

EDITH B. SIEGRIST  
VERMILLION PUBLIC LIBRARY  
STRATEGIC PLAN



Approved by the Library Board of Trustees

January 17, 2019

VISION: Expanding Minds. Empowering People. Enriching Community.

VALUES: We serve all people in the Vermillion area: individuals and groups of every age, economic level, occupation, ethnic origin, philosophy, and human condition.

- Enhance quality of life.
- Inspire, inform, and entertain.
- Help the community live, learn, and grow.

MISSION STATEMENT: The Edith B. Siegrist Vermillion Public Library serves as a welcoming community center whose staff, resources, programs, and services enrich lives and provide for the educational and informational needs of our diverse community.

**GOAL 1: ALL LIBRARY USERS WILL RECEIVE EXEMPLARY CUSTOMER SERVICE.**

- We will strive to make the library experience a positive one for each library user.
- We will emphasize positive language in library documents.
- We will review the library's services and collections to be sure we're making the best use of resources for library users.
- We will train staff on delivering exemplary customer service and promoting and supporting library services, equipment and electronic resources.
- We will support staff members' continuing education by allocating resources for travel and training in the operating budget.
- We will annually survey community members to ascertain satisfaction with the library's programs and services and to gather ideas for future programs and services.

**GOAL 2: LIBRARY USERS WILL HAVE A SAFE, WELL MAINTAINED, WELCOMING FACILITY WITH SPACES THAT SERVE THEIR NEEDS.**

- We will create and maintain a hospitable environment.
- We will provide library users with a clean and welcoming place to meet and interact with others or to sit quietly and read, work or study.
- Meeting spaces are part of the library's available public resources and we will equip, maintain, and organize them to facilitate community engagement, learning and interaction.

**GOAL 3: LIBRARY USERS WILL HAVE ACCESS TO A VARIETY OF PROGRAMS AND SERVICES THAT ARE ALIGNED TO THEIR NEEDS AND INTERESTS.**

- We will host cultural and educational programs that encourage community members to learn.
- We will seek opportunities to collaborate and partner with other organizations to bring in knowledgeable presenters and a variety of programming.

- We will explore, research and introduce new programs.
- We will offer afterschool programming.
- We will plan and present twelve adult programs or activities per year in areas of sustained interest.
- We will offer teen programming two times per month throughout the year.
- We will reach outside the library walls to engage community members where they are at by offering events or participating in community events outside the Library.

**GOAL 4: THE LIBRARY WILL PROMOTE LITERACY AND THE LOVE OF READING AND LEARNING FOR ALL AGES.**

- We will maintain a current collection of print and non-print materials in all areas: educational, social, political, occupational, creative, recreational, and spiritual.
- We will review and re-evaluate the collection and the Collection Development Policy yearly to ensure it meets the needs of the community.
- We will evaluate and adopt new formats and materials for inclusion in the library's collection.
- We will offer, promote, develop and enhance the summer reading program and story times.
- We will conduct "One Book South Dakota" programming.
- We will respond to patron requests for new or previously published materials through purchase or interlibrary loan.

**GOAL 5: LIBRARY STAFF WILL RAISE AWARENESS, CREATE VISIBILITY AND GENERATE ENTHUSIASM FOR THE LIBRARY.**

- We will develop and deploy promotional campaigns which will stimulate public awareness and increase visibility of the library and all its programs.
- We will develop and update the library website and promotional materials highlighting activities and services at the library.
- We will publish a monthly newsletter listing library events and news.
- We will provide press releases to the media to promote activities and services at the library, including the monthly column "18 Church Street" in THE EQUALIZER.
- We will review the effectiveness of our present use of media, apps, Facebook, website, newspapers, USD, SDPB, etc. annually.

**GOAL 6: THE LIBRARY WILL BE A TECHNOLOGICAL RESOURCE FOR THE COMMUNITY.**

- We will provide opportunities to bridge the digital divide by making digital resources and technologies accessible to all community members.
- We will provide current software and hardware to library users.
- We will promote our library's electronic resources.
- We will explore emerging technologies and services, and their relevance to the library.
- We will offer community members programs and resources for technology training.
- We will offer one-on-one assistance for technology questions.

**GOAL 7: THE LIBRARY WILL MAINTAIN "EXEMPLARY" CERTIFICATION BY THE SOUTH DAKOTA STATE LIBRARY.**

- We will review qualifications needed to maintain "Exemplary" certification annually.