



Montezuma Public Library

STRATEGIC PLAN

2022-2025



Approved by the MPL Board of Trustees
January 12, 2022



Overview

HOW THIS PLAN WAS CREATED

The Montezuma Library Board of Trustees embarked upon its first formal strategic plan at a critical juncture in the library's story. With the completion of a new building in 2005 came lots of growth over the years and the need to focus our resources anew. This strategic plan is a response to that need.

It was very important to involve the community in the strategic planning process. Therefore, with the assistance of Becky Heil of Iowa Library Services, the board of trustees elicited input from a group of community stakeholders comprising of business owners, school professionals and residents. Through several phone interviews, Heil asked each stakeholder what was important to them about Montezuma and the library. Data was reviewed by the board of trustees and three areas were chosen to focus on:

- **Know Your Community: Community Resources and Services**
- **Satisfy Curiosity: Lifelong Learning**
- **Create Young Readers: Early Literacy**

The goal of this plan is to honor the past, support the current members of the community and ensure the success of future taxpayers. The plan allows the library to redefine its goals and purposes by engaging the community and create a library that serves as a cornerstone of the community.

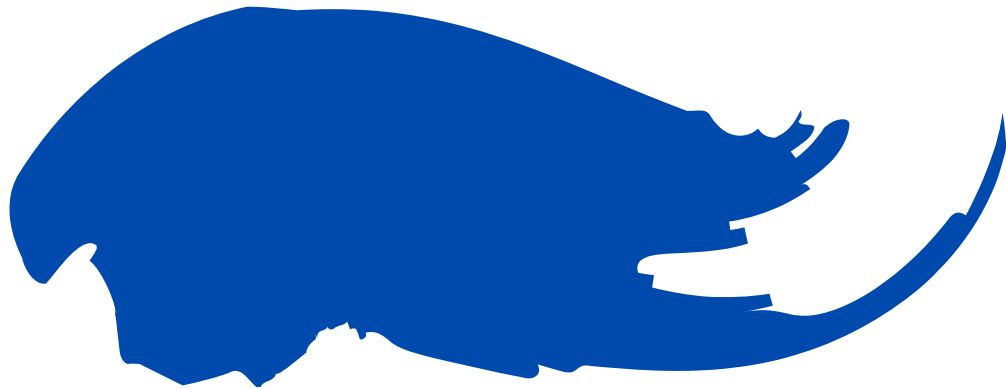


Overview

OUR VISION



**To uplift, inform
and support the
community
through the
library's
collections,
programming and
engagement
strategies.**





Overview

OUR MISSION



The mission of the Montezuma Public Library is to promote lifelong learning through services and resources in a comfortable environment.





Overview

STRATEGIC FOCUSES



Strategic Focus #1:
Know Your Community



Strategic Focus #2:
Satisfy Curiosity



Strategic Focus #3:
Create Young Readers



Strategic Focus #1

KNOW YOUR COMMUNITY

Community Resources & Services



Explore
opportunities
for outreach &
partnerships



Residents need a "go-to" place for information about the community.

GOAL #1: RESIDENTS LEARN ABOUT LIBRARY SERVICES, COMMUNITY ORGANIZATIONS AND OTHER COMMUNITY SERVICES.

- Objective #1: During 2022, the library director will follow the City of Montezuma's lead for posting library board meeting minutes, as well as other community events. The library director will continue to post events to social media and investigate into getting a TikTok account to help promote new books, programs and happenings at the library.
- Objective #2: The library will partner with the Poweshiek County Extension office to provide services and programs to the community starting in 2022.

GOAL #2: NEW RESIDENTS FEEL WELCOMED AT THE LIBRARY.

- Objective #1: Library staff will put together "welcome" bags for new residents and coordinate this effort with the City of Montezuma in 2022.
- Objective #2: The Library Director will form a volunteer committee to help bring more volunteers into the library.



Strategic Focus #2

SATISFY CURIOSITY

Lifelong Learning



Extend library services out into the community



Adults and young adults need a place to go to for programming.

GOAL #1: ADULTS AND YOUNG ADULTS HAVE ACCESS TO TIPS/TRICKS FOR CAREER SEARCHES AND OTHER LIBRARY ONLINE RESOURCES.

- Objective #1: Library staff will develop short tutorials about smart Internet searching and post them on social media in 2023.
- Objective #2: During 2023, library staff will work to promote the library's online resources, including BrainFuse.

GOAL #2: LOCAL RESIDENTS WILL HAVE ACCESS TO LIBRARY MATERIALS WITHOUT HAVING TO VISIT THE LIBRARY.

- Objective #1: In 2023, library staff will coordinate delivering library materials to residents at Montezuma Nursing & Rehab.
- Objective #2: The Library Director will gather volunteers to help deliver library materials to residents who are unable to get to the library.

GOAL #3: LIBRARY PROGRAMS EXPAND TO INCLUDE HOBBY & CRAFT CLASSES FOR ADULTS.

- Objective #1: In 2022, library staff will survey community about types of hobby/craft classes.
- Objective #2: The library will offer a series of hobby/craft classes based on everyone's interest.



Strategic Focus #3

CREATE YOUNG READERS

Early Literacy



Help parents stay involved with their children's development



Children should want to keep visiting the library as they get older.

GOAL #1: CHILDREN AGES BIRTH TO 8 YEARS HAVE ACCESS TO LIBRARY PROGRAMS THAT FOSTER A LOVE OF READING.

- Objective #1: In 2022, the library will partner with Poweshiek County Extension to provide children's programming.
- Objective #2: In 2022, the library will start a LEGO Club for children and teens.

GOAL #2: PARENTS RECEIVE INFORMATION RESOURCES TO PROMOTE PARENTAL INVOLVEMENT IN CHILD DEVELOPMENT.

- Objective #1: The library staff will coordinate with UnityPoint Health-Grinnell Regional Medical Center staff to provide hospital bags to new parents in 2023.
- Objective #2: The library will hold an early literacy night event in 2023 for children and families to promote togetherness and reading.

GOAL #3: CHILDREN DEVELOP PERSONAL RELATIONSHIPS WITH LIBRARY STAFF WHO KNOW THEIR READING PREFERENCES.

- Objective #1: In the summer of 2023 the library will hold a lunch book discussion for children.
- Objective #2: Library staff will form a panel of young readers to get input and hold a "book tasting" event in 2024.



Strategic Planning COMMUNITY STAKEHOLDERS

Ashley Wenke	Pleasant Grove Homestead (Owner)
Deb VerMeer	Vannoy Chevrolet/Business Boosters
Jo Ahrens	Three Sisters Fabrics/Business Boosters
Darla Wilson	Food Pantry (Coordinator)
Stacie Cameron	Friends of the MPL (President)
Bonnie Cox	Cuppa Book Club (President)
Al Rabenold	Resident/Former Educator
Curtis Bolen	Peoples Savings Bank
Sandy Ross	Poweshiek County Treasurer
Mia Boulton	Teen Resident
Denise Baethke	Lake Ponderosa Resident
Crystal Ferry	Published Local Author
Paige Wilson	Homeschool Parent
Abby Hubbard	City of Montezuma (Finance Director)
Mark Vavroch	Poweshiek County Conservation (Director)
Ashley Reif	Montezuma Community School (Teacher)
Alexa Jack	Zuma Zoo Daycare (Owner)

Library Board of Trustees

Jim Kivi, Harold Wheeler, Nicole VerMeer, Sally Johnston, Barb Baker, Janet McKee, Boyd Sparks, Derrick Dengler, LeAnn James

Library Staff

Christine Grimm, Library Director

Francene Cranston, Pat Wheeler, Nikki Kriegel, Library Assistants



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