


# CLINTON PUBLIC LIBRARY



## Strategic Plan 2021-2025

Clinton Public Library

A Department of the City of Clinton

306 8th Avenue South Clinton, IA 52732

563-242-8441 [www.clintonpubliclibrary.us](http://www.clintonpubliclibrary.us) @iacpl

Lyons Branch 105 Main Ave. Clinton, IA 563-242-5355

# Clinton Public Library's Mission & Vision

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The Mission of the Clinton Public Library is to provide a welcoming and inclusive environment, offer programs and services to benefit all ages, and connect people to resources with the goal of enriching our diverse community.



The Clinton Public Library aspires to be an accessible resource for our community where all can discover, learn, create, connect, and grow.



# Strategic Goal 1

Citizens will find information at the library about community services & organizations

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## Objective #1


The Library will host a community resource fair by fall 2023 with local community organizations and groups.

## Objective #2

Staff will work with local community organizations to develop videos that will be hosted on our Niche Academy on finding local resources.

## Objective #3

The Library will conduct a collection audit with a focus on Equity, Diversity and Inclusion (EDI). This will include displays, programming and developing a staff committee including members from the community.



# Strategic Goal 2

Seniors are made aware of programs & services that are a benefit to them through promotional techniques & strategies

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## Objective #1

Staff and the Library Board will investigate ways seniors receive information by talking to our homebound patrons, and local organizations like RSVP and SHIP.

## Objective #2

The Publicity Team will work to create a marketing plan using the recommendations from the above objective.

## Objective #3

Staff will organize designated spaces in the library for specific types of community information including free resources, job postings and ongoing programs. These areas will be regularly maintained by staff to keep items up to date and areas free of clutter.



# Strategic Goal 3

School age children will receive support from the public library & will be made aware of the variety of materials, services, & programs especially for their age group that enhances learning

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## Objective #1

Youth services staff will visit local schools for back-to-school nights, summer lunch programs, and other school outreach opportunities starting fall 2022.

## Objective #2

The Publicity Team will research ways students receive information and will create specific marketing using different platforms and in multiple languages.

## Objective #3

Librarians will host a Teacher Breakfast giving them a tour of the library, an overview of our resources, and the opportunity to sign up for institutional cards during the 2022/2023 school year.



# Strategic Goal 4

By utilizing collaborations community members will increase their knowledge & use of community resources

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## Objective #1

The Library will host monthly community discussions on topics related to community resources starting summer 2022.

## Objective #2

The Library will help share useful community resource information shared by the Clinton County Council of Social Agencies online and in the library including a focused online newsletter once a month by fall 2023.



# Strategic Goal 5

Programs for citizens of all ages will address financial, health & safety issues

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## Objective #1

The Library will have trained staff and volunteers assisting with basic job searching and resume assistance starting in the fall of 2023. The library will also host financial workshops with local businesses.

## Objective #2

The Library will partner with businesses and organizations to provide programs on water and bike safety, and staying safe at home for seniors.

## Objective #3

The Library Director will work with the new Clinton County Brain Health Workgroup to create ways to educate the public and help reduce the mental illness stigma in our community. The library will also utilize the NNLM (Network of the National Library of Medicine) reading club resources to create programs.



# Strategic Goal 6

Explore options for a new building, expansion or renovation to meet the future needs of the community

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## Objective #1

The Library Board will start the conceptual planning process.

## Objective #2

The Library Director and the Library Board will develop a list of key task force members for the planning process.

## Objective #3

The Library will host the conceptual planning process no later than fall 2022.





# Strategic Goal 7

Community members will have access to better library hours including the Lyons Branch

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## Objective #1

The Library Leadership Team will review the quarterly count weeks, monthly statistics, and create a public opinion survey. The Library Leadership Team will present its recommendations to the Library Board by October 2022.

## Objective #2

The Library Director will review the budget with the Library Board's Finance Committee to review staffing options in November 2022.



# Strategic Goal 8

Community members will find revitalized library space including the Lyons Branch

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## Objective #1

During June 2021, the Lyons Librarian will contact a coffee shop owner to discuss the possibility of having library programs in the coffee shop when it opens.

## Objective #2

Staff will revitalize the teen loft space into a quiet study area moving the teen space to the youth services floor. By the end of September 2021, library staff will have finished evaluating the teen and children's nonfiction collections. By the end of October 2021, the new teen space will be ready for new furniture and the space will be complete by December 2021.

## Objective #3

The Library will expand pop-up library programs for teens and adults by 2024.

*This Strategic Plan process consisted of approximately 30 community stakeholders identified and interviewed by phone due to the pandemic. These were conducted by our State Consultant the week of January 25, 2021. The State Consultant met with the full Library Board and the management team during their meeting on March 15, 2021 to hear the results from the calls and look at the Library Service Responses, ultimately choosing three to focus on for this planning cycle. Know Your Community: Community Resources and Services, Visit a Comfortable Place: Physical and Virtual Spaces, and Make Informed Decisions: Health, Wealth, and Other Life Choices. At the April 26 meeting, the Board worked on writing the goals and brainstorming some potential objectives with State Consultant who then worked with the staff and Library Board for the objectives and activities all via zoom.*