

Grand Junction Public Library
Strategic Plan 2020-2024
Approved by Library Board of Trustees

Development of plan: On October 1, 2019, a “community team” of 16 residents and library staff met for a strategic planning session facilitated by the Central District Consultant from the State Library of Iowa. During the 3-hour meeting, the group reviewed various demographic data for Grand Junction and Greene County, discussed aspirations for the community, and learned about library trends. Aspirations identified by the community team included creating a sense of pride in the community, developing more events, and “cleaning up” properties. From these discussions of aspirations, the community team identified four service areas as priorities for the library:

- Offering Education/Lifelong Learning
- Encouraging Civic/Community Engagement
- Improving Critical Literacies (such as financial, health/wellness, digital, etc.)
- Developing library staff through more training opportunities

Mission Statement:

Grand Junction Public Library: Improving and enriching the lives of our community.

Service Response #1: Education/Lifelong Learning

Goal 1: The public will have access to financial literacy information.

Objective 1: The library will promote and observe Money Smart Week (in April)

Activity 1: Partner with bank and Extension Office, etc. to present programs on topics such as opening checking accounts, saving for college, saving for retirement, investment options, etc.

Activity 2: Conduct 3 storytimes that focus on money/saving

Activity 3: Order and distribute MSW materials

Objective 2: The library will provide financial literacy resources.

Activity 1: Director will review the library’s collection and make appropriate additions pertaining to basic financial information.

Activity 2: The library will locate and order/provide financial literacy brochures from organizations such as The Federal Reserve, Extension, Iowa Insurance Division, Consumer Finance, etc.

Goal 2: Residents will have access to career development tools & information.

Objective 1: The library will promote Future Ready Iowa (F.R.I.) information.

Activity 1: link to F.R.I. on library’s website

Activity 2: contact F.R.I. for brochures and information

Objective 2: The library will promote its Brainfuse database and anticipate a 10% increase in its use by summer 2022.

Activity 1: The library's website will highlight Brainfuse.

Activity 2: All library staff will participate in recorded Brainfuse training options and become familiar with the database.

Activity 3: The library will use social media to promote various aspects of Brainfuse.

Activity 4: The library will do a media blitz (signs, posters, etc.) regarding Brainfuse.

Objective 3: The library will partner with area businesses for speakers & information.

Activity 1: Library director will contact businesses to learn about and promote local apprenticeship opportunities.

Activity 2: The library will sponsor "career exploration" speaker events. A quarterly series of speakers will be established for presentation by spring 2021.

Activity 3: (Partner with career academy in fall 2021?)

Goal 3: Library will offer more health & wellness resources

Objective 1: The library will schedule quarterly programming pertaining to healthier cooking &/or fitness.

Activity 1: The Library will consider offering flu shots in fall of 2020.

Activity 2: The library will consider offering family meal preparation in 2020.

Objective 2: The library will consider offering Geri-fit programs.

Activity 1: The director will talk with other local directors whose libraries currently sponsor this program.

Activity 2: The library will consider beginning classes in fall 2022 after conducting a media blitz during summer 2022

Goal 4: Residents will be able to develop their digital literacy skills.

Objective 1: The library will offer computer literacy classes in fall 2020.

Objective 2: The library will consider offering a class on Heritage Family Quest in 2021.

Service Response #2: Civic/Community Engagement

Goal 1: Residents will have opportunity for more social gatherings.

Objective 1: Library will host weekly coffees beginning fall 2020.

Objective 2: The library will consider offering family game night once a month in 2021.

Goal 2: Residents will have opportunity for civic conversations.

Objective 1: The library will consider having a candidate forum in fall of 2020.

Objective 2: The Director will consider going to civic organizations about library services in 2020 and 2021.

Service Option #3: Staff Development

Goal 1: Library users will benefit from training library staff.

Objective 1: All library staff will complete a certification endorsement from the State Library.

Activity 1: Staff will enroll in and complete State Library certification endorsement (at appropriate level) by fall 2022.

Activity 2: The library board will determine funding for staff training (for off-site trainings) in the library's annual budget effective FY22.

Activity 3: Library staff will be encouraged to attend special training events such as Directors' Roundtables, Library Learning Circuits, and or other off-site training opportunities.

Goal 2: Library users will learn about new library resources (such as databases) because of trained staff.

Objective 2: All library staff will complete various online training options regarding the library's databases.

Activity 1: The library director will complete Edge 2.0 by summer 2021 in order to determine staff training needs pertaining to technology.

Activity 2: The board will establish "tech competency" as an area of director evaluation by fall 2021.

Activity 3: The director will establish "tech competency" as an area of staff evaluation by fall 2021.

EVALUATION: The library board and director will review this strategic plan at least quarterly beginning summer 2020. The director will provide regular updates about activities being done/accomplished pertaining to the plan. Additionally, the library director will incorporate Project Outcome surveys for outcomes-based evaluations when appropriate for specific programs. Number of programs, attendance, use of resources will also be methods of measurement and evaluation of success in the plan.