



MORRILL PUBLIC LIBRARY

431 Oregon Street | Hiawatha, KS | 785.742.3831 | hiawathalibrary.org

STRATEGIC PLAN 2021-2024

Table of Contents

VISION STATEMENT 1

MISSION STATEMENT 1

COMMUNITY DEVELOPMENT 1

 GOAL #1: INCREASE AND SECURE FINANCIAL SOURCES AND NON-FINANCIAL RESOURCES1

Objective 1.1 – Efficiently utilize volunteers with expertise or resources1

Objective 1.2 – Hold fundraisers to ascertain monetary resources as needed1

Objective 1.3 – Actively research grant opportunities1

Objective 1.4 – Advocate for needed revenue increases from City of Hiawatha1

 GOAL #2: CONDUCT AND PROVIDE RELEVANT, TIMELY AND INFORMATIVE EVALUATION2

Objective 2.1 – Evaluate the status of current programs, services, and resources offered by the library2

Objective 2.2 – Review all library plans (Strategic Plan and Technology Plan)2

Objective 2.3 – Evaluate and invest in staff and volunteers2

FACILITY3

 GOAL #1: THE LIBRARY WILL HAVE SAFE AND WELCOMING PHYSICAL PLACES TO SIT, READ, WORK QUIETLY, AND TO INTERACT WITH OTHERS3

Objective 1.1 – Maintain a welcoming environment3

Objective 1.2 – Maintain a service of excellence.3

Objective 1.3 – Maintain facility3

Vision Statement

The Morrill Public Library is committed to an excellence in service that is responsive to the community's need for convenient, accessible, and relevant library materials and programs for all ages.

Mission Statement

The Morrill Public Library is a center for lifelong learning, providing a variety of resources to meet the community's information, education, and recreation needs.

Community Development

Goal #1: Increase and secure financial sources and non-financial resources

Objective 1.1 – Efficiently utilize volunteers with expertise or resources

Action Steps Establish and maintain relationships with community members and patrons of the library to help the library implement/improve programs, maintain building and other improvements as needed.

Timeline Present - ongoing

Team Library director and library board

Objective 1.2 – Hold fundraisers to ascertain monetary resources as needed

Action Steps Participate in the Annual Library Giving Day each April with assistance from NEKLS.

Timeline April each year

Team Library director and library board

Action Steps Develop a plan for ongoing fundraising activities.

Timeline Present - ongoing

Team Library director and committee members

Objective 1.3 – Actively research grant opportunities.

Action Steps Establish needs and priorities of library and then research and review grant opportunities.

Timeline Present - ongoing

Team Library director and library board

Objective 1.4 – Advocate for needed revenue increases from City of Hiawatha.

Action Steps Continue regular conversations with City Administrator and other relevant City staff to maintain clear communication about the library's financial needs.

Timeline Present – ongoing; First quarter of each FY

Team Library director, library board, and City of Hiawatha staff.

Goal #2: Conduct and provide relevant, timely and informative evaluation

Objective 2.1 – Evaluate the status of current programs, services, and resources offered by the library

Action Steps Continue to evaluate and develop the library’s collection

Timeline Present - ongoing

Team Library director and relevant staff members

Action Steps Seek input from patrons and community members through conversation and comments.

Timeline Present - ongoing

Team Library director

Action Steps Continue to research, participate and evaluate library service agreements with various libraries and regional and statewide organizations to increase easy access to materials not in the library’s collection.

Timeline Present - ongoing

Team Library director

Action Steps Offer programs for the middle school, high school, and adult age groups.

Timeline Present - ongoing

Team Library director and relevant staff members.

Objective 2.2 – Review all library plans (Strategic Plan and Technology Plan)

Action Steps Create a formal procedure to establish standing committees and timelines

Timeline Present - ongoing

Team Library director and committee members

Action Steps Review plans annually and determine appropriate revisions to goals, objectives, action steps, and timeline.

Timeline Present - ongoing

Team Library director and committee members

Action Steps Provide updated changes and revisions to board for approval.

Timeline Present - ongoing

Team Library director

Objective 2.3 – Evaluate and invest in staff and volunteers

Action Steps Continue to conduct an annual evaluation on any staff members.

Timeline	October and November each year
Team	Library director
Action Steps	Conduct an annual evaluation of the library director.
Timeline	October each year
Team	Library board
Action Steps	Evaluate volunteers and offer orientation, training, tools, and resources when feasible.
Timeline	Present – Ongoing
Team	Library director and committee members

Facility

Goal #1: The library will have safe and welcoming physical places to sit, read, work quietly, and to interact with others

Objective 1.1 – Maintain a welcoming environment.

Action Steps	Treat all patrons with respect and ensure that all policies are followed
Timeline	Present - ongoing
Team	Library staff and library director

Objective 1.2 – Maintain a service of excellence.

Action Steps	Cross train staff for efficient service delivery
Timeline	Present - ongoing
Team	Library director and library staff

Action Steps	Provide staff with ongoing customer service training
Timeline	Present - ongoing
Team	Library director and library staff

Objective 1.3 – Maintain facility.

Action Steps	Repair and replace worn or broken equipment and furniture
Timeline	Present - ongoing
Team	Library director and committee members

Action Steps	Additional parking lot lighting; Install security devices to protect staff and patrons
Timeline	2021-2022
Team	Library director and committee members