

# Clinton Public Library Strategic Plan 2026-2030

In the fall of 2024 and 2025 staff conducted community conversations entitled the LibraryTALK series. These were held at Grow Clinton, Great Revivalist Brewery, Clinton City Hall, Synergy offices, and the Clinton Public Library. During this time staff also conducted an online and physical survey. The results were used to create a strategic plan. The staff will conduct these conversations each year in the fall to stay connected to the community and their changing needs.

## Goal #1 – Community Engagement

### Create valuable community engagement experiences

- Host one annual event bringing the community together. This can be an information or volunteer fair, book or storytelling festival, local author event, or cultural festival.
- The Program Team will develop interactive monthly workshops and classes based on community interests partnering with local community members (e.g., tech skills, arts and crafts, wellness).

### Create mobile services that engage people where they are

- The Outreach Team will develop a yearly plan for mobile library services to visit areas of the community that are not within walking distance of the library.
- Collaborate with community partners to provide mobile services including item checkout, programming, and STEAM activities with the goal of reaching 100 school age youth and their families each year.
- During the mobile service visits, gather feedback, discover needs and interests for future programs, and provide updates on new services and programs the library provides.
- Work to develop a Mobile vehicle for outreach and material checkouts by Fall of 2028.

### Build visible partnerships within our community

- The Program Committee will collaborate with local businesses, schools, and organizations to co-host 4 programs each year.
- Youth Services Staff will participate in at least one local school district initiative, including curriculum support for each school year.
- The Publicity Team will promote partnerships through social media, newsletters, and community organizations by displaying their logos and recognition during presentations each year.

### **Create more programs and opportunities for teens**

- Teen services staff will meet teens where they are in the community, and at local schools, to gather input from at least 30 teens on our programming efforts at least 2 times per year.
- Offer monthly programs such as coding clubs, creative writing workshops, and volunteer opportunities led by Teen Services.
- Work with Synergy Students on a plan to offer ways teens can engage in civic change and discussions each year.

### **Recruit more volunteers for community events, advocacy, and library promotion**

- Create a committee with at least 2 staff and 2 Library Board members to develop training sessions, recognition programs, and attire for volunteers by Fall 2026.
- Develop a volunteer recruitment campaign highlighting the benefits and impact of volunteering with members from the Library Publicity Team and the Library Board Planning and Advocacy Committee by Winter 2026.
- Collaborate with the Friends of the Library for these events and promotions.

### **Conduct LibraryTALK sessions each fall**

- Host at least 3 annual LibraryTALK sessions each fall to gather community feedback led by the Community Engagement Specialist.
- Use these sessions to engage with community members, build stronger relationships, and learn about the needs of the community.
- Use the feedback to review and update this strategic plan annually.

## **Goal #2 – Promotion of the Library and Services**

- Regularly share photos and/or videos of our programs.
- Create a comprehensive content calendar to plan for weekly social media posts that show the impact of library efforts by January each year led by the Publicity Team.
- The Publicity Team will develop a method for community members and staff to share their positive experiences at the library.

### **Send a weekly electronic newsletter and increase subscribers by 25% each year**

- The Community Engagement specialist coordinate updates for patrons on upcoming events, new book arrivals, and library news.
- The Publicity Team will feature a "Staff Picks" section with book recommendations from library staff.

### **Implement a text-messaging service and increase patron sign-ups by 500 per year**

- Use text messaging to send reminders about events and library updates.
- Develop a weekly and monthly plan for sending out text messages.
- Create specific group texts for ongoing program reminders.

### **Increase awareness of Online Resources and increase overall usage by 40% each year**

- The Publicity Team will highlight online resources in newsletters, social media, and on the library website utilizing the tools provided by the vendors.
- All Main desk staff will have the ability and training to inform new cardholders about e-resources and show patrons how to use online resources by Spring 2026 and within one month of newly hired staff.
- The Outreach Team will make presentations to community groups and local educators on available online resources at least 4 times per year.

### **Increase outreach efforts across different age groups**

- The Outreach Team will develop 2-3 targeted outreach programs for children, teens, adults, and seniors, partnering with local schools, senior groups, and community groups to expand our efforts.
- Collaborate with the Friends of the Library on joint outreach events at least 3 times per year.
- The Leadership Team and the Planning and Advocacy Library Board Committee will provide updates twice a year to city council and community organizations, especially during library celebrations.

### **Maintain relevant and current material collections with 15% of our annual general fund**

- The Leadership Team and Library Board of Trustees will make sure Library collection and budgets reflect the community's needs and interests based on the number of requested items purchased each quarter.
- All staff will work to make sure our physical and electronic collections contain the most accurate and timely information.

## **Goal #3 – Improve the Library's Physical Space**

### **Create a more accessible layout on the main floor**

- The Library Supervisor and Community Engagement Specialist will lead the effort to reorganize shelves and furniture to improve flow and accessibility.
- Implement clear signage and pathways for easy navigation.

### **Increase the number of electrical outlets and reliable access to Wi-Fi**

- Library Administration will work with a vendor to install additional outlets and charging stations throughout the library with usable workspaces and comfortable seating.
- Ensure strong and reliable Wi-Fi coverage in all areas.

### **Provide new comfortable seating throughout the library**

- Add a variety of seating options, including cozy reading nooks and collaborative workspaces with grant funds by August 2026.
- Provide comfortable space for young adults.
- Create more private areas for quiet study and relaxation.

### **Explore creating private meeting spaces**

- Increase the number of areas for small group meetings and individual study rooms.
- Equip meeting spaces with necessary technology and resources.

### **Improve the signage outside and inside the library**

- Update exterior signage to make the library more visible and welcoming.
- Enhance interior signage to clearly indicate different sections and services.
- Include signage and information on our website about quiet zones and sensory sensitive zones.
- Include signage for Sustainable Libraries Initiative, Kulture City and Dementia Friendly space and have 90% of the staff trained by December 2025.

## **Goal #4 – Sustainable Libraries Initiative**

### **Apply for the certification program**

- Research and apply for sustainable libraries certification program.
- Set goals and benchmarks to reach each year to become a certified Sustainable Library by December 2028.

### **Create a staff workgroup to begin the certification program**

- Form a dedicated team to lead sustainability efforts and track progress.
- Provide training and resources to Staff and Library Board members bi-annually.
- Complete the required sections by Fall 2026.

### **Promote the initiative work to our community and city council**

- Quarterly share progress and achievements with the community through various channels.
- The Library Director will provide quarterly updates to the Library Board on the progress of the certification.
- Include information during our yearly LibraryTalk sessions.
- Engage with the city council to gain support and recognition for sustainability efforts and include information on progress in yearly presentations.

### **Continue to explore the options of a new library facility that meets the certification standards**

- Conduct feasibility studies and gather community input on a new library facility.
- Ensure any new construction or renovation projects align with sustainability goals.

