



**Oxford Public Library
Strategic Plan July 2024 - June 2027**

*Approved by the Oxford Public Library Board of Trustees
Monday, February 5, 2024*

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Becky Heil

Background

In the fall of 2019, the Oxford Public Library Board of Trustees initiated the strategic planning process for the City of Oxford. The library board wanted the plan to reflect the needs of the community as a whole, so they formed a list of community members who represented numerous interests and backgrounds to help in the process.

The COVID-19 pandemic paused the planning until November 2020, when Becky Heil of the State Library of Iowa was able to conduct phone interviews with 16 community stakeholders. She asked them to talk about what they like best about Oxford, what issues or challenges exist in the community, and what they think about the library, including how the library could improve the community and what the library is doing well.

Following these phone interviews, Becky met with the board to review the Strategic Planning for Results process, go over the information gleaned from the phone interviews, choose Library Service Responses (LSRs), and set goals for the library. Prior to the meeting, Becky asked Megan to narrow down the list of 18 Library Service Responses. At this meeting the board was introduced to the seven remaining LSRs. They then voted on their top three choices, basing their decisions on the community needs identified during the telephone interviews. There was a three-way tie for the second level, so the board decided to create goals for four LSRs:

- **Know your community: Community Resources and Services**
- **Celebrate Diversity: Cultural Awareness**
- **Satisfy Curiosity: Lifelong Learning**
- **Stimulate Imagination: Reading, Viewing, and Listening for Pleasure**

January 9, 2024 Revision:

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Becky Heil

Background

The Library Board of Trustees, featured community member, and library director conducted a meeting on January 9, 2024 to update the library's Strategic Plan for July 2024 to June 2027.

This meeting was conducted via Zoom due to severe weather. The goal of this meeting was to evaluate the current plan and—with our current budget, staff, and influx of patrons in mind—edit current goals and objectives to better fit the library's growth over the next three years.

Objectives were also added in response to popular programs, ideas, and trends seen develop over the last three years.

The updated Strategic Plan July 2024-June 2027 was approved by the Library Board of Trustees on February 5, 2024 at the subsequent Library Board of Trustees meeting.

Oxford Public Library Mission Statement: The Oxford Public Library provides materials and services to help community residents obtain information to meet their personal, educational and cultural needs, and serves as a learning and educational center for its residents.

GOALS

Know your community: Community Resources and Services

Goal #1: All residents will have access to information about community resources and services.

Objectives:

- Library staff will make the monthly newsletter available electronically via email, on our website, and physically at the library with events happening at the library and in the community.
 - By August 2024: create a submission platform for local businesses to advertise events, and submit local news to the monthly digital newsletter
 - By November 2024: send out first digital newsletter via email
- Library staff will create a long form seasonal newsletter option to highlight popular events in season prior, library board updates, hot recipes, at-home activities, and more.
 - By January 2025: send out first seasonal newsletter
- Library staff will develop a new cardholder packet that includes monthly events, website information, Summer Reading Program features, hours, other offered materials, a physical OPL item (sticker, magnet, etc.), and one book for youth cardholders.
 - By July 2024: budget for OPL item inclusion
 - By December 2024: begin providing welcome packets at sign-up

Goal #2: The library will serve as a bridge for community members to understand city policies and goals.

Objectives:

- By October 2024, library staff will post city council meeting minutes in a designated area on the community board, as well as any additional information provided by city hall.

Celebrate Diversity: Cultural Awareness

Goal #1: The library will be an open and welcoming place for learning about diverse cultures, abilities, and identities.

Objectives:

- By June 2026, 30% of programs, services, and collection will be for, with, and focused on BIPOC, persons with disability, and LGBTQ+ folks:
 - Use books celebrating different cultures and backgrounds for StoryWalk
 - Celebrate and inform community members about different cultures through window displays and displays within the library
 - Partner with organizations in Johnson County to provide at least one Summer Reading Program for kids, and teens celebrating different cultures.

- Continue to offer a diverse selection of books for book clubs that prompt in depth group discussion of various cultures and identities.

Satisfy Curiosity: Lifelong Learning

Goal #1: Residents will learn from other community members. Subject Matter Experts (including business owners) will get involved with the library by sharing their expertise.

Objectives:

- Library staff will continue to develop a list of potential community members to partner with for programming.
 - By January 2026: initiate conversations with potential Subject Matter Experts about how they might want to share their expertise through library programs.
- By July 2026, 1-2 library programs per year will be done in conjunction with local subject matter experts.

Goal #2: Teens and tweens will discover opportunities, including possible careers, new hobbies and life skills.

Objectives:

- Create a strong teen usage of the library by June 2027:
 - Diversify tween/teen Wacky Wednesday offerings including rotating STEM, LEGO, and 3D printing activities
 - Allow teens to plan and help execute teen-specific programs through a teen advisory group
 - Provide professional development and career planning programs for teens, in conjunction with youth organizations in the area, including CCA schools and United Action for Youth.

Goal #3: Seniors will have a place to gather and develop connections within the community at the library.

Objectives:

- By January 2025, connect with senior patrons and city residents to gather information about what kinds of programming they would like to see for them at the library.
- By June 2026, create a 55+ conversation hour to meet once a month at the library.
 - Partner with local businesses to offer catering, activities, and local information.

Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Goal #1: People who read for pleasure find a variety of materials that interest them.

Objectives:

- Continue to host book clubs for different interests, such as:
 - Fiction
 - Nonfiction
- Use the summer StoryWalk and Chapter Chats books as “All Oxford Reads” books, providing a copy to Summer Reading participants.

- Provide patron book recommendations online and as a featured display in the library.
- Feature patron reviews and book discussion topics in the seasonal newsletter.
- Provide an extended group of OPL Wrapped lists on social media and as displays in the library.

Goal #2: Families with children understand the importance of play and imagination in the development of early literacy.

Objectives:

- By July 2026, offer storytime outreach programs to in-home daycares in Oxford and surrounding rural Johnson County.
- Utilize StoryWalk to share examples of active learning as a part of early literacy development.
 - Include a note to caregivers with information on skills developed through story, questions, and activities with a QR Code to early literacy practices provided on the OPL website
 - Include fun tips for caregivers that reflect that featured StoryWalk book