

EDITH B. SIEGRIST  
VERMILLION PUBLIC LIBRARY  
STRATEGIC PLAN



Approved by the Library Board of Trustees

January 17, 2019

Updated September 23<sup>rd</sup>, 2019

VISION: Expanding Minds. Empowering People. Enriching Community.

VALUES: The Edith B. Siegrist Vermillion Public Library provides service to all community members regardless of age, ancestry, color, economic level, education, gender identity and expression, human condition, national origin, occupation, philosophy, political affiliation, race, religion, sex and sexual orientation, or any other protected classes in state or federal law.

- 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.