

**GOAL 1: EXPAND LIBRARY PROGRAMS TO ENGAGE ALL AGES.**

**Objective: Develop a diverse range of programming that meets the needs of children, teens, working adults, and seniors.**

| STRATEGY  | ACTION STEP  | RESPONSIBLE PARTY | TASKS & STATUS  |
|---|--|-------------------|---|
| Strategy 1.1: Develop programming for youngest children, through elementary school age. | A. Recruit volunteers to assist with programming.  | CR Committee      | Community Led Programming Application   |
|   | B. Strengthen partnership with schools for elementary and preschool student outreach.            | CR Committee      | Committee has been interacting with teachers about Library tours and/or programs. Student Card Applications developed.                    |
|   | C. Identify and develop specific programs and best times and days for programs.                  | Library Staff     | Summer Reading Programs moved to 3:00 based on parent input. Program planned, Flyer done. KM will send to school via email to distribute. |
|   | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy. | Finance Committee | No pending requests.  |
| Strategy 1.2: Develop programming for middle and high school students.                  | A. Recruit volunteers to assist with programming.  | CR Committee      |   |
|   | B. Strengthen partnership with schools for middle and high school student outreach.              | CR Committee      | Committee has been interacting with teachers about Library tours and/or programs. Student Card Applications developed.                    |
|   | C. Identify and develop specific programs and best times and days for programs.                  | Library Staff     | Staff working on Summer Program options.  |
|   | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy. | Finance Committee | No pending requests.  |
| Strategy 1.3: Develop programming for adults, including seniors.                        | A. Recruit volunteers to assist with programming.  | CR Committee      | Community-Led Programming Volunteers/ Applications needed.  |
|   | B. Identify and develop specific programs and best times and days for programs.                  | Library Staff     | Staff working on Summer Program options.  |
|   | C. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy. | Finance Committee | No pending requests.  |

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**GOAL 2: ENHANCE MARKETING AND OUTREACH EFFORTS.**

**Objective: Increase community awareness and engagement with library services and events.**

| STRATEGY   | ACTION STEP  | RESPONSIBLE PARTY | TASKS & STATUS  |
|--|--|-------------------|---|
| Strategy 2.1: Develop a consistent social media strategy with regular updates and event promotions.                | A. Recruit volunteers with specific skills to assist with strategy.  | Library Staff     |   |
|  | B. Review and improve website to further strategy efforts.   | Library Staff     | Murphy has added "Donate to the Library" forms on the Library website.                              |
|  | C. Determine and implement appropriate social media vehicles.  | Library Staff     | The Library has an Instagram account. All staff now authors on Facebook.                            |
|  | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.           | Finance Committee | No pending requests.  |
| Strategy 2.2: Implement email newsletters and text notifications for event awareness.                              | A. Recruit volunteers with specific skills to assist with strategy.  | Library Staff     |   |
|  | B. Develop distribution lists for communication efforts.   | CR Committee      |   |
|  | C. Develop content and templates for communications.   | CR Committee      |   |
|  | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.           | Finance Committee | No pending requests.  |
| Strategy 2.3: Strengthen partnerships with local businesses, schools, and organizations to cross-promote programs. | A. Recruit volunteers with specific contacts to assist with strategy.                                      | CR Committee      | Committee sent letters to potential partners in the community.                                      |
|  | B. Identify key groups and organizations for strategy.   | CR Committee      |   |
|  | C. Begin outreach to key groups and organizations.   | CR Committee      |   |
|  | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.           | Finance Committee | No pending requests.  |
| Strategy 2.4: Review and strengthen fundraising efforts.   | A. Review options for online fundraising efforts.  | CR Committee      | Zeffy account created for Friends of the Library 12/2025  |
|  | B. Review and conduct annual fundraising appeal.   | Finance Committee | Fundraising Appeal went out 11/2025.  |
|  | C. Consider options to solicit larger donations such as testamentary bequests and major foundation grants. | Finance Committee | LCCF \$10,000 received, Vredenburg application due July. Planning estate/charitable giving seminar. |
|  | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.           | Finance Committee | No pending requests.  |

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**GOAL 3: IMPROVE LIBRARY FACILITIES AND ACCESSIBILITY.**

**Objective: Create a more inviting, functional, and accessible space for the community.**

| STRATEGY  | ACTION STEP  | RESPONSIBLE PARTY            | TASKS & STATUS  |
|---|--|------------------------------|---|
| Strategy 3.1: Develop plan to improve overall physical flow of building.                      | A. Develop plan to reorganize lower level, including options for current undeveloped space on south end and relocation/restructuring of genealogy society space. | Building & Grounds Committee | KM has emailed Bryce Binter re: construction class to do the work necessary to refurbish SE rooms. Replacement of wall with beam an option. SW Basement rooms still need paint. KM relocating large format programming supplies to SW rooms.  |
|   | B. Review main level for welcoming atmosphere and need for physical improvements, including replacement or removal of worn furniture.                            | Building & Grounds Committee | Murphy & Fenton will look at options to replace the wingback chairs on main floor and the meeting room tables. Wooden chairs currently in meeting room to be eliminated & folding chairs put to use.  |
|   | C. Review and develop interior signage to assist visitors to locate specific areas.  | Building & Grounds Committee | Murphy and Ghormley working on this. Corrugated plastic acquired.   |
|   | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.   | Finance Committee            | No pending requests.  |
| Strategy 3.2: Maintain clean and organized interior spaces, reducing clutter.                 | A. Investigate reasons for excessive accumulation of materials inconsistent with space constraints.  | Building & Grounds Committee | Programming Materials relocated to SW basement room. Organization still in progress.  |
|   | B. Identify appropriate places in building for storage of materials and places where materials should not be stored.   | Building & Grounds Committee | Murphy relocated stock of shelves & ceiling tiles.  |
|   | C. Develop plan for removal of materials to reduce accumulation and to retain only most important materials in light of space constraints.                       | Building & Grounds Committee | Clean-up Day May 6, 2026 – another load went. Kids did great cleanup of wood surfaces & windows.  |
|   | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.   | Finance Committee            | No pending requests.  |
| Strategy 3.3: Enhance the outdoor space for reading and community use, including landscaping. | A. Recruit volunteers with specific skills to assist with strategy, including outreach to relevant high school classes.  | Building & Grounds Committee | Still potential for student work if hardscaping is prepared prior to planting.  |
|   | B. Develop options for design of outdoor space, including seating, wi-fi access, landscaping, functional structures, and accessibility.                          | Building & Grounds Committee | Pillsbury-Allen is sourcing benches. Blake has met with Isaac Hirschey to obtain bids for work, has also solicited quotes from CR Environmental and Randy Paige for tree removal, and will contact Hirschy, Hunters and Ogles (in Albia) about replacement trees which might be a living part of the fenceline. Waiting on response from Williams Manufacturing on metal fence options. Bike racks from Johnsons? |
|   | C. Review improvement needs for sidewalks, parking lot, and book drop, focusing on accessibility.  | Building & Grounds Committee | Discussion of removing curb of back lot adjacent to building for accessibility.   |
|   | D. Review requests for capital expenditures or unbudgeted expenses proposed to support strategy.   | Finance Committee            | Reviewed and approved tree removal estimate amount. Waiting on I.H. estimate for overall Young Reading Garden job. Waiting on estimate for fence.   |