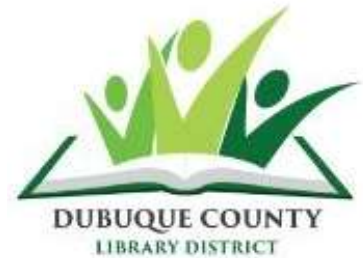


Dubuque County Library District



Mission Statement

The Dubuque County Library District empowers people with services to learn, connect, create and grow.



2022-2027 Strategic Plan: Goals & Strategies

Goal 1: Awareness and Access: Raise the visibility of, and remove barriers to, library resources and services.

Strategies:

- ❖ Identify a marketing team (staff/volunteers/hire) to develop a comprehensive marketing plan and design a library brand and logo.
- ❖ Set “SMART” (Sensible, Measurable, Achievable, Realistic, and Timely) marketing goals and a budget proposal to actualize priorities.
- ❖ Develop and launch a public awareness campaign to introduce (or reintroduce) county residents to library services.
- ❖ Update libraries’ outdoor and interior signage as needed.
- ❖ Explore collaborating with committees in each branch area to become an active participant in yearly community festivals.
- ❖ Reassess and as necessary realign library hours to meet community needs.

Goal 2: Services & Resources: Enhance services and resources, and better leverage current portfolio of offerings, to meet community needs.

Strategies:

- ❖ Expand outreach services within each community to meet people where they work and congregate.
- ❖ Establish advisory task force to identify under-met and emerging community needs, and then evolve services and programming responsive to those needs.
- ❖ Develop instrument(s) to identify community needs and gauge program success.
- ❖ Prioritize collection development by increasing annual funding for print and electronic acquisitions.
- ❖ Where needed, expand technology via computers, hotspots, laptops and an improved web presence.
- ❖ Pursue new strategies and set targets to increase the libraries’ cardholder base.

Goals 3: Library Spaces and Experiences: Configure and expand spaces to meet the needs of a growing county.

Strategies:

- ❖ Reassess and as necessary redesign existing spaces to make them more welcoming and user friendly.
- ❖ Initiate a long term, data-driven plan to understand and respond to future demographic trends within the county.
- ❖ Manage and promote the successful opening of a new library site within the Farley community.
- ❖ Provide a drive-up materials return option at the Asbury and Peosta sites.
- ❖ Provision for and roll out a new bookmobile and service stop circuit.
- ❖ Improve patron experience in discovering and accessing collection items with the use of displays (ex. “face out” titles) and popular themes (ex., Black History Month, Women’s History Month, Book Week).

Goal 4: Institutional Success: Foster an organizational culture of transparency, accountability, and innovation.

Strategies:

- ❖ Facilitate ongoing staff training and development that leads to optimal customer service.
- ❖ Increase opportunities for existing staff to enhance skills, and standardize onboarding procedures for new hires, to develop a cohesive, team-orientated culture.
- ❖ Provide opportunities for volunteers to use their expertise to assist with staffing limitations.
- ❖ Advance communication with city/county departments and business organizations in all areas of the county to promote areas of common interest.
- ❖ Continue to develop and enhance partnerships with educational, cultural and civic organizations in order to expand library services.
- ❖ Build, collaborate and nurture strong, interactive partnerships with government and community organizations within each branch community.