



Strategic Plan Update

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By the end of this planning process library staff will have:

- A. Meaningful engagement and strengthened relationships with county residents.
- B. Customer and community perspectives to inform the strategic plan.
- C. Alignment of the Library leadership and staff regarding the Library's mission, vision, and core values.
- D. Shared agreement among the Library's leadership about the Library's short- and long-term goals and how they will review, evaluate, and make adjustments to the plan.
- E. A future-looking plan aligned with county mission and goals.

Planning & Development Timeline

1: Launch <i>March-April</i>	2: Engagement & Data Collection <i>May - August</i>	3: Meaning Making & Planning <i>July - October</i>	4: Documentation & Action <i>October - December</i>
Organize Planning Team	Distribute survey	Make meaning of data	Document plan
Scheduling	Prepare & support staff for community engagement	Set goals and develop strategies	Develop operational details including budgets, timelines, measures
Key Guiding Questions, Who to engage and how	Host community conversations	Check back with community and staff about what's emerging	Share final strategic plan with everyone who contributed to it including public
Design survey & community conversations	Analyze data and summarize findings	Share learning and emergent goals with county commissioners	Engage staff
Work Plan w/Timeline	Iterative learning	Make final decisions, get final approvals	
Update all-staff on process and their role in it	Update & engage staff with early learnings		

Community Engagement

- Over 11,500 survey responses.
- Over 35 events and community conversations.



What We Learned



"I like the friendly and knowledgeable staff and the welcoming atmosphere."

- More of what they love. Staff help, technology, multi-use space, events, and books & materials.
- Many are surprised to hear about all the library's offerings beyond books.
- Online service is the third-most used library 'location'.

Emerging Strategic Plan Goals



- Goal 1:** Engage the people of Dakota County so that they feel welcome, belonging, and joy at the library.

- Goal 2:** Provide an accessible collection of materials responsive to the diverse interests, needs, and aspirations of Dakota County residents.

- Goal 3:** Increase awareness about the library's many offerings with people across Dakota County.

Goal One Strategies



Engage the people of Dakota County so that they feel welcome, belonging, and joy at the library.

- A. Work collectively as a staff to create a library culture that is joyful and inclusive.
- B. Train, support, and equip staff to deliver welcoming, responsive, and helpful customer service across differences in identity, culture, and values.
- C. Deepen partnerships with community-based organizations that can support staff to more effectively engage with people from specific communities, including newer immigrants, Spanish speakers, and teens.
- D. Examine library roles to support the hiring and retention of staff who can represent and reach the racial, ethnic, cultural, and linguistic identities in Dakota County.
- E. Shift service models to prioritize human interaction to increase a sense of belonging at the library

Goal Two Strategies



Provide an accessible collection of materials responsive to the diverse interests, needs, and aspirations of Dakota County residents.

- A. Assess the collections to determine how to most effectively use resources to provide materials that are responsive to residents' interests, needs, and aspirations.
- B. Include collections staff and considerations in community outreach and engagement so that purchases or materials are informed by community interest, needs, and aspirations.
- C. Explore alternative channels to purchase materials for the collection that represent resident interests but are not available through normal channels.
- D. Review and simplify the ways people search for physical and digital materials.
- E. Assess, improve, and evaluate the website to make it easier to navigate to find materials, resources, programs, and other library offerings.

Goal Three Strategies



Increase awareness about the library's many offerings with people across Dakota County.

- A. Identify specific communities each year to target engagement and communication efforts towards with a focus on communities that have not historically been prioritized or who are using the library in disproportionately low numbers.
- B. Build relationships with community-based organizations and leaders who can act as ambassadors to get the word out about the library's many offerings.
- C. Better leverage the website and other channels to increase awareness of offerings other than books and materials.

Thank you!

