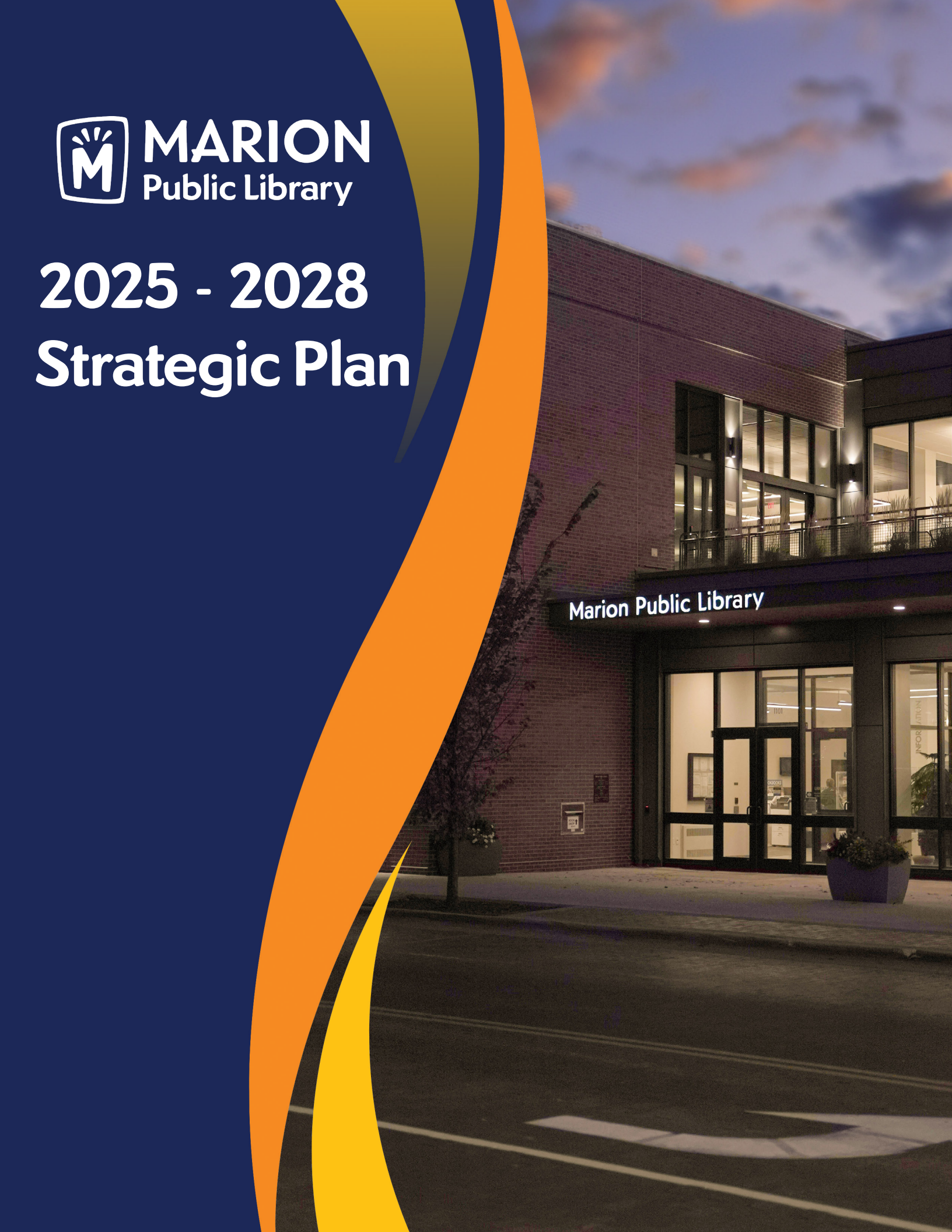




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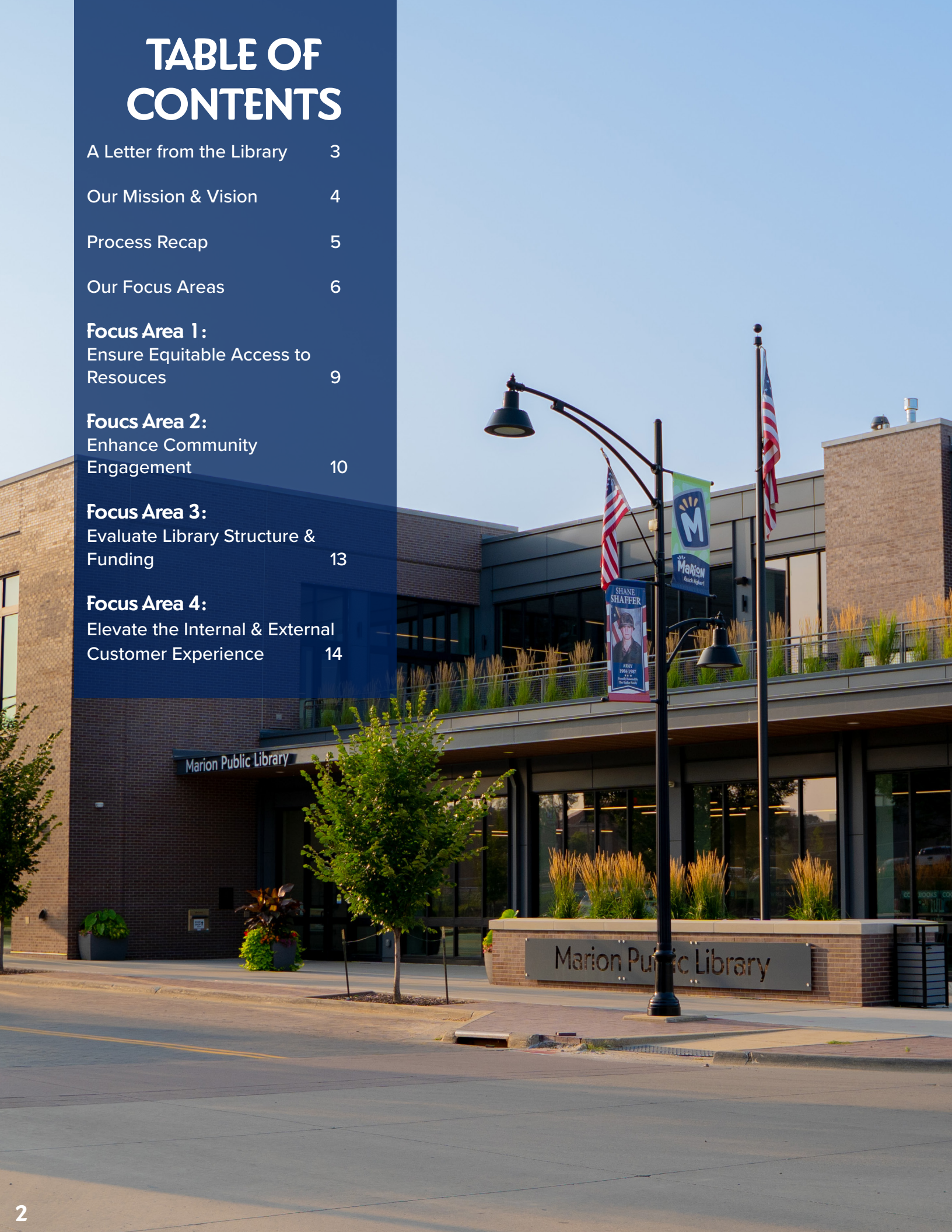
# 2025 - 2028 Strategic Plan

Marion Public Library



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# A LETTER FROM THE LIBRARY

Dear Marion Public Library Community,

If we have learned anything over the last couple of years, it is that our community is resilient, ready for the future while mindful of our past. With this in mind, it is our joy to share our library's strategic plan for 2025 - 2028.



*Bill Carroll*

This plan reflects the priorities of our community as informed by residents, focus groups, staff, and more. Each of these goals was formed with you – our patrons – in mind. We hope this document helps you to see our shared goals and the steps we will take to achieve them.



*Ross McIntyre*

Crafting a strategic plan is important in two ways: it impacts our staff and volunteers, and it also impacts our patrons and supporters. Our strategic goals are a result of thinking about the past, present, and future needs of library services, and how we can position ourselves to be Marion's best possible community resource.

We are excited to grow with you in the coming years, and we hope you are, too. Thank you for your support of our library!

**Bill Carroll**  
Library Director

**Ross McIntyre**  
President, Library Board of Trustees

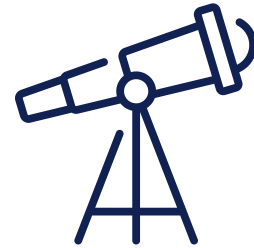
# OUR MISSION AND VISION

Located in Uptown Marion, the Marion Public Library serves readers, creators, learners, and dreamers of all ages. The library attracts thousands of residents annually through programming activities, community events, and a variety of service offerings.



## Mission

To ensure equitable access to all, enhance community engagement, and elevate the experience for all library visitors.



## Vision

To be Marion's community center, which provides informational and creative resources that contribute to a high quality of life.



# PROCESS RECAP

The library partnered with the State Library of Iowa to facilitate and guide the library through the strategic planning process. This included soliciting input from a Community Planning Committee composed of library patrons, community members, and area leaders, as well as soliciting input from a staff planning session. The Board met in Spring 2024 to review input and draft a set of strategic initiatives, and the Board formally adopted the plan in the fall.

The library would like to acknowledge all individuals who participated in the strategic planning process under the leadership of its Board of Trustees. The Board would also like to acknowledge the leadership and dedication of former Library Board President, Sally Reck, during this process.

## Current Board Members

Ross McIntyre, President

Susan Kling, Vice President

Jack Zumwalt, Secretary

Kim Rose, Treasurer

Melissa Alexander, Board Member

Cara Briggs Farmer, Board Member

Bob Hoyt, Honorary Board Member

Kelsey Logan, Board Member

Nancy Miller, ex officio

Chelsea Nunn, Board Member

Okpara Rice, Board Member

Sandy Rosenberger, Board Member



# OUR FOCUS AREAS

The four focus areas of the library's strategic plan are a result of the collective input of our community. Each focus area contains objectives and strategies that will guide staff, volunteers, and partners into the future with purpose and clarity.



## Ensure Equitable Access to Resources

Ensuring equitable access to resources creates an environment where all residents can access and benefit from the library's services and materials.



## Enhance Community Engagement

By offering services that reflect our community's interests, the library plays a vital role as a center for learning, culture, and civic participation.



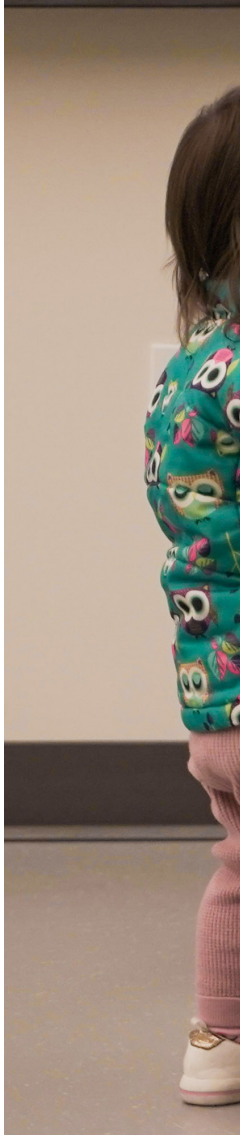
## Evaluate Library Infrastructure & Funding

Through assessing both physical and financial resources, the library can identify needs and make informed decisions to support operations effectively and sustainably.



## Elevate the Internal & External Customer Experience

Having a dual approach to elevate customer service creates a positive and productive atmosphere within the library, and ensures patrons have a meaningful and satisfying experience.





On a misty night,  
search a snowy plain,  
there was a reindeer,  
there was a dog,  
there was a sled, but soon...







# ENSURE EQUITABLE ACCESS TO RESOURCES

Ensuring equitable access to resources creates an environment where all residents can access and benefit from the library's services and materials.

Objectives	Strategies	Proposed Completion Date
Remove barriers to access, language, and communication	Expand language resources through a translation partnership	2025
	Increase utilization of visual signage for accessibility	2025
	Research opportunities to offer scholarships for MakerSpace use	2026
	Continue and expand specialized training for library staff	2025
Engage community and increase library access through bookmobile	Engage non-library users in library services	2025
	Reach out to and increase library use by underserved residents	2026
	Extend library's reach in areas with limited mobility and accessibility	2026
	Equip bookmobile to be a mobile hotspot	2025
	Increase partnerships with community organizations as route stops	2025
Offer digital/physical collections and resources	Provide educational materials to educate library users on offerings	2025
	Explore introduction of dyslexia-friendly/accessible materials	2026



# ENHANCE COMMUNITY ENGAGEMENT

By offering services that reflect our community’s interests, the library plays a vital role as a center for learning, culture, and civic participation.

Objectives	Strategies	Proposed Completion Date
Create opportunities for new community partnerships	Develop ongoing partnerships with area school districts	2026
	Create a library programming partnership agreement and process for external partners	2025
	Explore feasibility for a city and/or community-wide book program	2027
	Develop a year-round reading program	2027
	Explore intergenerational collaboration and mentoring opportunities for patrons	2026
Foster existing partnerships & relationships	Broaden community outreach through Board and volunteer involvement	2025
	Increase reach with partners to support workforce skills development and employment assistance	2028
	Increase volunteer engagement to support literacy efforts	2026
Increase patron engagement with library programs, services, and initiatives	Develop a comprehensive marketing plan to inform, educate, and excite community about library offerings	2026
	Promote and increase library card signups	2025
	Honor and share Marion’s culture and history through library offerings	2028
	Expand accessibility of reader’s advisory knowledge and tools to patrons and staff	2027









# EVALUATE LIBRARY INFRASTRUCTURE & FUNDING

Through assessing both physical and financial resources, the library can identify needs and make informed decisions to support operations effectively and sustainably.

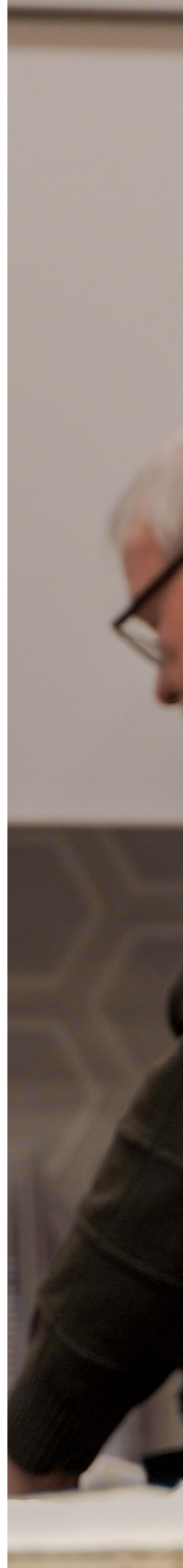
Objectives	Strategies	Proposed Completion Date
Diversify library funding streams	Promote increased cross-collaboration with the library's Foundation and Friends groups	2026
	Explore feasibility for fundraising events and/or non-traditional fundraising opportunities for the Foundation and the Friends	2027
	Create and publish wishlist(s) and storefront(s) to enhance services above and beyond operating budget	2026
Improve library efficiencies for patrons and staff	Implement library-wide project management tool	2026
	Research and reevaluate event and room management software	2025
	Evaluate costs and feasibility of comprehensive website refresh	2027
	Explore opportunities to make library operations and practices more sustainable	2028
	Provide opportunities for staff input to further improve efficiencies	2025



# ELEVATE THE INTERNAL & EXTERNAL CUSTOMER EXPERIENCE

Having a dual approach to elevate customer service creates a positive and productive atmosphere within the library, and ensures patrons have a meaningful and satisfying experience.

Objectives	Strategies	Proposed Completion Date
Provide personalized, high-quality service to patrons	Research opportunity to conduct patron survey to improve service model	2028
	Implement KERA training and MPL Approach training for staff	2025
	Utilize online computer resources to assist with patron inquiries	2027
	Explore feasibility to hire specialty librarians (Reference, Readers Advisory, Archives, etc.)	2028
Increase opportunities for staff development	Formalize an internal onboarding process for staff	2027
	Design and develop internal intranet for staff use	2028
	Provide development opportunities focused on customer service, reference services, and readers advisory	2025





  
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OCTOBER 2024