

## Brookings Public Library Strategic Plan 2022-2025

**Mission Statement:** The Brookings Public Library (“the Library”) serves Brookings County and surrounding areas. It is a dynamic and continuously changing organization that strives to engage with the constantly changing world and technologies.

The Library will serve the community by making available print and non-print materials and technological connections that contribute to formal and self-education, satisfies citizen information needs, provides recreational learning activities, and promotes an unrestricted flow of ideas. The Library responds to community members’ abilities, interests, and living patterns, as well as to new developments in knowledge. In doing so, the library acts as a dynamic civic resource to enhance the quality of life for everyone in the community.

**Strategic Initiatives:** The following goals and projects will ensure that The Library and its offerings stay relevant to meet the needs and requests of the community during the 2022-2024 planning period.

### 1. Programming:

- a. Solicit patron feedback through brief surveys at 10% of unique events.
- b. Adult Programming
  - i. Continue to offer major annual events including Black History Night, Pride Event, Native American Heritage Month Speaker Series and adjust to reflect current issues and fit the needs of the community.
  - ii. Offer at least one diversity events per quarter to give marginalized communities a platform.
  - iii. Maintain established partnerships with state and community organizations and businesses.
  - iv. Explore other new partnership opportunities with state and local organizations and businesses.
  - v. Once per quarter offer programs that allow patrons to learn practical skills or gain knowledge on topics that affect their daily life, such as consumer, health, and wellness.
  - vi. Establish a job readiness program
    1. Identify workshop/class topics based on 2021 Community Survey
    2. Identify possible partners for funding and/or program collaborations
    3. Once feasible, schedule two (2) employment-focused programs per year.
- c. Technology/STEAM
  - i. Resume walk-in tech help in January 2022 with Covid-19 protocols in place.
  - ii. Offer 1 computer/technology program every other month (alternate with adult STEAM program).
  - iii. Offer 1 Adult STEAM program every other month (alternate with computer/technology program)
  - iv. Offer 1 teen STEAM program per month.
  - v. STEAM for Families
    1. Offer Family STEAM Night once per month during the school year.
    2. Offer science programs as part of the Summer Reading Program
    3. Integrate science concepts into several story times yearly.

- d. Teen Programming
    - i. Increase participation in Teen Book Clubs (Pizza & Pages) to total at least 15 participants/club
      - 1. Adding in extra incentives or activities – pizza, author visits, other suggestions from teens
      - 2. More teaming with the school – increasing promotion at the school (especially high school) & possibly holding book clubs at the school
    - ii. Continue to add variety to teen programming
      - 1. Allow more opportunities for teens to suggest future programming options through surveys and input during current programs.
    - iii. Re-establish Brookings Youth Leadership Academy
      - 1. Review materials received from previous BYLA director
      - 2. Reach out to community businesses and area leaders for collaboration opportunities
      - 3. Connect with the school to help promote the program for the summer beginning summer 2022
  - e. Children and Family Programming:
    - i. Explore ideas for new programs and activities including: sensory activities and an elementary book club.
    - ii. Continue to offer high-quality programs that foster school readiness
    - iii. Continue to offer a variety of programming in the summer with the goal of helping prevent “summer slide”
    - iv. Continue to partner with community organizations for programs both in and out of the Library building.
2. Marketing and Community Outreach:
- a. Continue outreach efforts through community events and through strategic advertisement.
  - b. Conduct focused marketing and outreach to underserved populations patrons.
    - i. Identify target populations
    - ii. Identify community organizations who reach these populations and encourage partnership.
    - iii. Identify and attend outreach opportunities at events that target these populations.
    - iv. Identify any barriers to access for underserved populations and brainstorm ways to mitigate these barriers.
  - c. Offer formal Community Survey opportunity annually.
3. Staff Goals: Continuing education
- a. Director to work with each full-time staff member to establish and document continuing education goals.
  - b. Identify continuing education opportunities for all full-time staff based on established continuing education goals

4. Library Security Measures (based on Safety Assessment provided by Brookings Police Department)
  - a. Sort security challenges into immediate/low-cost changes and long-term/expensive changes.
  - b. Prioritize and implement immediate/low-cost changes
  - c. Identify and apply for funding opportunities as available for expensive changes.
  
5. Historical Room and Genealogy Programming.
  - a. Attempt to re-establish a monthly or quarterly genealogy help day. Reach out to BAGS (Brookings Area Genealogical Society) to see if this is something they would like to be involved with.
  - b. Identify programming opportunities with the South Dakota Historical Society
  - c. Collaborate with the South Dakota State Library on genealogy programming.
  - d. Update website and room signage to better demonstrate what is available in the Historical Room.