

## Highland City Library: Long-range Strategic Plan 2020-2025

### Introduction

Public libraries have long been an important aspect of American life. From the early days of the Republic, libraries were valued by Americans. Benjamin Franklin founded the first subscription library in Philadelphia in 1732 with fifty members to make books more available for citizens of the young nation. From that time to the present, public libraries have been valued because they allow equal access to information and educational resources regardless of social or economic status.

Library service has long been important to the residents of Highland. From 1994 to 2001, residents of Highland and Alpine were served by a joint-use facility at Mountain Ridge Junior High School. That arrangement was eventually terminated and in 2001 the entire library collection was relocated to the old Highland City building for storage. In 2008, Highland City built a new city hall and dedicated a portion of the building for a city Library. In 2016 the Library received permission to convert a public meeting room into a Children's Room for the Library. The new Children's Room was opened in spring of 2018.

The Library joined the North Utah County Library Cooperative (NUCLC) April 1, 2012 as an associate member. NUCLC is a reciprocal borrowing system that allows library card holders from participating libraries to check out materials from other participating libraries. It is not a county library system. Each participating library maintains its own policies, budget, administration, non-resident fees, etc. In 2018 the Library reached the required collection size and was accepted as a full NUCLC member.

The Library is supported by three constituent bodies: The Library Board; the Friends of the Library; the Library Foundation.

1. The Library Board oversees the operation of the Library. It consists of nine persons; eight volunteers appointed for three year terms, and a representative from the City Council. All meetings are held in the Highland City Hall or electronically using a video meeting platform. Records of the Library Board meetings are available from on the City website.
2. The Friends of the Library is an independent non-profit organization that supports the library in the following ways: raises funds through used book sales and other endeavors, creates community connections through programs and events, and increases volunteerism to support and supplement Library resources.
3. The Library Foundation is a nonprofit, tax-exempt foundation dedicated to assisting the Highland City Library with fund-raising and additional support. The Foundation administers larger donations, particularly those targeted at capital improvement.

### Vision Statement

The Highland City Library seeks to be a valued resource in the community that evolves with changes in society while meeting learning, information, and entertainment needs.

### Mission Statement

The Highland City Library provides materials, programs, tools, and space that strengthen the community by informing, educating, and entertaining community members of all ages.

### Long-range Strategic Plan, 2020-2025

The elements of the Strategic Plan support the goals and values expressed in the Library Mission Statement. Most of the goals listed below are expected to be accomplished within the current annual budgets for the Library. Capital improvement goals involve fundraising by the Library Foundation.

### Materials:

Plan	Value	Metric	Date Initiated/Completed	Responsible Party
Relabel and reorganize picture books/beginning readers	Educate Entertain	All picture books and Beginning readers are organized strictly by author's names and titles.	January 2021- Summer 2021	Collection Development Team
Add series spine labels to all series in the Library	Educate Entertain	Series in Junior Fiction, Intermediate Fiction, Teen Fiction, and Adult Fiction all have series labels	Fall 2020-Fall 2021	Collection Development Team
Create an Intermediate Fiction audiobook collection	Educate Entertain	Audiobooks whose physical copies are in Intermediate Fiction are	Fall 2021	Collection Development Team

		reabeled, and new items acquired.		
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Programs

Plan	Value	Metric	Date initiated/Completed	Responsible Party
Continue providing educational programs for each age group	Educate	Offer weekly children's programs, and monthly adult/teen programs	Fall 2020-ongoing	Programming Team
Establish working relationship with all local schools	Inform/ Educate/ Community	Quarterly contact with representative from each school	January 2021-ongoing	Public Relations Team/ Library Director
Increase number of current library card holders	Inform	Number of card holders will increase 10% the first year and 5% each subsequent year	January 2021-December 2025	Library Director/ Public Relations Team
Increase Summer Reading participation	Educate/ Entertain	Have 1000 participants by 2022 and then increase by 5% in the next 3 years	Summer 2022-Summer 2025	Library Director/ Public Relations Team/ Programming Team
Re-establish programs for special needs and seniors	Educate/ Inform/ Entertain	After COVID-19 restrictions are lifted, re-establish outreach to HIVES and Highland Glen	Fall 2021- onward	Library Director/ Programming Team
Establish a quarterly bilingual story time	Educate/ Entertain	Hold four bilingual story times in one year	Fall 2022-Fall 2023	Programming Team/ Library Director

Hold a Senior Services Fair annually	Inform	Hold a trial event and then consider continuing	Spring 2022	Public Relations Team/ Library Director
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#### Tools and Technology

Plan	Value	Measure	Date initiated/ Completed	Responsible Party
Establish a text-based reference service at the Library	Inform	Adopt the service acquired by the city that allows text-based reference.	Fall 2020-Winter 2021	City Public Relations/ Library Director
Increase e-book use by purchasing most held items	Inform/ Entertain	E-book use increases by 10% each year	Fall 2020-Fall 2025	Collection Development Team
Obtain circulating e-readers with Battle of the Books pre-loaded	Educate	Obtain 10 e-readers and load the Battle of the Books titles on them	Fall 2021-ongoing	Collection Development Team/ Library Director
Obtain Security Gates	Materials	Obtain and install security gates at main entrance	Summer 2022	Library Director/ Collection Development Team

#### Training

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Send at least one staff member to a national conference each year	Train	Staff member attends a national conference	Spring 2022, and continuing forward	Library Director
Send at least three staff members to state training sessions	Train	Three staff members attend state training each year	Fall-2020, and continuing forward	Library Director

Train staff on first year library school topics during monthly staff meeting	Train	Training session at monthly staff meeting	Fall 2020-Spring 2021	Library Director
Have a staff member complete "Uplift Training"	Train	Staff member receives Uplift Training Certificate	Already initiated/ Fall 2023	Library Director/ Participating Staff Member

The Covid-19 epidemic has underscored the Library's need for expanded program space. We hope to build a facility in the plot east of the library with a large meeting space with a stage, medium size program rooms (could be divided off sections of the large meeting space), study rooms for use of the community, and a space for an art gallery (perhaps as part of the lobby). This facility would be administered by the library, but could also be used by other city and non-governmental organizations. Although the Library would spearhead the fundraising process, we hope to find community partners who will join the effort. Based on City priorities and outside organizations interests, this plan will likely need to be adjusted in the future.

#### Space

Plan	Value	Measure	Date initiated/Completed	Responsible Party
Establish a team to investigate the creation of a Library Program Space near the library	Community	Hold an initial meeting and schedule future meetings	January 2021	Library Director/Library Board/Foundation
Do a community assessment concerning the creation of a Library Program Space	Community	Assessment takes place	Spring 2021-Summer 2021	Library Director/Library Board/ Foundation
Obtain a rendering for a possible Library Program	Community	Have a professional agency create a rendering for a Library	December 2021	Library Director/Library Board/Foundation

Space near the library		Program Space		
Establish a capital improvement budget for new Library Program Space	Community	Obtain a realistic estimate from a competent agency	December 2021	Library Director/Library Foundation
Discuss community assessment, rendering, and capital improvement budget with City Council and make any needed adjustments. Continual check-ins will occur with the City Council at a minimum during the Library Board's annual report to the Council.	Community	Hold a Joint Work Session with the City Council and Library Board	January 2022	Library Director/Library Board/ City council
Hire a fund-raising consultant for capital improvement	Inform	Fund-raising consultant engaged	Spring 2022	Library Director/Foundation
Start a fund raising campaign	Inform	Launch of fund raising campaign	Spring 2022	Library Director/ Foundation/ Consultant
First milestone in funding reached	Community	25% of cost of Library Program Space raised	Summer 2023	Library Director/ Foundation/ Consultant
Second milestone of funding reached	Community	50% of cost of Library Program Space raised	Summer 2025	Library Director/ Foundation