

Wall Lake Public Library

Strategic Action Plan

2022-2025



Approved

December 14, 2021

Wall Lake Public Library Long-Range Plan 2022-2025

Mission Statement

The Wall Lake Public Library is a comfortable place where people of all ages can learn to be informed citizens, enjoy recreational interests, and pursue a lifelong love of reading and learning.

Community Data

The city of Wall Lake has a population of 755 and is located in Sac County, Iowa. Sac County is a rural county in northcentral Iowa. Town residents are predominantly white (96.7%), with a few ((0.1%) African American people. English is the predominant language spoken in our community. The population in Wall Lake has declined 7.8% in the last 10 years. Sac County population has declined 5.1% in the last 10 years, although the state of Iowa has increased population by 4.7% in the last 10 years. Residents appear to be migrating to the cities and leaving the rural areas.

Our school district is East Sac County Community Schools. The Wall Lake Elementary School closed in 2020. The elementary school and middle school are now in Sac City and the high school is in Lake View. Children ride the bus to Lake View and Sac City and arrive back in Wall Lake at 4:00 P.M. Approximately 22% of the population is below the age of 18.

Wall Lake has a 60 Plus Meal Site and a nursing home. 43% of the population is age 55 or older. Poverty level for female householder with no husband present is 32.1%.

Wall Lake has a large industrial base. The community's main employers include: Twilight Acres Nursing Home, Nutrien Ag. Solutions, Cookies Bar-B-Q, Hallett Materials, King Construction, Speed's Auto Supply, Western Iowa Energy (Biodiesel plant), Wall Lake Used Parts and Wall Lake Lumber. Unemployment is similar to the State at 3.6%. (State average is 3.7%)

The basis of this data summary is taken from the U.S. Census Data.

In October of 2020, the Wall Lake Public Library completed the Edge 2.0 Assessment. Some responses that did not receive the highest points include determining the results of library programs and online educational resources.

The City of Wall Lake had a survey completed in November of 2021 and the question regarding the library was asking for program ideas – highest responses were movies, crafts and home and garden.

This community data from the Census Bureau, the Edge Assessment, and the city survey will be used to inform our decisions about future library services, materials, and programming.

GOALS & OBJECTIVES:

Goal 1: Adults and senior citizens will have access to a variety of library services, to improve creative expression and socialization.

Objectives:

1) In each year of this plan, library staff will offer delivery of materials to shut-ins and residents of Twilight Acres Nursing Home.

2) In each year of this plan, library staff will continue to offer curbside delivery of materials to all residents.

3) In each year of this plan, library staff will continue to promote a culture of learning by hosting monthly book discussions.

4) In each year of this plan, library staff or partner organizations will host at least six programs, classes, and/or author visits per year on topics of crafts and home and garden.

5) In the summers of 2022-2025, the library will re-enroll in the Bridges consortium annually and offer personal assistance for instructing senior citizens on the use of technology for entertainment and reading purposes.

6) Beginning immediately, library staff will promote Brainfuse HelpNow for adults to further their education.

7) In each year of this plan, library staff will promote Brainfuse VetNow, JobNow, and HelpNow.

8) In the winter of 2022, library staff will investigate purchasing a movie database like Kanopy and partnering with other businesses to offer movie nights for all ages.

Goal 2: Children will have access to a variety of programs, to stimulate reading and literacy.

Objectives:

1) In each year of this plan, library staff will offer preschool story time at least 8 months of the year – using zoom to record the programs and send links to families and daycare providers as requested.

2) In each year of this plan, library staff will prepare and host an annual summer reading program through IRead.

3) In each year of this plan, library staff will investigate possible options for new afterschool programming to encourage use of the library by children ages 5-12.

4) Throughout 2022 and 2023, library staff will promote Brainfuse HelpNow features through a variety of social media messages, flyers, and in-library demonstrations.

5) In the fall of 2021 and continuing into the winter of 2022, library staff will attend live webinars and watch tutorials on Brainfuse HelpNow to be able to assist children and parents with this database.

Goal 3: Teens will have access to a variety of programs, encouraging them to connect with their peers and their world.

Objectives:

- 1) In each year of this plan, the library will coordinate with the high school book club (The Nerd Herd) to promote books available on their reading list.
- 2) In each year of this plan, the library staff will offer a teen maker camp and investigate options for new teen programming.
- 3) Throughout 2022 and 2023, library staff will promote Brainfuse HelpNow features through a variety of social media messages, flyers, and in-library demonstrations.

Goal 4: Edge Assessment Goals: Library users of all ages will have access to updated computer hardware, software, website content, and new technology-related classes at the library.

Objectives:

- 1) In each year of this plan, library staff will maintain and upgrade staff and patron use computers and equipment as needed on a regular rotation.
- 2) In the winter of 2022, library staff will investigate managing programming statistics with WhoFi and implement an account.
- 3) In the spring of 2022, library staff will investigate accessibility of the library website and make changes as needed to increase accessibility.
- 4) In the spring of 2022, library staff will investigate Project Outcome – start a library account and use surveys for programming.
- 5) In each year of this plan, library staff will renew Deep Freeze for patron privacy and Net Nanny filtering software.
- 6) In each year of this plan, library staff will update and keep current the digitized newspapers through Advantage Company for local history accessible by all with an internet connection.

Goal 5: The Wall Lake community will benefit from a knowledgeable, well-trained library staff and board who pursue continuing education as outlined by the State Library of Iowa.

Objectives:

- 1) Beginning in 2022, Library Trustees will promote learning among library staff by encouraging their participation in at least five hours of a variety of educational opportunities including live or recorded webinars, programs or classes annually.
- 2) In each year of this plan, all members of the library board of trustees will participate in at least three hours of board development training. Opportunities include: demonstration of library products or websites, monthly updates, discussion of related articles or books at board meetings, live or recorded webinars, programs or classes.

Plan Evaluation: Each year in December, Wall Lake Library Board will evaluate the progress made on this plan, determining which goals/objectives have been met and which ones are worthy of continuing to work on in the new year.