

Strategic Plan 2022-2025

*Approved by the Stanwood Public Library Board of Trustees
May 4, 2022*



Stanwood Public Library

202 E Broadway, Stanwood, Iowa 52337

Phone: 563-942-3531

www.stanwood.lib.ia.us

COMMUNITY

Stanwood is in Cedar County, in Eastern Iowa. As of 2020, the population of Stanwood was 637. (1) The median age is 39.8 years and the population is comprised of 44.6% males and 55.4% females. (2) Residents of Stanwood are nearly all White with a small percentage of Hispanic, Latino, American Indian, and African Americans. English is the predominate language.

The majority of the children of Stanwood attend North Cedar School District with elementary schools in Mechanicsville and Lowden and the Jr./Sr. high school in Clarence. Approximately 23.1% of the population is school age. (2)

Stanwood is primarily a bedroom community with a small number of local businesses and employers. Such businesses include a bank, bar, restaurant, insurance office, beauty salon, flower shop and dance studio, convenience store, Dollar General, various contractors, and River Valley Cooperative. Median income is \$57,125 (3) and unemployment is 2.1%. (3)

Citizens have access to public information in a variety of formats including area newspapers, cable access channel, and internet provider.

LIBRARY

The Stanwood Public Library was founded by the Junior Women's Club on March 11, 1948. It's first home was in a corner of the school library. Before it found a permanent home, the library was lodged in the old Legion Building, in the Stanwood Herald Building (where the post office now stands) and then in the Memorial Building. After 2 years in the Memorial Building, they moved across the street to the corner of Broadway and Elm, where the Cedar Communications building now stands.

On January 1, 1989, the library was put under the jurisdiction of the City of Stanwood. Land was eventually donated on the other corner of Broadway and Elm and the board began raising funds for a new building. A groundbreaking ceremony took place in June 1994 and the library has been at its current location ever since. (5)

IOWA DATA CENTER | STANWOOD

(1) (2) DATA PROFILE: DEMOGRAPHIC | 2015-2019 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATE
(3) (4) DATA PROFILE: ECONOMIC | 2015-2019 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATE

(5) STANWOOD CENTENNIAL BOOKLET (1869-1969); STANWOOD QUASQUICENTENNIAL BOOKLET (1869-1994)

LIBRARY BOARD OF TRUSTEES

Joe Fontenot, President
Sue Thumma, Vice President
Deb Meyer, Secretary

Paul Knoll
Michelle Ecker

Mary Davidson
Emily Ford

LIBRARY STAFF

Megan Mallie, Director
Carina Tharp, Assistant Librarian

MISSION STATEMENT

The mission of the Stanwood Public Library is to provide programs, materials, and services, in a welcoming space, to meet the needs of the community.

PLANNING COMMITTEE

The Stanwood Public Library Board invited residents and stakeholders of Stanwood, Iowa to participate in the Strategic Planning interviews. The Library Board tried to ensure a diverse group of interviewees by gender, age, and discipline. Thank you to the following participants:

Mark Dohmen
Jill Hagerty
Sheryl Mullan
Cathy Boesenberg
Heather Jones
Scott Schroeder
Noah Coppess
Dusty McAtee

Linda Freese
Karen Tenley
Emily Wagner
Stephanie Rottman
Randy Kruse
Dawn Weiland
Dee Ann Koberle
Kim Pierce

STRATEGIC PLANNING PROCESS

In December 2021, the Stanwood Public Library Board of Trustees initiated the “Strategic Planning” process for the Stanwood Public Library. The Library Board wanted the plan to reflect the needs of the community. It was decided to conduct interviews with community members to assess the needs.

In January 2022, the Board participated in a Zoom call with Becky Heil, Library Consultant, for the State Library of Iowa, to compile a list of names of potential participants. The goal was to compile a diverse group of people of varying genders, ages, and disciplines. A list of 20 potential interviewees was created and narrowed down to 16 that agreed to participate.

During the week of March 7-12, 2022, Becky conducted phone calls to each of the participants. They discussed the current strengths and weaknesses of Stanwood, envisioned what they would like the city to be like in the future, and what role the library could play to meet these goals.

In April 2022, Becky met with the Library Board to present her findings. She utilized the Public Library Association’s *Planning for Results* model to guide the board. After reviewing the information, the board voted on three service areas where they thought the library should focus:

- Know your Community: Community Resources and Services
- Make Informed Decisions: Health, Wealth, and Other Life Choices
- Visit a Comfortable Place: Physical and Virtual Spaces

The Library Board used these service areas as the basis to create this strategic plan. The plan outlines goals and objectives that will help library staff meet the needs identified by the community.

SERVICE RESPONSES WITH BOARD GOALS

****Know Your Community: Community Resources and Services***

Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

Goal #1: Newcomers will easily have access to information about local services, resources, businesses, and organizations.

Objective #1: Work with local businesses and organizations to compile a list of all services. (By Summer 2022)

Objective #2: Create a brochure/booklet that is accessible to all residents (and online) with a listing of all services available and where to find them. (By Fall 2022)

Objective #3: Schedule “Stanwood Information” nights at the library to highlight different services and connections. (Beginning of 2023)

Goal #2: T(w)eens are welcome and accepted at the library.

Objective #1: Offer ‘bring a friend night’ to introduce new people to the library. (By Spring 2023)

Objective #2: Find new ways of advertising teen programs. (ex. Tiktok, etc.) (By Spring 2023)

Objective #3: Provide new offerings in the library for teen interest. (ex. videogames, green screen, etc.) (By Spring 2024)

Goal #3: Help families to find local resources and necessities.

Objective #1: Work with local food banks and clothing closets to assess needs and scheduling. (By Late Summer 2022)

Objective #2: Build community partnerships for help with raising donations. (By Fall 2022)

Objective #3: Make space in the library for a dry food pantry and basic hygiene products. (By Winter 2022)

****Make Informed Decisions: Health, Wealth, and Other Life Choices***
Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Goal #1: Provide programming and information for patrons of all ages to help them navigate life.

Objective #1: Provide programming for teens/young adults about basic life skills (cooking, financial literacy, babysitting, getting a job, etc.). (Beginning of 2023)

Objective #2: Provide adult programming about technology, potential scams, wills and trusts, etc. (Beginning of 2023)

Objective #3: Provide programming for all ages on current interests and hobbies (gardening, painting, rock collecting, etc.) (Beginning of 2023)

Goal #2: Make sure that patrons always have access to current and accurate information.

Objective #1: Make sure that all library collections are current and not outdated. (By Summer 2022)

Objective #2: Create a user-friendly library website that patrons will want to use for various online resources and staying aware of library programs and services. (By Late Summer 2022)

Objective #3: The library will encourage the community's use of library internet access and provide training on safe internet practices and avoiding misinformation. (By Summer 2023)

****Visit a Comfortable Place: Physical and Virtual Spaces***

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Goal #1: Patrons will have access to a revamped library space.

Objective #1: Acquire the services of a Space Needs Consultant utilizing the State Library of Iowa Grant. (By Fall 2023)

Objective #2: Rearrange the current layout of the library based on the findings of the Space Needs Consultant. Create separate, comfortable spaces for kids, teens, and adults. (By Spring 2024)

Objective #3: Investigate different options for expanding the physical building and utilizing our outside space. (By Summer 2024)

Goal #2: Teens will have a comfortable space to hang out at the library.

Objective #1: Create a teen advisory board to help with the design of their space. (By Spring 2024)

Objective #2: Create work sessions for teens to help with the actual painting/decorating of their space. (By Summer 2024)

Objective #3: Investigate technology options just for the teen space (computer, videogames/tv, green screen). (By Spring 2024)

Goal #3: Parents of young children will have a safe place for kids to enjoy their time at the library.

Objective #1: Create comfortable seating and an accessible space just for kids. (By Summer 2024)

Objective #2: Provide different play and learning opportunities in their section besides reading materials (Lego table, Wonderbooks, etc.). (By Summer 2024)