

## **Norelius Community Library Strategic Plan 2026-2029**

**Approved by Library Board of Trustees:** November 25, 2025

**DEVELOPMENT OF PLAN:** Library Director, Kari Meyer met with the Library Trustees on September 22, 2025, to create a list of survey participants and discuss the development of the strategic plan. At that time, the trustees included Bill Bruce, Sandy Velasquez, Jeri Hough, Kari Segebart, Larry Peterson, Donna Koch, and Laurel Olsen. A list of names, phone numbers, and meeting times was provided to Misty Gray, the State of Iowa Library District Consultant, who was tasked with conducting the surveys. The survey gathered feedback about library usage and the community in general. Results were tabulated and reviewed on October 28, 2025, leading to the creation of five strategic goals.

**MISSION STATEMENT:** The Norelius Community Library provides a center where residents in our diverse community may obtain information, resources, education and recreation through a full range of library services.

### **GOAL 1: COMMUNITY CONNECTION**

Community members will be welcomed and supported through the library's role as a central hub for connection and information. The library will serve as "*Denison's living room*"—a safe, inviting space where residents can gather, find answers, and access local resources. In partnership with area businesses, the library will create a "*Welcome Package*" featuring items and information from local organizations to help new residents feel at home in the community.

#### **Objective A:**

By **June 2026**, launch a "Welcome to Denison" resource program that includes at least 10 local business partners and provides welcome packets to 25 new residents each year.

- **Activity 1:** Identify and contact potential business partners by **February 2026**.
- **Activity 2:** Develop and put together "Welcome to Denison" packets by **April 2026**.
- **Activity 3:** Begin distributing packets through the library and participating businesses by **June 2026**.

#### **Objective B:**

By **October 2026**, establish a monthly bilingual "Conversation & Connection Night" at the library to encourage interaction between English and Spanish speakers and strengthen cross-cultural relationships within the community.

- **Activity 1:** Partner with local schools, cultural organizations, and bilingual volunteers by **May 2026** to plan and promote the program.
- **Activity 2:** Purchase or gather bilingual and language-neutral board games by **July 2026**.

- **Activity 3:** Host the first Conversation & Connection Night by August 2026, and continue offering it monthly through **October 2027**.
- **Activity 4:** Collect participation numbers and feedback after each session to measure engagement and community impact.

**Objective C:**

By **December 2026**, launch a “Beat the Winter Blues” Winter Community Challenge in partnership with local businesses to encourage residents to stay engaged, active, and connected during the winter months.

- **Activity 1:** Collaborate with at least 10 local businesses by **November 2026** to design a punch card program that includes stops at participating businesses and the library.
- **Activity 2:** Create and distribute 100 punch cards through the library and participating businesses by **January 2027**.
- **Activity 3:** Promote the event through social media, local media outlets, and community bulletin boards beginning **December 2026**.
- **Activity 4:** Host a celebration or prize drawing in **March 2027** to recognize participants and business partners, using attendance and participation data to measure community engagement.

**Goal 2: BOOK AND RESOURCE COLLECTION**

Enhance the library’s collection to reflect the diverse interests, languages, and needs of the Denison community. A special focus will be placed on expanding Spanish-language materials and multimedia resources to better serve and engage Spanish-speaking residents.

**Objective A:**

By **December 2026**, increase the library’s Spanish-language collection (books, DVDs, and digital materials) by 15% to better represent and serve the community’s bilingual population.

- **Activity 1:** Conduct a community survey and consult staff to identify the most requested Spanish-language materials by **March 2026**.
- **Activity 2:** Allocate a portion of the annual materials budget for Spanish-language acquisitions starting **April 2026**.
- **Activity 3:** Make contact by with local schools, cultural groups, and regional libraries by April 2026 to share recommendations and resource lists. Include that there is access to Spanish materials on the Libby app.

**Objective B:**

By **September 2027**, improve community awareness and use of the library’s Spanish-language and multicultural resources by 10% through targeted outreach and programming.

- **Activity 1:** In some Spanish speaking countries, it costs money to go to the library. Create a bilingual marketing campaign (flyers, social media posts, and in-library displays) promoting new Spanish-language materials by **October 2026**.
- **Activity 2:** Host quarterly bilingual programs or book displays that highlight authors, stories, and films representing diverse cultures.
- **Activity 3:** Outreach with local schools and community organizations to promote library cards and promote resource use among Spanish-speaking families.

### **Goal 3: Physical Building Updates/Redesign**

Enhance the library's facilities to improve accessibility, functionality, and community use. Planned updates include creating a new parking area and main entrance, developing a larger meeting space, and ensuring full ADA accessibility to better serve all patrons.

#### **Objective A:**

By **December 2027**, complete a comprehensive facility assessment and design plan to guide building improvements and ensure ADA compliance.

- **Activity 1:** Partner with an architectural or engineering firm by **March 2027** to conduct a facility assessment and determine needs.
- **Activity 2:** Gather input from library staff, trustees, and community members to identify priorities and design preferences by **June 2027**.
- **Activity 3:** Finalize a building redesign plan with cost estimates and phased implementation steps by **December 2027**.

#### **Objective B:**

By **May 2028**, launch a capital fundraising campaign to support the building updates, with a goal of raising \$\_\_\_\_\_ (to be determined after assessment).

- **Activity 1:** Facilitate the formation of a Fundraising Committee or hire a fundraising firm by **January 2028** to coordinate outreach, marketing, and donor relations.
- **Activity 2:** Develop campaign materials (brochures, naming opportunities, and online giving tools) by **February 2028**.
- **Activity 3:** Begin community fundraising and grant applications by **May 2028**, tracking progress quarterly.

#### **Objective C:**

By **December 2029**, complete construction or renovation work to expand community space, improve accessibility, and enhance parking and entry areas.

- **Activity 1:** Secure necessary permits, bids, and contractor agreements by **June 2029**.
- **Activity 2:** Initiate construction on the parking area and front entrance by **July 2029**.
- **Activity 3:** Host a community open house to celebrate the improved library space by **December 2029**.

**Plan Review and Evaluation:** The Library Board of Trustees and the Library Director will review and evaluate the Strategic Plan quarterly to monitor progress toward established goals and objectives. During each review, the Board will assess completed activities, update timelines as needed, and make adjustments based on community needs, funding opportunities, and library priorities. An annual summary of progress will be discussed at a designated Board meeting each year to ensure the plan remains current and still reflects the library's mission and community focus.

- **Goal 1** runs 2026–2027 (community connection activities).
- **Goal 2** runs 2026–2027 (collection development).
- **Goal 3** runs 2027–2029 (building project, following logical progression).