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LAKE CITY PUBLIC LIBRARY

Strategic Plan 2023-2026

Approved by LCPL Board of Trustees

November 8, 2022

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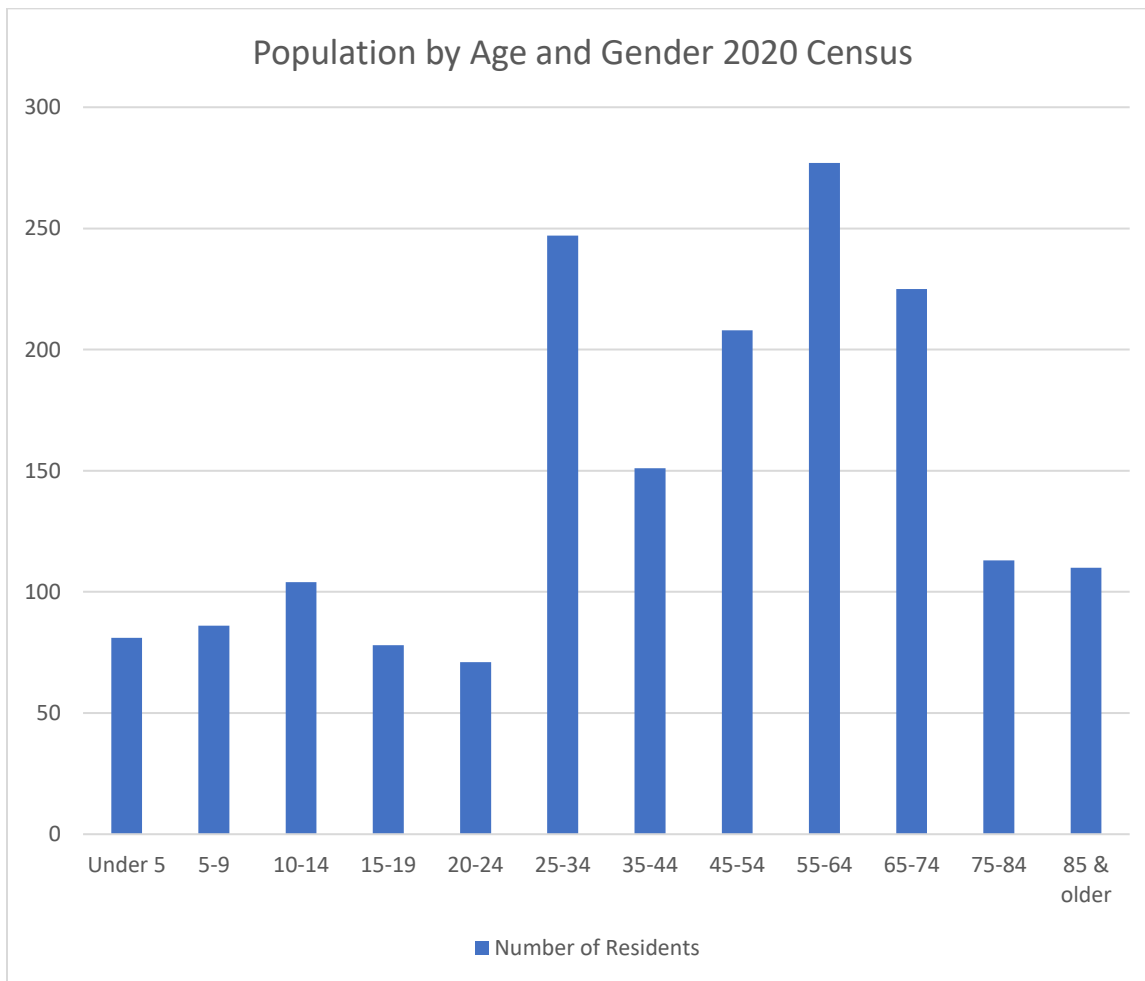
Lake City Community Analysis

History/Geography/Description

Lake City is a small, rural community located in the northwest quadrant of Iowa at the junction of State Highway 175 and County Road N-41. Founded in 1856 by prairie settlers, Lake City is the oldest and most historic town in the county. It was named after Lake Creek, which flows to the northwest of town. Rich Iowa soil and green rolling hills surround Lake City. Contrary to its name, Lake City does not have a lake.

Demographics

Lake City's population is 1,731 (2020 census). The following table shows demographic and economic statistics that impact the library's role in the community.



Following based on 2020 Census & 2020 American Community Survey:

- 8.3% are Veterans
- 15.5% Population below the poverty level. 7.6% families below the poverty level.
- 81% drive alone to work with a mean travel time of 14.4 minutes
- Median household income is \$53,462
- Occupations:

Management, business, science, and arts occupations	37.1%
Sales and Office Occupations	17.6%
Service Occupations	19.6%
Natural Resources, Construction, Maintenance Occupations	8.2%
Production, Transportation, and Material Moving Occupations	17.4%

Services

Stewart Memorial Community Hospital employs 13 doctors, nurse practitioners and physicians assistants and 15 outpatient and specialist doctors. They draw patients from all over the western half of the state. McCrary-Roast Clinic is located in the hospital complex on the west side of town. Adjacent to the complex is Shady Oaks, a skilled nursing facility that can accommodate up to 140 patients. The city also has a unique facility named Opportunity Living, which is a care and support center for handicapped persons from around the state. It operates out of six group homes in and around the area. Lake City has one optometrist, one chiropractor, and one part-time dentist. In 2003, the city opened the doors of a new, 8103-square foot library. Lake City Public Library offers full library service and is accessible to a large patron base.

Industries

Major industries located in Lake City are Scranton Manufacturing, which produces mobile veterinary units and Dobson's Pipe Organ Builders.

Clubs and recreational activities

Women's study clubs, a senior center, 24-hour fitness, veteran's organizations, 4-H Boy Scouts and Girl Scouts, and Village Square Theater all offer opportunities to participate in the city's life. For outdoor enthusiasts, Lake City has a city park with a swimming pool, two basketball courts, and three tennis courts. In addition, Lake City is within close driving distance of two county parks, Rainbow Park and Hickory Grove Park. The Capri Theatre, showing late-run releases for \$2 per person has three showings every weekend, Friday night, Saturday night and Sunday afternoon. Other entertainment opportunities in the area include: restaurants, the Lake City Country Club with 9-hole golf course and clubhouse, and the Community Building where community-wide events are held. Every summer, the Lake City Betterment Association and the Top Rail Saddle Club sponsor a three-day celebration named Western Days, complete with a parade, activities in the park, and a USPRC sanctioned rodeo. Every fall, the Lake City Betterment Association sponsors the Annual Fall Fest with vendors and the Dell Blair Memorial Chili Cook-off. In winter, the Betterment organizes the Christmas Festival and Shop Small Business the Saturday after Thanksgiving with area vendors, a parade and Santa.

Churches

Lake City is the home of five churches: Woodlawn Christian Church (Disciples of Christ & Baptists), Lake City Union Church, St. Mary's Catholic Church, Pilgrim Lutheran Church and Jehovah's Witness Church.

Education

Lake City is served by the South Central Calhoun School District, which includes Lake City, Rockwell City, Lytton, Lanesboro, Yetter, and Lohrville. The enrollment for the 2022-2023 school year is 958 students, with 73 teachers. School facilities include South Central Calhoun Elementary building for grades Pre-K – 3 and South Central Calhoun Middle School building for grades 4 – 7 located in Rockwell City. The high school facility for grades 8 – 12 is located in Lake City. There is also a preschool and Head Start program located in the Lake City South Central Calhoun building.

Enrollment by grade

Pre-K*	Kindergarten	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th
91	87	71	71	53	72	71	50	65	70	69	69	65	54

90.2% of 2021 Seniors graduated:

Businesses

Businesses in Lake City include: 2 weekly newspapers, a dance studio, a hardware store, a flower shop, two pharmacies, numerous insurance agencies, three real estate offices, a meat processing plant, a car dealership, a law firm, numerous veterinarians, a supermarket, several beauty salons and barbers, three restaurants, two body shops, a nursery, two convenience stores, an auto parts store, a farm supply store, a funeral home, several construction and plumbing & heating technicians. Specialty businesses include a quilt shop, a frame shop and two woodworkers. For financial needs, Lake City has two banks.

Observations, Problems, and Trends

Lake City is a good place to live. The community supports its youth through many activities, both in and out of school. Individuals contribute countless volunteer hours to community projects of all kinds. South Central Calhoun students receive a good education, with opportunities to participate in quality academic, athletic, and performing arts programs. There is an increase enrollment of Pre-K and Kindergarten children.

Lake City's small population, aging population, shortage of jobs for graduates, and low salary are conditions that concern its residents.

Strategic Plan

Lake City Library Strategic Plan for 2023-2026

The elements of the strategic plan for the Lake City Public Library include the following:

- Vision Statement
- Core Values
- Mission Statement
- Needs Assessment Results and Service Priorities
- Goals
- Objectives (Desired Results)
- Activities

Vision Statement

Explanation: The **vision** is a statement of what is possible in our community. The vision answers the question, “What kind of future do we want to create for our community?”

Our vision is a community that

- Respects diversity
- Addresses needs through cooperative efforts and organizations
- Promotes intellectual growth
- Nurtures life-long learning
- Provides access to ideas and information
- Engages and encourages everyone

Mission Statement

Explanation: The **mission** is a statement of the purpose of the library as it relates to the vision. The mission answers the question, “What role does the library choose to play in moving toward the future we envision?”

“It is the mission of the Lake City Public Library to provide open and equal access to information, resources and services in order to help meet the educational, cultural, creative, recreational and business needs of the community.”

Updated 11/4/2022

Core Values

Core Values state how the library board and employees will accomplish the mission. They answer the question, “What values would be reflected in the community we envision?” And, “How will our work reflect those values?”

We value

- The right of all people to have access to library services, programs and resources
- Responsible stewardship of all monies and resources entrusted to the library
- Our community’s diversity and potential
- Our library’s position as a cooperative civic member

- Literacy and life-long learning
- Informed and transparent decision-making
- Providing services that our community wants and needs

Needs Assessment Results

Explanation: We look at our data in light of our vision, mission, and core values. The needs assessment results answer the question, “How are we doing in fulfilling our mission?” And, “How are we doing in aligning our operations with our core values?”

- Our data show that teenagers and young adults are not adequately served by our library.
- Our data show that many people in our community are unaware of the many programs and services available at our library.
- Our experience is that programs generally don’t have a long “shelf life.” We need on-going decision-making data to enable us to be nimble in identifying needs for new or different programs and services.
- Our data shows that adults who use the library value traditional services: books and eBooks, especially fiction; movies; newspapers; access to Wi-Fi, copy machines and fax services.
- Our data suggest that the board could play a greater role in promoting the library in the community.
- In order to stay relevant, we also need to constantly re-evaluate our services that we provide.

Defining Our Terms

Our plan is organized by goals, objectives, and activities. **Goals** are general, non-measurable descriptions of conditions or accomplishments that will support the library mission. Goals state who will be served and how they will benefit. **Objectives** are specific, measurable, time-limited descriptions of desired results. **Activities** are actions taken to meet the objectives.

The majority of our population is young families and 60 and over. There is a large increase in Pre-School and Kindergarten students.

This implies that we have a need for materials and programs for those ages

More general interest programs and programs for older patrons

More toddler and small children books, online materials and STEAM, early literacy programs. Incentives for code club, summer reading, 1000 books before kindergarten, upgrades to Wee-Read literature

Classes for senior citizens – art, crafts, games. Craft kits – take or donate. Photography club. Writing.

More young adult materials. Plan on purchasing at least 10 new books every month.

Utilize Facebook more. Use twitter, tumblr & Instagram

Add links to free reading websites: <https://www.educatorstechnology.com/2018/02/19-educational-websites-to-enhance.html>

The majority of graduates are attending higher education. We need to keep up with technology, offer educational materials with the intention of preparing them for higher education: Restart code club, add more materials for coding, preparation for college, etc.

Goal 1: Provide Information

Objective 1: Inform the public of all the programs and services the library provides and how they are financially supported.

Project 1: Present “What Your Library Can Do for You” to local groups.

Project 2: Distribute flyers to all businesses and post on social media

Project 3: Expand Social Media presence to include Twitter, Instagram, etc.

Project 4: Provide training for Board, Friends, Foundation & Staff on library services

Objective 2: Encourage reading non-fiction material for all ages.

Project 1: Expand adult & teen non-fiction collection

Project 2: Plan Reading challenges for the different age groups.

Project 3: Promote digital magazines

Objective 3: Provide material to aid understanding of other cultures, lifestyles and opinions.

Project 1: Add more diverse reading material to all age groups

Project 2: Plan programs and displays about other cultures during the year.

Goal 2: Make Current Technology Available

The majority of graduates are attending higher education. We need to keep up with technology, offer educational materials with the intention of preparing them for higher education

Objective 1: Provide fast and safe internet service

Project 1: Annually assess internet speeds to maintain the highest affordable available.

Project 2: Maintain firewall updates.

Project 3: Instate a procedure to have patrons turn off computers when finished

Objective 2: Provide current software versions.

Project 1: Upgrade patron software to most current affordable available.

Project 2: Utilize software to automatically update system software weekly

Objective 3: Provide learning opportunities for new technology

Project 1: Train staff on computer and other devices to aid patrons.

Project 2: Provide computer & printing instructions for patrons.

Goal 3: Create life-long learners and provide a space for social interaction

The majority of our population is over 60 and under 29. There is a large increase in Pre-School and Kindergarten students.

Objective 1: Encourage learning

Project 1: Promote the reading app Beanstack that will encourage reading for all ages.

Project 2: Provide STEAM materials and programs for children.

Project 3: Provide programs and current literature for parents

Project 4: Partner with local people to present programs on their interests and hobbies.

Objective 2: Programs that encourage engagement

Project 1: Partner with local artists to provide hands-on programs

Project 2: Develop programming or clubs to support hobbies