New Ulm Public Library

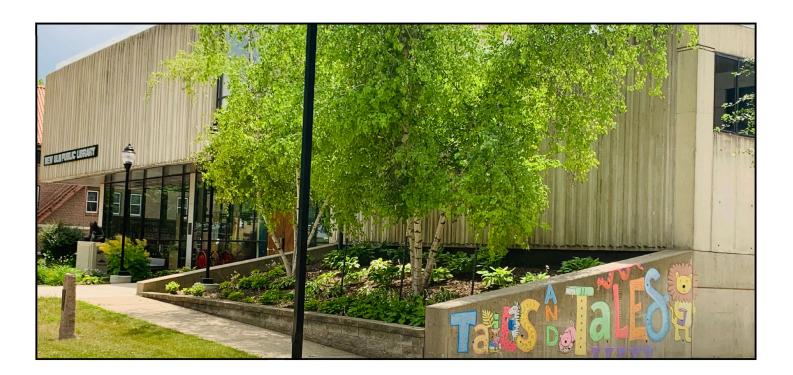
Strategic Plan 2024-2028











The Document

This document represents a five-year strategic plan for New Ulm Public Library that prioritizes goals that reflect the New Ulm community. It will be implemented in spring 2024 and reviewed annually by library staff and the Library Board. This plan includes a new mission statement (why we exist), vision statement (what we want to be), and values (what we value). These are the foundation for the three goals that have been developed. Within the broad goals are objectives that describe how we will meet each goal. Activities have been identified to help us reach each objective. Each activity has been assigned an implementation date and staff member(s) who will assume primary responsibility.

The Process

New Ulm Public Library began the strategic planning process in fall 2022. An eight-member committee of representatives from the library staff, New Ulm Public Library Board, and the New Ulm community met monthly between October 2022-December 2023. Public input was received through three open-ended questions displayed in the library, online, and in print. In addition, the committee shared information regarding the ongoing process online and in the local media. The entire library staff had the opportunity to respond throughout the process, and every staff member was invited to contribute their activity ideas, which were refined by the committee.

The Future

The New Ulm Public Library Board and staff are excited to chart the library's course over the next five years. We hope you will join us in celebrating the library's past and embracing its future.

New Ulm Public Library Board

Ruth Ann Webster, Chair Vince Bourgault, Vice-Chair Dustin Sauter, Secretary/Treasurer Sarah Berger Mignon Fraizer

Hope Friese Lynn Henle Yvonne Weber Carl Zeidler April Ide, Library Director and Ex-Officio

New Ulm Public Library

Strategic Plan 2024-2028

Our Mission

New Ulm Public Library invites and inspires learning, imagination, discovery, and connection.

Our Vision

New Ulm Public Library advances literacy, enriches lifelong learning, empowers community engagement, and fosters cultural appreciation.

Our Values

Service - We provide helpful, reliable, and consistent service in a positive and welcoming environment.

Equality - Every person we serve receives equal access to information and materials.

Trust - All library staff serve with honesty, transparency, and accountability for their actions.

Compassion - We strive to understand the needs of those we serve, to appreciate their challenges, and to respond with kindness.

Innovation - We investigate, explore, and experiment to provide the best and timeliest services.

Curiosity - We encourage our staff and those we serve to learn and grow as individuals and as part of the community.

Our Goals and Objectives

- Foster community connections and engagement through the library.
 - Build strong partnerships with community members and organizations.
 - Increase public awareness of the library's growing range of services and programs.
 - Create functional library spaces that are welcoming and accessible.
- gnite curiosity, enlightenment, and growth.
 - Help people develop the skills they need to build strong relationships, contribute to their communities, and navigate change.
 - Cultivate our community's trust that we serve everyone.
 - Provide collections that our community wants and uses.
- Provide library services that enrich community members' lives.
 - Provide technology that meets our community's needs.
 - Expand the reach and impact of library services.
 - Staff the library in ways that are effective and meet our community members' needs.
 - Create library services that are welcoming and accessible.

GOAL #1: Foster community connections and engagement through the library.

Objective 1: Build strong partnerships with community members and organizations.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	MEASURE	ОИТСОМЕ	IMPLEMENTATION
Create a	Assistant Library	Contest	Number of		Public is	2024
community library	Director	complete and	participants in		engaged and	
card art contest		library cards	contest		excited to	
		with new design			participate and	
		available by end			contribute art	
		of 2024				
Partner with	Reference	Partners	Library staff are	Number of	Community	2027
City/County	Librarian/	identified, space	expected to	referrals to	members are	
agencies to create	Assistant Library	located, and hub	connect	other agencies	able to find	
a library hub of	Director	created within	community	from library	and access the	
information for		library	members with	(tracked by	resources	
community		building/library	resources and	partners/	available in our	
members		website	are equipped to	compiled by	community	
			do so	library)		
Update the	Library Director/	Policy is		Volunteer	Library has an	2027
library's volunteer	Assistant Library	updated and		retention	engaged and	
program, including	Director	procedure is		increases,	loyal volunteer	
policy, process,		clear to staff,		library staff	base to assist	
and partners, and		volunteers, and		time is freed	with special	
identify new		partners		to work on	projects and	
opportunities to				other projects	events	
use volunteers						

GOAL #1: Foster community connections and engagement through the library.

Objective 2: Increase public awareness of the library's growing range of services and programs.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	OUTCOME	IMPLEMENTATION
Create a library	Library	City pursues logo	Library branding is	Library logo and	2026
logo	Director/Assistant	creation, library	cohesive internally	marketing is easily	
	Library Director	participates in	and with the City	identified by	
		process		community	
				members	
Create a marketing	Library	Marketing	Public engagement	Community is	2026
plan/strategy for	Director/Assistant	practices are easy	with library	aware of and	
inclusion in the	Library Director	for all staff to	increases due to	participates in	
City's marketing		follow consistently	marketing strategy	library programs	
strategy				and services	
Create a social	Library	Posts adhere to	Social media	Public trusts the	2026
media policy and	Director/Programming	policy and strategy	engagement	library's social	
strategy	& Technology Services		increases	media messaging	
	Librarian			and has an	
				increased	
				knowledge of the	
				library	

GOAL #1: Foster community connections and engagement through the library.

Objective 3: Create functional library spaces that are welcoming and accessible.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	ОИТСОМЕ	IMPLEMENTATION
Update the	Library Director/	A plan is created by	Funding is secured	Space meets diverse	2025
nonfiction floor	Reference	library staff and	to implement the	needs of the	
for efficient space	Librarian/Youth	approved by the	plan	community	
use	Services Librarian	Library Board			
Create/update	Library Director	A plan is created by	Funding is secured	Community members	2027
outdoor space for		library staff and	to implement the	gather in and enjoy	
community		approved by the	plan	outdoor space(s) at	
members to relax		Library Board		the library	
and socialize					
Add study	Library	A plan is created by	Funding is secured	Space meets diverse	2025
room(s) to the	Director/Reference	library staff and	to implement the	needs of the	
library	Librarian	approved by the	plan	community	
		Library Board			
Update internal	Library	Missing/signage	New signage is	Community members	2026
and external	Director/Reference	needing updating is	obtained and	can easily find and	
signage	Librarian	identified	installed	navigate the library	

GOAL #2: Ignite curiosity, enlightenment, and growth.

Objective 1: Help people develop the skills they need to build strong relationships, contribute to their communities, and navigate change.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	ОИТСОМЕ	IMPLEMENTATION
Offer staff training on	Library	Offer one training		Library staff will	2024, ongoing
diversity, equity, and	Director/Assistant	annually in one		have the skills and	
inclusion (DEI); emerging	Library Director	of these		empathy needed to	
technology, and other		categories		assist all community	
library innovations				members and build	
				community	
				members' trust in	
				the library	
Expand "Maker" tools and	Library	Frequently	"Maker" tools	Community	2026
resources available,	Director/Programming	requested	circulate or are	members have	
including assessing	& Technology	"Maker" tools are	used	access to the tools	
feasibility of an "Exploration	Services	available through	frequently	they need to explore	
Lab"	Librarian/Youth	the library		and create	
	Services Librarian				
Create a technology	Programming &	Community	Technology	Community	2025
training curriculum (either	Technology Services	members have	trainings/	members increase	
through virtual tools or in-	Librarian/Reference	timely access to	tools are	their technology	
person programs) and offer	Librarian	technology	attended/used	knowledge and skills	
technology training for		training	frequently	and can apply their	
community members				knowledge and skills	
				in all settings	

GOAL #2: Ignite curiosity, enlightenment, and growth.

Objective 2: Cultivate our community's trust that we serve everyone.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	OUTCOME	IMPLEMENTATION
Assess library's	Programming &	Community	Library staff use	All community	2024
recurring programs	Technology Services	member	data to remove/add	members can find	
to ensure they are	Librarian/Youth	satisfaction	programs to meet	programs that appeal	
open and	Services Librarian	survey on	community	to them at the library	
welcoming to all		program	member		
		offerings	needs/wants		
Assess	Youth Services	Teen	Library staff use	Teens feel welcome at	2025
programs/services	Librarian	community	data to remove/add	the library and engage	
for teens		member	programs/	with programs and	
		satisfaction	services to meet	services	
		survey/focus	teens' needs/wants		
		groups			
Partner with local	Programming &	Community	Partners are	Community members	2024
service agencies to	Technology Services	member/	secured	with diverse needs	
engage their clients	Librarian/Youth	agency survey		and abilities feel	
with library	Services Librarian	on desired		welcome at the library	
programs		program		and engage with	
		offerings		programs and services	

GOAL #2: Ignite curiosity, enlightenment, and growth.

Objective 3: Provide collections that our community wants and uses.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	OUTCOME	IMPLEMENTATION
Evaluate	Assistant Library	Assess whether	Reallocate budget	All community members	2025
collection	Director/Reference	collection budget	to match usage or	have access to the	
budget	Librarian/Youth	allocations match	add new	materials and	
allocations	Services Librarian	circulation	collections	information they	
				need/want	
Create an activity	Library	Community	Activity pass(es)	Community programs	2026
pass program	Director/Assistant	partners	circulate frequently	and activities are	
	Library Director	participate		accessible to community	
				members of all income	
				levels	

Objective 1: Provide technology that meets our community's needs.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	ОИТСОМЕ	IMPLEMENTATION
Incorporate audiovisual	Library	Update Library of	Audiovisual	Community	2024
equipment into Library	Director/Assistant	Things policy and	equipment	members have	
of Things	Library Director	remove rental fees	offerings are	access to the	
		from audiovisual	updated to meet	audiovisual	
		equipment	current technology	equipment they	
			needs	need	
Determine if current	Library	Survey community	Change or update	Community	2025
public access	Director/Programming	members and staff	technology as	members have	
workstations and	& Technology	about whether	required	access to the	
catalog stations meet	Services Librarian	technology is		computers and	
community members'		meeting their needs		software they	
technology needs				need	
Assess public printing	Library	Assess the types of	Update library	Community	2025
access	Director/Assistant	printing services	technology/printing	members feel	
	Library Director	needed by the	set up	confident using	
		community		self-service	
				printing and	
				confident in the	
				privacy offered	
				by self-service	
				printing	

Objective 2: Expand the reach and impact of library services.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	MEASURE	OUTCOME	IMPLEMENTATION
Research and implement a home delivery option for community member checkouts	Assistant Library Director/Reference Librarian/Library Director	Compare volunteer delivery vs. mail delivery options, including cost	Assess scalability of home delivery options	Create home delivery policy and procedure and implement home delivery	Homebound community members have access to library materials	2026
Expand public middle school partnership to public high school students	Assistant Library Director/Reference Librarian	Refine school checkout and delivery program	Establish partnership with public high school library		Students in public school grades 5-12 demonstrate increased knowledge of the library and skill in accessing resources	2025
Expand library participation in community events	Assistant Library Director/ Programming & Technology Services Librarian/Youth Services Librarian	Establish an off- site outreach/ programming goal each year	Identify roster of events to target	Advertise library events and services at events and engage with community members	Staff create a relationship with community members and encourage them to use our collections and services	2026

Objective 3: Staff the library in ways that are effective and meet our community members' needs.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	MEASURE	OUTCOME	IMPLEMENTATION
Assess library traffic to determine if open hours meet community needs	Library Director	Install new door counters that count traffic by hour	Community member satisfaction survey on library hours	Adjust library open hours/days based on findings	Community members have access to the library when they need it	2026
Review and update all library job descriptions	Library Director/Assistant Library Director	Analyze library staffing needs	Update job descriptions so staffing needs are addressed		Library staff time is spent effectively on providing well- used services	2028
Clean up library's digital and physical files	Library Director	Sort through digital files and retain as needed and/or required by retention schedule	Sort through physical files and retain as needed and/or required by retention schedule		Library staff have access to timely and accurate information	2028

Objective 4: Create library services that are welcoming and accessible.

ACTIVITY	RESPONSIBILITY	MEASURE	MEASURE	OUTCOME	IMPLEMENTATION
Update the library's meeting room policy and fee schedule	Library Director/Assistant Library Director	Policy makes renting/using the meeting room easy for community members		Everyone has equal access to the library's space	2024
Update the library's circulation policy	Library Director/Assistant Library Director	Policy makes obtaining a library card easier	Library card applications increase	All community members can borrow materials	2024
Reorganize the library's website and add an online "contact us" form	Library Director/ Programming & Technology Services Librarian	Website is easier to use and information is easier to find	Website visits/"contact us" form use increase	Community members can easily find the information they need about the library and its services	2025
Identify and translate library communications/ signage/marketing to Spanish	Library Director/ Programming & Technology Services Librarian	Identify which communications should be translated to Spanish	Contract for translation services	Community members who speak Spanish feel welcome to use the library and can access information	2026