



**OXFORD
PUBLIC
LIBRARY**

**Oxford Public Library
Strategic Plan July 2021-June 2024**

Approved by the Oxford Public Library Board of Trustees Monday, April 5, 2021

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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**

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 develop a monthly newsletter, to be available electronically and at the library, with updated events and information happening at the library and in the community.
 - By August 2021: compile list of organizations and businesses with ongoing updates
 - By November 2021: publish first newsletter
- Library staff will develop a welcome kit for new residents, as well as new library card holders, which will include information about the library and the town.
 - By January 2022: budget for welcome kits
 - By July 2022: begin providing welcome kits

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

Objectives:

- The library will cultivate a stronger partnership with city clerk, council, and mayor over the course of 2021-2023, creating a shared understanding of the different roles these entities hold in supporting each other and the city.
 - By July 2023, the library will be a place that residents can easily access city information including city plans, goals, census info, and city council meeting minutes

Celebrate Diversity: Cultural Awareness

Goal #1: People of all ages will come to an appreciation of different cultures.

Objectives:

- By June 2023, 30% of programs, services, and collection will be for, with, and focused on Black, Indigenous, and BIPOC 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 programs for kids, teens, adults, and seniors celebrating different cultures

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:

- By July 2022, library staff will develop a list of potential community members to partner with for programming and have initial conversations with those folks about how they might want to share their expertise through library programs.
- By July 2023, 25% of library programs 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 July 2023:
 - Develop a teen advisory group
 - Allow teens to plan and help execute teen-specific programs
 - Develop a teen volunteer program
 - 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 activities of interest to them through adult learning at the library.

Objectives:

- Connect with senior patrons and city residents throughout 2021-2022 to gather information about what kinds of programming they would like to see for them at the library.
- By July 2022, provide at least one adult-learning program per month, either in-person or virtually.
 - Utilize partnerships in community and Iowa to provide programs.

Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Goal #1: People who read for pleasure find an array of materials of interest to them.

Objectives:

- Continue to encourage patrons to recommend items for purchase through website suggestion form
- Seek purchase suggestions in person from patrons using the library
- By July 2023, host book clubs for different interests, such as:
 - Mystery
 - Young Adult
 - Nonfiction
- Use the summer StoryWalk book as an “All Oxford Reads” book, providing a copy to Summer Reading participants
- Create and share “if you enjoyed this, read this” lists for patrons
- Share book spotlights online on social media and website

Goal #2: Patrons find ways to express their creativity at the library.

Objectives:

- By July 2021, provide ongoing programs that celebrate creativity:
 - Separate kits for kids, teens, and adults
 - Activities and crafts tied to story times
- Once it is safe, post-COVID, re-start LEGO club, and expand upon after-school programs

Goal #3: Families with children understand the importance of play and imagination in the development of early literacy.

Objectives:

- By July 2022, offer story time outreach programs to in-home daycares in Oxford and surrounding rural Johnson County
- By July 2023, offer separate story times in the library for babies, toddlers, and preschool aged children
- Utilize StoryWalk to share examples of active learning as a part of early literacy development