



Menlo Public Library

Strategic Plan 2021-2026

Approved by Menlo Public Library Board of Trustees on February 3, 2021

The Menlo Library Board of Trustees and the Menlo Library Foundation members discussed in meetings and by text the vision for the Menlo Public Library over the next five years. The Menlo Library Director would like to thank the Library Board of Trustees and Menlo Library Foundation members for their efforts in completing the past five year goal of updating the library and also their time and consideration for the community as a whole when planning for the future.

Library Board of Trustees

Earl Jacobson, President

Denise Miller, Vice President

Jenna Clarke, Secretary

Laurie Allsup

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Menlo Library Foundation Members

Stacey Richter, President

Cindy Partlow, Vice President

Ashley Culver, Secretary

Jacob Pinegar, Treasurer

Amanda Nourse

Library Staff

Julie O'Brien, Director

COMMUNITY

With the assistance of a district library consultant and using the demographics provided by the American Community Survey 2014-2018, the planners were better prepared to focus on the next five years. Receiving monthly circulation reports, updates, and the annual reports helped the board to understand what has worked in the past and could be enhanced upon in the future. The Library Board of Trustees and Menlo Library Foundation members represent a wide demographic within the community and this combined with a great hope for the future came the expressed attention to be placed on the following:

- Community Programs and Services
- Staffing
- Library and Collection Maintenance

Menlo is located in Guthrie County in Southwest Iowa. The population of Menlo decreased from 2000 to 2010. According to the 2010 Federal Census is 353.

The residents of Menlo are primarily white with a slight increase in two or more races. English is the primary language spoken in the community.

There is one home-based registered daycare provider in Menlo. The children of Menlo are in the West Central Valley Community School District. The elementary is in both Stuart and Dexter, middle school in Redfield and high school in Stuart. Approximately 18% of the population is school age, excluding preschoolers.

39.4% of the population over 25 are high school graduates. 31.6% have some college, no degree.

Poverty rates, especially among the female householder, no husband present, are high. Poverty rates have increased with the exception of within the married couple families demographic. Unemployment has been in decline.

When looking at population by age and gender on the 1850-2010 Decennial Censuses & 2018 Annual Population Estimates, we saw a higher portion of the population within the children's age ranges between 10-14 female and 15-19 male. In adults the larger population was 25-39.

Menlo is primarily a bedroom community with a small number of local businesses and employers. The average travel time to work from 2014-2018 was almost 30 minutes. Employers in and around Menlo include a café, ethanol plant, egg farm, bar, construction, and plumbing businesses. The median household income from 2014-2018 was \$51,458 and median family income during that same period \$63,750.

Citizens have access to information in a variety of formats including area newspapers, cable and internet providers. The community has an active Parks & Recreation organization and American Legion Auxiliary.

MISSION STATEMENT

The Menlo Public Library was established in 1942 and since then our mission has been to provide quality materials and service which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and businesslike.

SERVICE RESPONSES

Community Programs and Services

Residents will continue to have a focus placed on providing safe and educational programs for children and newly enhanced activities for the young adults and adults.

Staffing

Residents will receive the highest level of customer service.

Library and Collection Maintenance

Residents will have a well maintained library, updated collection, and a director and board with their eyes on the future.

GOALS AND OBJECTIVES

Community Programs and Services

Residents will continue to have a focus placed on providing safe and educational programs for children and newly enhanced activities for the young adults and adults.

Goal #1 Children will continue to experience safe and educational programs.

- Objective #1** Library director and staff will continue *a summer* reading program.
- Objective #2** Library director and staff will continue, *a weekly*, early childhood story time during school months. Re-evaluate as needed.
- Objective #3** Library director and staff will continue, *a weekly*, toddler playtime during winter months. Re-evaluate as needed.
- Objective #4** Library director and staff will continue, *a weekly*, story time at the local daycare. Re-evaluate as needed.
- Objective #5** Library director and library board will explore, *by January of 2022*, offering museum and local attraction passes, such as the Adventure Pass. This may also involve contacting Guthrie County Libraries to gauge their interest in a combined pass.

Goal #2 Young adults will find more and enhanced activities in which to partake.

- Objective #1** Library director and staff will include one *summer* reading event young adults would enjoy.
- Objective #2** Library director and staff will explore by the, *summer of 2022*, hands on activities.
- Objective #3** Library director will look into, *by April of 2021*, the opportunity for a continued partnership with the Guthrie County Extension office and pre-packaged activity bags.
- Objective #4** Library director will investigate, *by May of 2021*, hosting a BattleBot sort of competition.

Goal #3

Adults and across the generations will experience a diverse range of programs that encourage a deeper understanding and appreciation of the world while promoting social engagement with neighbors.

- Objective #1** Library director, staff, library board, library foundation members, patrons and in coordination with Menlo Parks & Recreation, will *annually*, enter a float in Menlo's annual winter parade. Re-evaluate as needed.
- Objective #2** Library director and library board will investigate, *by the summer of 2022*, the feasibility of movie nights outside and eventually, inside the Menlo Community Building.
- Objective #3** Library director will explore outside programming, *by April of 2021*.
- Objective #4** Library director and staff, *will continue*, to seek out and engage in ongoing community wide events that cross all generations.
- Objective #5** Library director and staff, *will continue*, to help bring together experienced community members or selected guests, for how to programs, such as cooking and building activities.
- Objective #6** Library director and staff will look into, *by fall of 2021*, hosting game nights.
- Objective #7** Library director will explore, *by August of 2023*, having a basic computer and or eBooks class.
- Objective #8** Library director, staff, library board and library foundation members will host an open house, *when deemed safe due to Covid-19*, to showcase the newly updated library.

Staffing

Residents will receive the highest level of customer service.

Goal #4

The Menlo Public Library will provide the highest level of customer service to all patrons.

- Objective #1** Library director, with library board input will determine, *annually*, if additional, or reduced staffing is needed in order to meet or increase services and stay within the budget.
- Objective #2** Library director and library board will, *consistently*, maintain a knowledgeable and customer oriented staff.
- Objective #3** Library director or library board will, *as needed*, update job descriptions as requirements change.
- Objective #4** Library director will, *as needed*, provide training for the staff.
- Objective #5** Library director and staff will, *continue*, home deliveries in consideration of the population.

Library and Collection Maintenance

Residents will have a well maintained library, updated collection, and a director and board with their eyes on the future.

Goal #5 The Menlo Public Library will maintain their current space and develop new offerings to all patrons as community needs change.

Objective #1 Staff and director will, *on an ongoing basis*, add to and withdraw the collection, following the Menlo Library Collection Development Policy and the State Library of Iowa's Tier Level 3 standards. Currently, the State Library's required average for both adding and withdrawing over 3 years is 3%. Menlo Public Library generally adds 4-5%, and withdraws 4-5% of their collection annually.

Objective #2 Staff and director will, *daily*, maintain the library and facilities as noted in their job description.

Objective #3 Staff and director will, *annually or as needed*, review and update technology.

Objective #4 Library director and library board will, *before June 30 2023*, communicate desired changes to city officials in regards to past or current city-library ordinances that need to be placed on the next regular city election ballot, before the deadline of June 30 2023. The city clerk, county auditor or state auditor should be able to provide any previous copies of the canvas of votes. Specifically needed and to keep on file, are the copies of the votes from July 1 1975 - present.

Objective #5 Library director, library board, staff, and district consultant will, *before July of 2025*, identify needs of the community through discussions, meetings or other means. This is in preparation for a new Menlo Library Strategic Plan, which will be due February 2026.

