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Mission Statement: Merrill Public Library enriches the community, providing a welcoming space for residents to access a world of online information, gain digital literacy skills, and strive to be creative lifelong learners.

Strategic Plan 2020

Approved by the Merrill Public Library Board of Trustees February 6, 2020

Thank you to all that participated in our Planning for Results sessions and goal planning

Planning for Results participates:

Emily Widman

Jean Nilles

Jeff Neary

Julie Bergquist

Lori Wilken

Margaret Marineau

Nancy Anderson

Rich Husman

Susan Willer

Vicky Hemmelman

Zelda Sherlock

Val Smith

Library Board of Trustees:

Julie Strub, President

Karla Less, Vice President

Marcy Lindsey, Secretary

Kathy Kraft

Steve Hemmelman

Newly Appointed Library Board of Trustees (July 2019)

Charlene Price

Judy Held

Donna Stevenson

Library Staff:

Marcy Wall, Director

Julie Schultz, Children’s Librarian

JoAnn Rohenhorst

In February 2019 the Merrill Public Library board of trustees and a variety of community members participated in a Planning for Results series presented by Bonnie McKewon from the State Library. During this time many community strengths, weaknesses, and areas for improvement were discussed. The discussions involving the library expressed that it is a great library with great staff but is not as visible or promoted as well as it could be. There was discussion of the library having its own website and visibility on social media. Discussions continued with the desire to hold more adult programing including speaker series, performers, and investor’s club. The committee voted that emphasis of goal planning should be in these four categories.

* Satisfy Curiosity: Lifelong Learning
* Make Informed Decisions: Health, Wealth, & Life Choices
* Discover Your Roots: Genealogy & Local History
* Visit a Comfortable Place: Physical and Virtual Spaces

**Goals and Objectives**

Planning for Results Response: **“Satisfy Curiosity through Lifelong Learning”**

Goal #1: Create a children’s area that is inviting, relevant, and organized to suit the needs of our younger readers.

Objective #1: We will do a weeding project to update the collection and replace worn out or outdated books

Objective #2: We will add to our existing collection with current favorites

Objective #3: We will evaluate shelving styles and organizational systems to best display our collection

Objective #4: We will create an environment where children can easily find books to suit their needs and feel comfortable checking the book out or reading it here

Objective #5: We will add tablet stations with educational apps on them for library use

Goal #2: Create an environment with easy access to the internet

Objective #1: We will replace our current computers with faster and more relevant computers

Objective #2: We will hold programs that deal with computer literacy

Planning for Results Response: **“Make Informed Decisions: Health, Wealth, & Life Choices”**

Goal #1: Promote Healthy Decisions

Objective #1: Get our existing exercise program off the ground

Objective #2: Work with the Iowa State Extension Office to provide programs

1. Family- What about me and my wellbeing
2. Stay Independent
3. Spot and stop fraud

Goal #2: Promote Wealth

Objective #1: Work with a local bank to provide programing

1. Kids clubs
2. Investment programs
3. Managing your credit score

Planning for Results Response: **“Discover Your Roots: Genealogy and Local History”**

Goal #1: Ancestry Help and Programs

Objective #1: Get a library version of Ancestry

Objective #2: Have a staff member trained on how to use the site

Objective #3: Use the knowledge in programs and book displays

Goal #2: Local History

Objective #1: Put the old yearbooks to use with programs and book displays

Objective #2: Research local authors and use them in programs

Planning for Results Response: **“Visit a Comfortable Place: Physical and Virtual Spaces”**

Goal #1: Build our online presence

Objective #1: Customize our PLOW website

Objective #2: Build our Facebook following and utilize that platform more

Objective #3: Start an Instagram account (or research where teens are and utilize that social media platform)

Goal #2: Physical Space

Objective #1: Iowa Room

1. Utilize as a meeting room
2. Hold more programs
3. Use for exercise
4. Use for gaming

Objective #2: Library space

1. Endcaps for shelves
2. Better signage
3. More comfortable seating in children’s area
4. Better display for newspapers
5. Draw attention to unusual collections