal D: Community Relations:

Residents will be aware of the library partnering with other community organizations and institutions in community betterment projects.

Objectives:

1. Library social media will be updated at least 2 times a week each month.
2. The director will attend 3 regular City Council meetings other than the annual budget proposal each year.
3. The director will attend at least 8 meetings of the Holstein Chamber of Commerce each year.

Goal E: Building and Grounds:

Residents will enjoy an accessible, aesthetically pleasing, and efficient building.

Objectives:

1. Wash and Repaint library exterior by Spring 2022.
2. Update library seating furniture by Fall 2023. Completed Children’s Furniture March 2022.
3. Redesign library grounds landscaping around building and mini-park by Spring 2023.
4. By Winter 2027, the library will alter or replace the current circulation counter with a counter that follows ADA requirements for disability accessibility.
5. Replace current filing cabinet with a fire-proof filing cabinet for fire safety and confidentially by Fall 2026.
6. Install a fire-proof drop-box to replace current wooden box by Fall 2027.
7. Update Christina Buettner Meeting Room by Summer 2026.

This plan will be reviewed each February to discuss achievement and add objectives.

Reviewed and updated: 3/28/2022