Estherville Public Library Long Range Plan 2021-2025

Goals	1. Members will have access to useful and reliable information, assistance with their information needs, print and non-print materials for people of all ages to meet community demand.	2. Members will have access to materials and programming to suit all age levels and a broad range of interests.	3. Members will have access to technology, reference materials, and to common spaces (physical and/or digital).
Objectives	1a) Weed and purchase new physical and digital materials and databases as-needed by observing trends related to demand for each area.	2a) Seek user input while building collections and offer readers' advisory assistance across all material types.	3a) Provide wireless internet and connected devices to our members. Provide assistance with the devices we offer.
	1b) Re-evaluate all areas of collection development to determine the desired ratio of physical vs. digital.	2b) Continually evaluate physical and digital collections to ensure that the space and budget allocated to each category matches user demand.	3b) Provide access to physical and digital reference materials that best meet member needs within budget constraints.
	1c) Continually train staff to assist members as they utilize both physical and digital resources.	2c) Programming offered by the library will include current, popular topics offered at times and via platforms convenient for each target audience.	3c) Ensure that the library continues to offer the physical and virtual space users need for a variety of purposes. Allow zones for people to gather, to enjoy the quiet, to bring refreshments, to utilize the collection, and to hold meetings.
Strategies	1a) At least annually, determine the current turnover rate in each area of the collection and adjust our weeding and purchasing plan to allow us to work toward the desired ratio for each material type. Weed outdated information and replace it with current resources as needed.	2a) Staff will continually watch trends for popular programming topics, bringing in guest presenters, securing necessary funding, and ensuring proper advertising. Effort will be made to ensure that the needs of all ages are addressed. Monthly calendars and quarterly newsletters will reflect these offerings.	3a) Annually review policies and procedures related to meeting spaces (physical and virtual) and device access to ensure fairness, adequacy, and flexibility.
	1b) Annually ensure that all staff members have completed continuing education or in-house training to maintain awareness of services offered at the EPL sufficient to assist members in their use.	2b) At least annually, staff will compare the usage of each format with both the space and funding allocated for that portion of the collection. Changes will be made as needed, and may include weeding or re-allocation of funds.	3b) Staff will continually evaluate usage of each database or service both to determine demand and the need for further promotion. Monthly reports to the Board of Trustees will reflect this information.

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2009 Chosen Service Responses: Current Topics and Titles; Lifelong Learning; Commons.

Mission Statement:

The Estherville Public Library enhances the community's quality of life by providing for member's literacy, recreational media, and technology access needs. All possible formats, platforms, materials, and events are leveraged to enable the EPL to be a primary contributor to lifelong learning pursuits.

Timeline:

- Annually in January:
  - Evaluate the Strategic Plan, determining progress towards goals and objectives
  - Evaluate collections turnover rate and factor this information into the weeding plan which begins in January each year
- Annually in April:
  - Evaluate database usage to determine which will be renewed for the coming fiscal year
- Annually in July:
  - Evaluate the ratio of print vs. digital collections according to their usage
- Annually in August:
  - Evaluate programming variety and attendance, discussing changes or additions to enhance future offerings
  - Evaluate program schedules against other events happening in the community
- Every 3 years (or sooner, as needed):
  - Conduct a community survey

Keeping in mind:

- According to our 2020 Community Survey:
  - 82% of respondents ranged from 20+ year to lifelong residents (as opposed to 69% in 2017). We must work to better welcome and encourage usage by newcomers.
  - 50% of respondents were most interested in programming that allowed for kits to pick up and complete on their own. Staff will begin focusing efforts more often towards this style of offering.
  - 53% of respondents were either full-time or part-time workers. We must consider the schedules of working people when planning programming and special services, in addition to offering conveniences that make it easier to use the library's resources on a tight schedule. Curbside delivery was offered beginning 6 weeks prior to the initial COVID-19 closure, and will continue.
  - 11% do not (or rarely) use the library. We would like to reduce this by at least 3% by 2025 through promotion of lesser-known services.