

Charles City Public Library Strategic Plan 2025-2030



Contents

Library Board of Trustees 2025-2026:.....	2
Library Staff 2025-2026:	2
Process Recap:.....	2
Demographics of Service Area:	3
Mission Statement:	3
Vision Statement:	3
Focus/Priority Areas:	3
Priority/Goal/Objectives:	4
Priority: Enhancing Access and Engagement	4
Priority: Service Promotion and Responding to Community Needs	5
Priority: Strengthen library facilities and funding for long-term sustainability	6
Conclusion:.....	6

The Charles City Public Library invited stakeholders of Charles City, Floyd, Colwell, and rural Floyd County to participate in our planning. Special thanks to those who participated.

Library Board of Trustees 2025-2026:

Jim Davis, President

Stephanie Williams, Vice President

Linda Lindaman, Secretary

Cheryl Nootnagel

Mike Scofield

Chris Hall

Rachel Mack

Terry Schmitt

Scott Kendall, Floyd County Representative



Library Staff 2025-2026:

Annette Dean, Library Director

Dana Schwickerath, Assistant Library Director

Stacey Leerhoff, Children's Librarian

Kamryn Kronschnabel, Patron Services Librarian

Bridget Vick, Library Assistant

Leslie Lewis, Library Assistant

Vicky Schroeder, Library Assistant

Marisa Scheidecker, Library Assistant

Marge Steinert, Library Assistant

Process Recap:

The library began the strategic planning process in March 2025. The library board evaluated the existing plan and conducted a Strength Weakness Opportunity and Threat Analysis (SWOT) for the library at that time. The SWOT analysis was also shared with the Friends of the Charles City Public Library, the Charles City Public Library Foundation, library volunteers, and library staff. In May the board reviewed the mission statement and approved the public survey that the library director created to be conducted. Survey results were collected, compiled, and presented to the board in June. Staff met numerous times in August and September to discuss the results of the SWOTs and survey and to set a new vision statement, goals, and objectives. The director organized the new plan and presented it to the board on November 13, 2025.



Demographics of Service Area:

Charles City Public Library is an E-sized library serving a population of 7,228 Charles City residents, 305 Floyd residents, and 57 Colwell residents. It is the county seat of Floyd County, which has a population of 15,326. The county is 90% White, with Black, American Indian, Asian, and Hispanic accounting for the other 10% of the population. The median household income is \$64,500, and the county has a 3.5% unemployment rate. Over half of the population (52%) has some college or a degree above high school, and 42% of the population has only a high school diploma or GED.

Mission Statement:

Charles City Public Library brings people, ideas, information, and experiences together to enrich themselves and strengthen our community.

Vision Statement:

Charles City Public Library aspires to be a trusted community hub that fosters curiosity and provides discovery and access to community resources for all.

Focus/Priority Areas:

1. Enhancing Access and Engagement
2. Service Promotion and Responding to Community Needs
3. Strengthening Library Facilities and Funding for Long-Term Sustainability



Priority/Goal/Objectives:

Priority: Enhancing Access and Engagement

Goal: Make the library easier to access and more welcoming for everyone.

Objective:	Strategies:	Proposed Completion Date:
Increase outreach opportunities to the schools in the community.	Expand outreach to Carrie Lane School and Charles City High School.	2028
	Reinstating class visits for public elementary schools.	2028
Increase display opportunities in the library.	Create visually appealing direction and collection description signage for non-fiction and other collections.	2026
	Explore different ways to utilize space to increase browsability of collections. (increase weeding, book/collection relocation, utilizing bottom shelves, etc.)	2028
	Continue utilizing heat maps for library collections to evaluate effectiveness of display space.	2026
	Explore creating a Spanish language section in our non-fiction collection.	2029
Improve tech and tech access for the community.	Replace server terminals, laptops, and servers to improve end user experience.	2026
	Explore ways to incorporate AI into daily operations and provide programming on AI to the public.	2027
	Investigate a self-checkout system for equipment.	2027
	Investigate increasing the amount of circulating tech equipment to decrease patron hold time.	2028
Improve staff training and support.	Explore different scheduling options to help staff support each other at the front desk.	2027
	Provide more staff training to help manage “problem patrons” and to keep expectations for all community members the same.	2026
	Investigate providing an online payment option for patrons and staff to use.	2026
	Provide opportunities for staff input to further improve efficiencies of the workspace.	2028

Priority: Service Promotion and Responding to Community Needs

Goal: Improve community knowledge about library services, resources, and programs. Continue to provide engaging experiences that help people learn, connect, and grow.



Objective:	Strategies:	Proposed Completion Date:
Expand promotion for services and staff through available outlets.	Provide program reminders to patrons through email or text.	2026
	Send weekly email blasts to patrons about events and services.	2026
	Utilize Storywalk for Library program promotion.	2026
	Improve branding of the library (exploring color coding by audience, emphasizing the mission and vision of the library in promotional materials).	2028
	Increase physical marketing outlets (including PR promos in backpack program, utility bills, shopper, etc.)	2027
	Increase social media utilization for book and service promotion.	2028
Provide meaningful and responsive programming to the community.	Expand programming offerings to include more cultural and multicultural activities.	2026
	Increase amount of "how to" programming offered to adults.	2026
	Increase use of experience prizes as opportunities for Summer Library Program (Adult and Children programs)	2027
	Utilize programs to promote our library collections.	2026
	Improve the registration process for patrons.	2027
	Start utilizing end-of-program surveys to gather feedback on the success of program offerings.	2028

Priority: Strengthening Library Facilities and Funding for Long-Term Sustainability

Goal: Evaluate the condition and sustainability of library facilities and systems while identifying opportunities to diversify funding sources and ensure long-term financial stability.



Objective:	Strategies:	Proposed Completion Date:
Provide an atmosphere that supports learning, creativity, and connection.	Regularly inspect library furnishings and spaces for cleanliness (assign a designated staff member to report to the director).	2026
	Organize AV closet and other spaces that tend to gather clutter.	2027
	Rearrange computer tables after new equipment is obtained.	2026
	Update furnishings and sound system in Zastrow Room.	2027
	Explore options for creating a private space in the library for small group meetings.	2029
Diversify library funding streams.	Promote increased cross-collaboration with the library's Foundation and Friends groups	2027
	Explore fundraising events and/or non-traditional fundraising opportunities for the Foundation and the Friends groups.	2026
	Create and publish wish lists to enhance services above and beyond operating budget	2026
	Secure grants or city funding to replace HVAC system.	2029
	Secure grants or city funding to upgrade electrical system in the library.	2029
	Secure grants or city funding to replace shelving in the children's room.	2029

Conclusion:

This concludes the Strategic Plan for 2025-2030. Library staff will review progress made on a quarterly basis and the library board will review process made on the plan bi-annually.