



## 2023-2028 Strategic Plan

### Farmington Public Library

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Approved by the Farmington Public Library Board of Trustees  
December 6, 2023

***Mission statement***

The Farmington Public Library's vision is to address community needs by providing resources to support lifelong learners of all ages in a safe environment.

***Planning Committee***

***Community Members***

Michael and Janet Browning	Dave and Dianna Forsythe	Nate and April Smith
Jessica Baskett	Betsy McConnell	John Torrance
Emily Cline	Owen Phillips	Holly Turner
William and Heather Cline	Rena Philp	Chad and Michal Welch
Taylor Diephius	Shirley Robertson	

***Southeast Iowa Regional Library Consultant***

Becky Heil

***Farmington Public Library Board of Trustees***

Janet Huff - President

Deborah Apollo-Woodward, Vice President

Peggy Thomas - Secretary

Vecca Ernst

***Farmington Public Library Director***

Christine Westercamp

## *Planning Process*

The Farmington Public Library Board of Trustees met with Becky Heil on May 9, 2023 to begin the strategic planning process. Becky explained the steps of the process and helped the board understand the importance of planning. The trustees recommended community members representing various demographics and audiences to serve as stakeholders on the planning committee.

Becky contacted the community stakeholders by telephone for a brief interview to gather information about strengths and needs of Farmington and thoughts about the library. The stakeholders were invited to an in-person meeting on August 7 where Becky Heil guided the discussion and explained different library service areas. The community members brainstormed ways the library could help fulfill community needs. The members voted and the top service areas were selected for the focus of the strategic plan.

The Board of Trustees met with Becky to review the information collected from the phone calls and the in-person stakeholder meeting. The Board worked with Becky to write goals for each of the following library service areas:

- Build Successful Enterprises
- Express Creativity
- Satisfy Curiosity
- Celebrate Diversity

Guided by the objectives of the strategic plan, Farmington Public Library will strive to improve services and meet the needs of the community.



## **Build Successful Enterprises**

Goal 1: The Farmington community is made aware of local organizations and service providers.

*Objective 1:* By July 2024, the Farmington Public Library will ask all local businesses for business cards that can be available for patrons looking for services.

*Objective 2:* By fiscal year 2026, the library will invite business owners to an annual meeting to brainstorm and network.

*Objective 3:* By 2026, the library will work with businesses to create a business scavenger hunt.

Goal 2: Local business owners and other organizations are supported through library partnerships.

*Objective 1:* In 2024, Farmington Public Library will offer information to local businesses and organizations about the grant database.

*Objective 2:* By the start of fiscal year 2025, the library will promote JobNow information from Brainfuse.

*Objective 3:* For summer reading prizes, the library will ask local businesses for donations or attempt to purchase prizes/gift certificates locally.



## **Express Creativity**

Goal 1: Adults will find opportunities to explore arts and culture activities.

*Objective 1:* The library will offer monthly “try-it” classes geared toward adults to explore different art mediums and processes starting in 2024.

*Objective 2:* The library will partner with Villages Folk School artists or other local artists to offer classes to adults by 2025.

*Objective 3:* Starting in 2024, the library will host quarterly local author visits.

Goal 2: School age students can explore arts and culture activities outside of school.

*Objective 1:* Beginning in 2024, the library will offer summer “try-it” classes geared toward children to explore different art mediums and processes.

*Objective 2:* By 2025, the library will better stock the MakerSpace cart and promote it so kids are aware that they can come in and freely create during library hours.



## Satisfy Curiosity

Goal 1: Career explorers of any age will find resources at the library.

*Objective 1:* Aligning with the annual FAFSA deadline, the library will promote Brainfuse Help Now features.

*Objective 2:* The library will promote financial literacy and scholarship resources through a book display once a year and quarterly Facebook posts.

*Objective 3:* By the start of FY25, the library will promote JobNow information from Brainfuse.

Goal 2: School age children will find exciting STEAM activities at the library.

*Objective 1:* By June 2025, the Library will partner with Indian Lake Park to promote Iowa's free fishing weekend.

*Objective 2:* The library will partner with Van Buren County Extension to offer STEAM day camps in June 2024.

*Objective 3:* By fiscal year 2026, the library will search for new partnerships to enhance youth programming.

Goal 3: A literacy component will continue to be offered to the public.

*Objective 1:* By fiscal year 2025, the library will host a monthly book club.

*Objective 2:* By fiscal year 2026, the library will offer storytimes monthly.



## **Celebrate Diversity**

Goal 1: All community members will find a safe and welcoming space to gain an understanding of multiple viewpoints.

*Objective 1*: In late 2023, the library will utilize a Farmington resident to offer weekly Spanish classes in the library.

*Objective 2*: By 2025, the library will make at least two book displays or social media posts annually to highlight materials by authors of diverse backgrounds.