

# West Bend Public Library Strategic Plan 2018-2023

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*Oh the places you'll go! And will you succeed? Yes? You will, indeed! (98 and  $\frac{1}{4}$  percent guaranteed.)*  
*Dr. Suess*

Approved by the West Bend Public Library Board of Trustees--May 9, 2018

# Community

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West Bend was established in 1856 and incorporated on January 31, 1884. Nestled among the fertile fields of Iowa's countryside the town is located in Palo Alto and Kossuth counties in north central Iowa just southwest of a sharp westward turn (bend) in the Des Moines River.

There are, according to Census data, 755 predominately white English speaking citizens in West Bend. About 8% of the population is Hispanic and a few Native Americans call West Bend home. A minor decline in population since 2000 has been noted but the age makeup of the community remains relatively stable.

The children of West Bend are fortunate to be able to attend school at all grade levels in the community. This is becoming rarer in Iowa as school districts continue to consolidate. Approximately 13.9% of the population is school age.

MaxYield Cooperative is the largest employer in West Bend, followed by Country Maid and the West Bend Mallard Community School. A large number and wide variety of smaller businesses help the local economy thrive. Unemployment is below the state average and the median income is a bit below the state average as well.

Citizens have access to information in a variety of formats including local and regional newspapers, cable access channels and Internet providers. There is a daycare center, assisted living and care center, as well as a medical clinic in West Bend. West Bend is also home to many service organizations, civic groups and churches. The citizens take pride in the community's recreational facilities, culture of volunteerism, strong family ties and long standing traditions, among other things.

West Bend is also home of the Grotto of the Redemption, known as the largest man-made grotto in the world. The Grotto of the Redemption has been placed on the National Register of Historical Places and contains the largest collection of precious stones and gems found anywhere in one location. This attraction brings people from all over the world to visit our community.

The library wishes to extend a generous thank you to the community members who took the time to complete our survey portion of this process. We received a wide range of data from both users and non-users of the library and from a range of ages as well.

# Library

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The West Bend Public Library was built in 1966. An addition in 1977 brought the building up to its current 3,024 square feet. The building is in adequate condition with a recent roof replacement and exterior painting and signage updates. The building is in compliance with all codes and ADA standards. The library sits on the main street of the business district so the location is excellent. Parking is good and there is adequate meeting room space.

Six employees keep the doors of the library open 41 hours each week with evening and Saturday hours. The library provides books, magazines, audio and visual materials, puzzles, puppets and more to its 898 card holders. The library also provides online resources such as; BRIDGES eBook and audiobook downloads, Gale research databases, Credo Reference and Transparent Languages. The library has copy and fax services, 8 community access computers, as well as programs for Summer Reading, Tot Time, Story Hour and outreach services to the school and homebound residents.

The library staff is pleased to provide a nontraditional library environment that offers a place to gather and share ideas, yet sets aside time for quiet reading and reflection. The children’s summer reading program is a point of pride for the library staff. The fact that the library is accredited at Tier 3, the highest level possible by the State Library of Iowa, has created confidence in our staff to provide excellent service to our community. The staff appreciates the support received from the city and county governments, community, and Friends of the Library organization.

## Staff

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Lisa Riesenbergh, Library Director

Melissa Zaugg, Children’s Librarian

Lou Metzger, Youth Services

Angie Wirtz, Library Clerk

Angela Thilges, Library Clerk

Haley Wirtz, Custodial Aide

## Trustees

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Becky Collins- President

John Banwart

Stephanie Veon

Cory Thilges

Lisa Blair

# West Bend Public Library

## Mission Statement

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*Our mission is to be the center of information and discovery in the community. We connect people, information and ideas to promote lifelong learning, literacy development, and community involvement.*

## Service Responses

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### Create Readers of All Ages and Enhance Literacy Skills

- *People of all ages, with a focus on children, will have programs and services designed to ensure that they will obtain the skills to learn and love to read, write and listen.*

### Connect to the Online World: Public Access to Technology

- *People will have access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of ever changing technology, resources and communications.*

### Satisfy Curiosity: Lifelong Learning

- *People will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.*

### Visit a Comfortable Place: Physical and Virtual Spaces

- *People will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read. They will have open and accessible virtual spaces that support social networking.*

# Goals

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Goal #1: People of all ages will develop an enduring love of reading

- 1. Evaluate the programs currently offered and determine their value toward the love of reading**
  1. Staff will discuss current programs annually in early April
  2. Staff will develop a program for struggling readers by 2020
- 2. Additional Outreach Programs will be developed to get books into people's homes**
  1. Staff will develop an outreach program to daycare providers in which each child will receive a book bag, filled with 1-3 books each week by 2019
  2. Staff will continue to develop outreach programs for residents that are homebound and increase service to include those living at West Bend Health and Rehab and assisted living community by 2021

Goal #2: People of all ages will have access to emerging technology

- 1. Develop and evaluate technology resources and equipment by 2023**
  1. Determine replacement schedule based on age and condition of equipment in use within 5 years
  2. Annually determine the adequacy of the technology budget and grant availability to allow for equipment and software upgrades
  3. Annually offer programs to expose and teach people about current technology and applications
  4. Annually evaluate and educate staff on using new types of technology to get information to the public

Goal #3: People of all ages will have a place to learn something new

- 1. Create a schedule of ongoing programs by 2023**
  1. Determine what programs to offer on a continuing basis by annually surveying people
  2. Offer programs at various times and use survey results to determine the best time to offer each program

## **2. Develop additional teen and adult programming by 2021**

1. Staff will attend workshop and webinars to learn how to promote and excite the teens. This goal includes doubling the number of programs offered to 10 or more per year. Possible programs include book to movie programs, book clubs etc.
2. Develop Maker Monday programs for adults; projects would include crafts, cooking, and suggestions from the public. This goal includes adding approximately 12 additional programs by 2021.

## Goals #4: People will feel welcome and comfortable while at the library

### **1. Update and replace carpet in the meeting room and lobby area by 2021**

1. Obtain funding through grants, Friends of the Library and the community

### **2. Provide charging stations, chairs or tables and additional outlets for use by visitors who bring their own devices by 2022**

1. Research options for charging stations and requirements for furniture that have adaptors built in
2. Discuss options with an electrician
3. Obtain funding for necessary updates

### **3. Research options to provide a “teen friendly” area within the library by 2022**

1. Discuss space options and floor plan ideas with staff and teens
2. Obtain funding and furniture for the area

### **4. Refurbish restrooms with a fresh coat of paint and accessories by 2020**

1. Obtain funding, pick out paint colors and apply

### **5. Replace and update bi-fold doors in the meeting room by 2023**

1. Research options with local contractors, budget or obtain grant for replacement

### **6. Discuss storage options with city council and library board by 2023**

1. Research storage options for supplies and equipment
2. Discuss with the local daycare sharing options of some equipment to eliminate space concerns

