
Long Range Plan

2019 — 2024



Kling Memorial
LIBRARY

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Assessment

In October 2018, the Kling Memorial Library Board of Trustees initiated the strategic planning process to update our long range plan. The purpose of which is to plan relevant programs and services that meet the needs of the residents of Grundy Center and Holland.

Throughout the month of October residents of Grundy Center and Holland had the opportunity to complete a ten question survey about the Kling Memorial Library and the programs and services it offers; the data from which was used by the trustees in the planning process. The survey highlighted areas of success within the library and pinpointed those areas that need enrichment. Areas of focus include programming for multiple age groups, particularly upper elementary through high school ages, and promoting more of the digital resources the library has to offer.

During the month of November 2018, the Grundy County Memorial Hospital began a long range plan with community stakeholders as part of the Wellmark Healthy Hometown initiative. Library staff was invited to participate in this planning process, which ultimately lended itself to identifying key community goals that align with the aspirations of the library. Stakeholders at this meeting proposed a list of ideals that would define our community in the future. This list included Grundy Center being a welcoming, connected community with family-friendly, multigenerational activities and more social opportunities.

Community

Grundy Center was incorporated on April 17, 1877, and was named after Felix Grundy, a congressman, senator, and former U.S. Attorney General from Tennessee. Grundy Center is located in East Central Iowa with a population of 2,706 according to the 2010 Federal Census. The population has increased slightly from the 2000 Federal Census figure of 2,596. The age makeup of the community has remained nearly unchanged from 2000 to 2010. Grundy Center residents are primarily white with a mixture of African Americans, Asians, American Indians and mixtures of two or more races. English and Indo-European are the primary languages spoken by members of the community.

Children in Grundy Center are educated in the two building Kindergarten to 12th grade local school district. It is estimated that approximately four families homeschool in the community.

The percentage of Grundy Center's population that have graduated from high school (including GED), and have attained a two or four year degree are above the national average. School age children account for approximately 24% of the population.

The community's main employers include the school district, local hospital, Richelieu Foods a company that produces salad dressings, and Heavy Equipment. Grundy Center's median family income is slightly above the national average. Families living in poverty are nearly half that of the national average and the unemployment rate is far below the national average.

Grundy Center is the county seat of Grundy County. It is also a Main Street Iowa community. Residents have access to a local newspaper, nearby television and radio station, and local cable channel. There are 5 Internet providers in town.

There are 2 nursing homes, 5 daycare centers, recreation facilities, and the county fairgrounds in Grundy Center. There are a number of churches, community services, civic and faith based groups as well as philanthropic organizations in Grundy Center. Some of these groups include the Kiwanis, Lions Club, Grundy Center Sorority, book clubs, garden clubs, Friends of the Library, Library Foundation, church groups, Women's Club, and the Community School Foundation. Community members are proud of their quality schools, immaculate city parks, safe/friendly environment and active businesses.

Kling Memorial Library

Mission, Core Values, and Focus Areas

Mission:

The Kling Memorial Library welcomes a diversity of people where individuals of all ages can connect to their community, broaden their social circles, and build bridges between generations.

Core Values:

The library values and is committed to:

- Lifelong learning opportunities that satisfy the curiosity of the community with a variety of ideas and experiences
- Excellence in service through well-trained staff
- Innovation and adaptability through planning for the future
- Minimizing barriers for people to meet, exchange ideas, and participate in the life of our community.

Focus Areas:

- **Connected Community Involvement:** Fostering a sense of community and community-building through support for inclusive services and facilities, town-wide events, and community gathering places.
- **Groups that Broaden Social Circles:** Providing lifelong learning opportunities through groups and practices that help people broaden their social circle and are centered on sharing common interests.
- **Multigenerational Opportunities:** Offering materials, programs, and services for all age groups with a focus on opportunities that build bridges between generations.
- **Welcoming Inclusive Environment:** Establishing, implementing, and supporting ongoing initiatives to maintain Kling Memorial Library and its virtual spaces as a facility that welcomes a diversity of people and viewpoints.

Goals & Objectives

Library Service Response: Connected Community Involvement

Goal #1: Residents of all ages will have greater opportunities for civic engagement through partnerships between the library and other community organizations.

- A. Establish policies, practices, and programs that preserve the town's character and highlight the history and pride of Grundy Center.
 - 1. Utilize the display case for residents to showcase special collections or hobbies.
 - 2. Highlight prominent members or events of the community both past and present regularly throughout each year.
- B. Support and contribute to the community calendar organized by Main Street Grundy Center that includes programs and events held by all community organizations and businesses.
 - 1. Create a year long calendar with all library programs, classes, and closures scheduled that can be shared to an accessible online calendar
 - 2. Assess the effectiveness of calendar participation after six months, and then annually each year after.
- C. Build stronger partnerships with local organizations and businesses by capitalizing on participating in civic events.
 - 1. Library staff will have a presence at major community events, including Felix Grundy Days and the Grundy County Fair along with smaller events hosted by other community institutions like the YMCA, Farmer's Market, and school district which will be assessed annually.
- D. Raise awareness of library services through enhanced communication across city departments.
 - 1. In conjunction with the city and Main Street Grundy Center, develop library materials for a newcomer packet in both physical and electronic formats to be completed within one year.
 - 2. Create an updated brochure in the next eight months, to distribute information about the library to offices, schools, and newcomers to Grundy Center.
 - 3. Host a luncheon for school officials and librarians once a year to showcase the library's resources and exchange information about collections and programs

Library Service Response: Groups that Broaden Social Circles

Goal #2: Residents of all ages will have access to groups and clubs that will connect them through common interests to bring neighbors together in fun and interesting activities, with a focus on programs for children ages nine to seventeen.

- A. Initiate a Teen Advisory Board to foster a sense of ownership, leadership, and teamwork amongst teens, ages 12 to 18, using the library.
 - 1. Establish a Teen Advisory Board, complete with a board of five members and by-laws, in the next six months and assess its activities and participation annually.
- B. Provide and promote accessible arts and cultural experiences for children and adults.
 - 1. The Library Director will allocate funds from the general budget and gift fund to support five arts and cultural programs each year.
 - 2. The Library Director and staff will utilize connections in the community and surrounding area to foster global awareness activities and intercultural education.
 - 3. Invest in quality display materials to exhibit local artists' work in a secure and aesthetic manner by year two of this plan.
- C. Cultivate social groups and/or encourage existing groups in the community to gather at the library on a regular basis.
 - 1. Create introductory programs within the first year of this plan to launch potential monthly clubs based on interests that will be identified by polling community members.
 - 2. Craft a calendar once an ideal day and time for each group has been established and assess success and participation annually.
- D. Forge virtual spaces for library users to meet and share ideas and experiences.
 - 1. Link a Facebook group to our Library Facebook page, to build community in a virtual space for library user to interact.
 - 2. Use social media outlets to build a bridge with teens and young adults, and to keep them up-to-date with library news and events.
 - 3. Add original content to social media platforms on a monthly basis.

Library Service Response: Multigenerational Opportunities

Goal #3: In an effort to build a bridge between generations, community members will have opportunities for multigenerational interaction and life-long learning.

- A. Organize opportunities for members of diverse generations to exchange valuable life skills.

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1. In conjunction with businesses, organizations, and the school district recruit volunteers to conduct skill seminars based on interests and needs identified by polling the community with a goal of hosting four multigenerational events each year.
 2. Beginning with the 2019 Summer Reading Program and continuing each year after, incorporate programming during the Summer Reading Program that appeals to multiple age groups, and stimulates multigenerational cooperation.
- B. Develop services that connect adults in the workforce to resources that meet their needs and inspire them to learn new skills.
1. Utilize library resources and databases, along with partnering with community organizations and individuals, to offer job skills training twice per year; assessing annually.
 2. Offer drop-in and quarterly technology classes for adults in the workforce that may be transitioning in the job market.

Library Service Response: Welcoming Inclusive Environment

Goal #4: Library visitors will have a safe and welcoming environment to meet and interact with others, or read quietly, while having a physical place that is device friendly.

- A. Designate a space within the library as a comfortable cafe where patrons can relax and share ideas.
1. Select an area within the library that is accessible, can be easily monitored by staff, and yet allows for patron privacy to set up a cafe within 12 months.
 2. Apply for grants and organize fundraisers to finance the purchase of new furniture and cafe supplies by year two of this plan.
- B. Update the Teen Corner of the library to create a more engaging atmosphere for teens.
1. Designate space within the Teen Corner to display materials and exhibits, and incorporate an informational kiosk in the space for pamphlets and information relevant to young adults within six months.
 2. Gather input from teens by 2020 as to what is important to them in their space.
 3. Apply for grants and allocate funds to purchase new, durable furniture by year three of this plan.
- C. Be a device friendly facility with a mobile responsive website.
1. Research how to incorporate charging stations in select areas of the library that can be utilized by the public in the next year.
 2. Update website to be mobile friendly by 2021.
 3. Annually assess standards of internet network to support patrons mobile devices and personal laptops.

Statement of Purpose

The Kling Memorial Library Board of Trustees adopts this long range with the expectation that it be reviewed on a semi-annual basis, and that upon assessment some objectives and actions may be altered to better meet the needs of our community and patrons.