



## **STRATEGIC PLAN 2022-2025**

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Approved 2-22-22

## Vision

The Norelius Community Library will be Denison’s “Living Room.” We envision the evolution of the Library as the community’s living room.

It will serve as that “third place,” separate from home and work where people can meet, share ideas, be entertained, educated, and informed. The Library will become a “destination.”

## Mission

The Norelius Community Library provides a center where residents in our diverse community may obtain information, resources, education, recreation through a full range of library services.

Three-year goals presented with objective and three strategies for achieving goals.

## YEAR ONE

Goal	Objective	Strategy 1	Strategy 2	Strategy 3
<b>Provide private meeting spaces. Provide/Designate a private Study Room.</b>	Maintain private meeting spaces with technology upgrades. Make a designated a space within the meeting spaces specific for students to use for studying.	Sound proof meeting rooms. Replace accordion wall divider with more permanent-appropriate door system for privacy between rooms. Add charging stations to each meeting room.	Update electronic reservation calendar program if possible. Provide technology devices and or connecting cords for checkout as needed upon request.	Meeting rooms available with reservation on a first come first served basis. Make available WIFI hot spots for check out.
<b>Provide large conference room.</b>	Give larger groups an option of utilizing the meeting spaces in the library.	Reserve the Fireside and Carnegie Rooms as one space.	These two spaces will host approximately 50 people comfortably. Less if tables are required.	

**Provide an outdoor seating, reading area.**

Create an inviting outdoor space where patrons can feel comfortable socializing, reading, or the great outdoors.

Designate area for construction. Plan the outdoor space.

Remove unsightly trees and shrubs from the library campus. Research the cost of landscaping and preparing the garden. Research benches or picnic tables to be installed in area.

Secure funding for improvements. Order picnic tables and benches. Proceed to completion. Set up the designated outdoor areas. Establish appropriate exterior lighting. Establish landscaping and beautification around area.

**Expand the Teen Zone within the library.**

Expand the materials and collection of technology available in the Teen Zone.

Develop programming geared toward the teenaged patrons of this community.

Expand physical area for the Teen Zone.

**Space Utilization Review**

Hire a Library space utilization consultant for space utilization assessments of current library floor plan.

Consider report once assessment is completed.

Embrace assessment report and consider possible changes of library floor plan to utilize the space to the best possible way.

Make changes that are feasible with cost in mind.

## **YEAR TWO**

### **GOAL**

**Refresh landscaping around the entire library campus.**

### **OBJECTIVE**

Hire a landscaping business to come in and redesign the gardens and yard space.

### **STRATEGY 1**

Remove unsightly trees and shrubs from the library campus. Replace railing around garden at entrance.

### **STRATEGY 2**

Level the library campus as much as is feasible.

### **STRATEGY 3**

Purchase and plant new plants in gardens and planters. Trim bushes as needed.

**Move Parking to level lot next to the library building.**

Move parking to decrease hazard of parking on the slope of library property on 1st Avenue South.

Move parking to flat area of library campus. Open east side of Library property for parking lot expansion keeping the outdoor reading area in mind in doing so.

Add enough parking spaces to address the needs for additional handicapped parking spaces. Add parking spaces for patron's use during library visits, programs and meetings.

Put out for bids to assess the project with local contractors. Work with the City Manager during the course of the project.

**Transform original Carnegie Library.**

Change out furniture to more appropriate period style wood library tables and chairs.

Needs assessment performed. Library furniture vendors researched.

Cost analysis done. Purchase of appropriate period style wood library tables and chairs.

Purchase furniture and set up the original Carnegie library as part of the upgrades to the area.

Upgrade furniture and survey old furniture.

Move all old furniture from storage area and move along as appropriate

Clean out storage areas of unused items and surveyed furniture if possible

## **YEAR THREE**

### **GOAL**

### **OBJECTIVE**

### **STRATEGY 1**

### **STRATEGY 2**

### **STRATEGY 3**

**New furniture  
Through-out library.**

Replace existing furniture with new updated furniture and possibly add additional furniture.

Assess the need for replacement and upgrades throughout library.

Research cost of replacing:  
• Tables & Chairs  
Conference Tables & Chairs  
Metal Chairs in meeting rooms

Purchase replacement furniture

**Move circulation desk  
in the Children's  
Library.**

Relieve congestion at the door when patrons are checking out materials and/or during the Summer Library Program.

Conduct space utilization and assess the possibilities.

Calculate the costs for moving the circulation desk and making changes in the floor plan in the Children's library.

Assessment on time table and disruption for making the changes in the Children's Library.

**Outdoor reading  
area/garden**

Create an inviting outdoor reading area surround by beautification garden

Assess the property for the appropriate area.  
Plan garden space

**PATRONS WANT TO SEE THE FOLLOWING AT NORELIUS COMMUNITY LIBRARY:**

	<b>OBJECTIVE</b>	<b>STRATEGY 1</b>	<b>STRATEGY 2</b>	<b>STRATEGY 3</b>
<b>GOAL</b>				
Computer classes for senior citizens	Provide senior citizens with basic computer knowledge in order to be self-sufficient on the computer technology.	Provide a basic computer class to senior citizens with the basics of operating the system and program.	Assist senior citizens with basic set up of an e-mail account.	Help senior citizens to feel comfortable with their technology device.
Provide computer lab with privacy.	To remodel the computer lab to provide maximum security and privacy between patron's in close proximity.	Consider possibilities and optimal ways to accomplish the goal.	Do a cost analysis for consideration of purchasing private study type computer desks with walls.	Put in place changes that will enhance patron privacy and use of public access computers while understanding that our network is public and unsecured.
Develop an outdoor seating, reading area	Add an outdoor space for the enjoyment of our patrons.	Remove unsightly trees and shrubs on library campus	Beautify the library campus.	Collaborate with the City of Denison for maintenance of the library campus.
	Spanish/English classes	Provide basic Spanish/English classes for beginners	Collaborate with Western Iowa Tech. Community College and/or Iowa State Extension office to provide language classes at the library.	Develop and implement Spanish/English Conversation Program

Computer Assistance

Assist patrons with basic computer Assistance.

Provide library staff with basic with appropriate level of basic computer skills skills to assist patrons with minimal effort

Assist patrons to the point of them understanding how to use the computer and the keyboard.

Assist where we can, and don't where and we feel uncomfortable legally doing so.

Expand the non-fiction section of the Collection to include variety of authors.

Develop collection To include authors Of diverse racial Backgrounds.

Review the current collection at least once yearly.

Read book reviews to include minority Authors.

**NORELIUS COMMUNITY LIBRARY  
STRATEGIC PLAN 2022-2025  
LONG RANGE PLAN**

**Norelius Community Library Board of Trustees**

**Larry Peterson**

**Larry Bergamo**

**Sandy Velasquez**

**Jennifer Zupp**

**Kristi Bock**

**Michael Phipps**

**Vacancy**

**Introduction**

Developing the Norelius Community Library Strategic Plan 2022-2025 was a participative process. Activities included a review of the most current 2020 Census data for the community, analysis of the results of a community survey of residents and library users conducted during October-November 2021 and an examination of the trends in public library services. These considerations helped to identify future focuses for library services and programs and to determine priorities for implementation.

**Community Demographics**

The City of Denison and rural unincorporated areas define the immediate service reach of the Norelius Community Library. Denison has experienced a small growth in population of .09% since the 2010 Census. The official 2020 population is 8,373. Persons of Hispanic or Latino origin comprise 29.7%. A total of 30% of the population speaks a language other than English in the home.

**Collections: Offers and promote quality collections that inform, enrich, and entertain, reflecting a diverse community.**

Continue to improve the quality and condition of collections.

- Conduct ongoing evaluation of collections to determine condition and usage.
- Identify areas of collection for expansion or improvement.

Offer materials that attract new users and serve our community's changing demographics.

- Add titles to collections in languages other than English.
- Strengthen collections that serve the specific needs and interests of people over age 55.
- Focus special emphasis on expanding and updating job search and employment resources, both print and web based.

Pursue innovative methods of offering content.

- Continue to offer downloadable audiobooks and e-books through the BRIDGES Consortium.
- Continue to add online content.

Market and promote library collections in a variety of media formats.

- Explore the addition of a budget line for marketing. Submit monthly list of new books and/or book reviews to DBR.



- Record a monthly book review on KDSN
- Provide titles of Spanish-language acquisitions to La Prensa-Lorena Lopez Editor
- Create dynamic in-house displays to market both fiction and non-fiction print collections.
- Increase KDSN promotion collections to once per month.

**Program/Services: Offer programs and services that reflect community interests and needs.**

Secure adequate funding for the Library to provide and maintain a desired level of library service and development.

Cooperate with other agencies and organizations, which serve the community as a whole.

Identify grants and other opportunities that align with needs.

Provide a variety of programs for library users of all ages and abilities.

Engage teens in determining the best method to increase their involvement in and use of the Library by organizing Teen Advisory group.

- Add Teen and Adult Summer Reading Program beginning summer annually.
- Determine need and evaluate best methods of providing community access to technology training, including newer methods of communication.
- Analyze greatest nonfiction usage and offer adult programming opportunities accordingly.
- Continue homebound book delivery.
- Develop programs and services specifically for older adults.
- Continue the promotion of early childhood literacy initiatives through outreach at preschools and daycare centers.
  - o Provide weekly morning pre-school story times during school year.
  - o Incorporating a Spanish pre-school story time as staffing allows.
- Create opportunities to provide training and information to parents and care givers about literacy-related child development and emergent literacy skills.
- Continue to capitalize on the popularity of the Children's Library Reading program.
- Provide English/Spanish classes at the Library.

**Customer relations and Access: Ensure the Library is accessible and easy to use.**

- Evaluate placement of collections.
- Provide staff assistance away from the circulation desk.
- Develop consistent standards and evaluate staff on customer service skills.
- Encourage patron use of patron barcodes cards, to enhance identity security and checkout convenience for patrons.

Building: Be a community hub and catalyst Community for community and involvement.

Continue to improve communication and marketing to all residents.

- Increase awareness of the Library and its services.
- Develop new partners with community agencies.

Residents will have a central source for all information about the wide variety of programs, services, and activities provided by the community agencies and organizations.

- Position the Library as the community's meeting place and information center.
- The new Library Website is up and continue to tweak as glitches present themselves. Utilize the website to promote community events, resources and services.
- Explore the development of a Denison web "portal" with City hall and CDC.

Provide cultural programming to market the Library as a "destination."

- Identify areas in which to collaborate with Library Friends.
- Assist in the establishment of a monthly Denison Library Friends newsletter in which to publicize Library events.

Offer a comfortable place to visit, providing both public and virtual space.

- Residents will have safe and welcoming physical places to meet and interact with others or to sit and quietly read and will have open and accessible virtual spaces that support social networking.
- Provide a dedicated genealogy room when space allows.

**Staff: Provide a well-educated staff to anticipate and meet the varied expectations of our users and to create a satisfying work environment.**

Focus on customer service and staff empowerment.

- Foster pride in and respect for excellent job performance.
- Determine how to add a continuing education component to monthly staff meetings.
- Encourage certification and provide mentorship to ensure continuity of qualified staff.
- Budget for staff certification in Public Library Management 1, Public Library Management 2, and Public Library Support certification programs through Iowa Library Services.
- Explore adding a position for technology training support person and/or provide professional training on technology for current staff.
- Provide staff with opportunities to train on new technology devices by acquiring the devices for staff use.

**Facilities and Environment: Ensure that the building, furnishings, and equipment are well maintained and adequate for rapid population growth.**

Provide an environment that is welcoming, clean and safe.

Improve signage.

- Update furniture and design of reading area.

Provide the technical infrastructure needed to support library operations.

- Upgrade software on public Internet workstations. Use annual budgeting to acquire new software and data bases where possible.
- Stay informed of best practices.
- Budget for IT consultation. Migrate to new Library automation software when an exemplary program becomes available.

Plan differentiated spaces for library activities.

- Contact a library-planning consultant to prepare for future building expansion.
- Computer training, consider laptop lab for in-house lending and training. Teen room.
- Movie and game room.

**Evaluation**

An important component of the Strategic Plan is the evaluation and follow-up process.

An annual report by the Library director, ongoing review by the Library Board of Trustees, and evaluation during the budget process are the evaluation methods and tools that will be used to measure progress and refine the Strategic Plan.

**Conclusion**

This planning Document will be the blueprint or road map for Library programs and services for the next three to five years. By clarifying the Library's service responses to community needs, the Library can better focus its resources-even in lean budget years. Building on exciting strengths, this Strategic Plan for the Norelius Community Library is an important milestone towards identifying priorities and continuing the work of providing the most appropriate and very best service possible to the community.