

# Hawkeye Public Library Long Range Plan

Library:	Hawkeye Public Library
Long Range Plan:	February 1, 2020 – June 30, 2023
Adopted:	June 24, 1996
Revised:	July 26, 1999
Revised:	January 2, 2003
Revised:	January 16, 2006
Revised:	January 27, 2009
Revised:	January 29, 2013
Reviewed:	October 24, 2019
Revised:	March 6, 2020

## MISSION STATEMENT

The Hawkeye Public Library was established for the purpose of providing the residents of the community and surrounding areas access to books and other resources and services for information, continuing education and recreational reading.

## GOALS

1. To seek to continually identify community needs.
2. To provide a collection of resources and services to meet such needs.
3. To cooperate with other organizations, agencies and institutions to meet our community needs.
4. To provide assistance in the use of all library resources.

A community needs survey is conducted yearly in November. Data collected is compiled and with the above goals and mission statement in mind, we the Board of Trustees propose the following as our Long-Range Plans for the Hawkeye Public Library.

## **ADMINISTRATIVE**

Goal: Encourage Board members to attend workshops held specifically for trustees.  
Objective: Attend at least one workshop each year.

Goal: To be reaccredited by March 1, 2020.  
Objective: Submit a completed application by February 28, 2020.

## **FISCAL**

**Goal:** Maintain and improve financial health of the library.

**Objective:** Recognize memorials and gifts in the newspaper, social media and in library. Purchase items with memorial and gift money.

**Goal:** Continue to educate the city council about current library activities and the numerous community benefits of libraries.

**Objective:** Avoid cuts in our present funding. Attend more council meetings.

**Goal:** Maintain detailed, accurate budget reports.

**Objective:** Work with the city clerk to compile monthly budget reports.

**Goal:** Increase funding through grant writing.

**Objective:** Continue to search for applicable grants and apply as necessary.

## **PERSONNEL**

**Goal:** Maintain 20 hours per week.

**Objective:** Hours to include Saturday and morning hours.

## **COLLECTION DEVELOPMENT**

**Goal:** Develop collections in areas where present resources are lacking, taking into consideration the availability of digital resources and new formats.

**Goal:** Create engaging displays that highlight current and new materials in the collection.

**Goal:** Transition the Easy Reader section into a “Picture Book City” layout to improve visibility and access to this collection.

**Goal:** Continue to weed outdated and/or duplicated areas of the collection as needed.

## **PROGRAMS AND SERVICES**

**Goal:** Improve online library resources and introduce those resources to the user community.

**Objectives:** Develop and transition to the new PLOW website.

**Goal:** Increase library usage.

**Objectives:** Provide more adult programming including possible book clubs for adults along with hosting programs of interest to local residents.

## **PUBLIC RELATIONS**

**Goal:** Increase public awareness of the Library's services and collections through consistent and multifaceted marketing and promotion.

**Objectives:**

- The director will submit newspaper articles as relevant to local newspapers. (Including memorials -name of who it was in memory of projects and new acquisitions)
- Continue to promote the library and its resources through social media outlets such as Facebook and Instagram.

**Goal:** Increase registration and patron usage.

## **FACILITIES**

**Goal:** Continue to monitor library facilities and needs.

**Objective:** Replace what is deemed necessary to repair and/or replace.