

Yankton Community Library Strategic Plan

Adopted by the Yankton Community Library Board of Trustees on November 8, 2017

Mission

The mission of the Yankton Community Library is to uphold the public's freedom of access to information by providing a dynamic collection in a variety of formats and technologies, and responding to the needs of the community through timely services and programs.

Our Core Service Values

- *Providing Access*
We believe that free access to information is foundational to democracy and as such libraries have an obligation to provide free and equitable access to all patrons, regardless of their age, race, sex, gender identity, religion, political affiliations, socioeconomic statuses, national origin, marital status, or abilities.
- *Promoting Lifelong Learning*
Learning doesn't begin and end with formal education; libraries have been called the "people's university." We strive to rise to this label by providing vibrant collections, digital opportunities and training, and interesting programs to our community.
- *Increasing Community Engagement*
Communities are stronger when we embrace and interact with one another. The library believes that this strength is built through daily interactions with our friends and neighbors in public spaces such as libraries. Libraries are one of the only places people can go that do not cost money. This, we believe, is an excellent environment for promoting community engagement.
- *Exceeding Expectations*
Our patrons are at the heart of what we do. By striving to exceed their expectations every day in our offerings, our interactions, and our collections, we build a stronger library and a better library experience for all.

Goals

The following goals outline the general strategic priorities that the Library has identified as important in the next three years. Strategies for carrying out these goals follow the general statements. Specific, measurable objectives will be determined with the Library Board of Trustees and Library Staff each year. We will use our annual report to determine what we've done well, which goals we've reached, and where we need to improve each year.

Strive to break down barriers to access for all

1. When possible, increase membership and use by eliminating barriers
2. Raise awareness, generate enthusiasm, and create visibility for Library programs and services
3. Analyze library policies and procedures for opportunities to simplify and streamline

Establish the Library as a technological leader and resource in the community

1. Provide opportunities to bridge the digital divide
2. Provide excellent software and hardware to library patrons
3. Promote and expand our Digital Library offerings
4. Continually explore new and emerging technologies and their relevance to the Library

Establish the Library as the center of lifelong learning in Yankton

1. Promote a yearlong culture of learning by providing educational programs
2. Promote a yearlong culture of reading by hosting reading programs
3. Analyze each program provided and decide whether it is still meeting needs or if it needs to be replaced with a new offering

Build community

1. Offer more meeting and study spaces as current space allows and provide easy access to them
2. Host cultural programs that encourage community members to learn more about one another
3. Reach outside the library walls to reach community members where they are at
4. Build up volunteer groups such as the Foundation and Friends of the Library in order to build a base of support for building a new facility to serve the community

Promote a culture of service

1. Make a point to anticipate patron needs and consistently exceed expectations at the Library
2. Analyze policies and procedures for opportunities to say “yes” where we are currently saying “no”
3. Provide training to staff on customer service and technology so that patrons will encounter staff who are able to guide them and help meet their needs
4. Make data-drive decisions in regards to our resources and collections to be sure we’re making the best use of resources for our patrons

Promote a healthy organizational culture

1. Encourage open and honest relationships through a culture of communication
2. Set the expectation that interactions between coworkers will be positive and respectful
3. Promote fun, joy, and weirdness
4. Encourage innovation and opportunities that embrace and drive change