



**DOWNTOWN LIBRARY**  
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Date: November 14, 2022  
To: Library Board of Trustees  
From: Sean Minkel, Assistant Library Director  
Re: 2022-2027 Strategic Plan & Update

Per established practice, a strategic plan progress update will be provided to the Library Board quarterly. The current plan was adopted by the Board on August 8, 2022; this is the first of the quarterly updates.

#### Overview:

Notable accomplishments for the library's strategic plan during this quarter include establishing new community partnerships, scheduling events to be more accessible, updating the library website, and discussion of ID requirements for account registrations. Discussions have begun regarding promoting library services to Ellsworth Air Force Base and planning for enhancements to the library facility.

### EDUCATE THE COMMUNITY THROUGH A VARIETY OF CLASSES AND TRAININGS

*Provide resources and assistance to help citizens achieve their educational, professional development, and personal growth goals*

- ⌚ In November, a writer's workshop sponsored by the Humanities Council will launch with planned events 3-4 times per year.
- ✓ The library website was updated to improve access to community services and government assistance by linking to 211 and the Helpline Center.

### DEVELOP ENGAGING EVENTS FOR A VARIETY OF AGES AND INTERESTS

*Host a variety of engaging events that draw current and new users to the library, encourage future visits, and offer unique experiences*

- ⌚ A monthly roleplaying club is being started by the Events & Teen Services LA II in November.
- ✓ More events are being scheduled on weekends to increase accessibility.
- ✓ Partnerships with the Black Hills Raptor Center, Pet Partners, South Dakota Humanities Council, Custer State Park, and WaTiki Water Park are bringing in new event opportunities. Staff from Custer State Park will present topics such as fall safety, winter preparedness, wildlife, and hiking in the area.

**MISSION** Connecting the community to education, information, and inspiration

**VISION** Educate, enrich, and inspire the community by providing accessible and equitable resources for all

**VALUES** Welcoming • Community • Inclusion • Well-being • Inquisitive

## ENHANCE ACCESSIBILITY TO ALL LIBRARY SERVICES FOR ALL LIBRARY USERS

*Ensure ease of access through library hours, library card eligibility, and adaptive technologies and resources*

- ⌚ In order to ensure that library services are accessible to patrons, library staff are reviewing current practices and recommending changes based on past roadblocks. For example, there may be opportunities to expand the types of identification acceptable for registration or other services.

## EXPAND COMMUNITY PARTNERSHIPS TO PROVIDE AND PROMOTE LIBRARY SERVICES

*Invest in partnerships as a way to promote services and gain new users, especially with the business and Native American communities*

- ⌚ The Public Relations Coordinator is starting a campaign to promote library services to Ellsworth Air Force Base personnel and their families.
- ⌚ WaTiki Indoor Waterpark Resort is partnering with the library for a 4-week Winter Reading Program starting on December 11.

## ENHANCE THE LIBRARY FACILITIES TO CREATE A COMFORTABLE AND WELCOMING ENVIRONMENT FOR ALL

*Enhance public spaces to improve library usability and comfort*

- ⌚ A recessed heat curtain for the vestibule has been ordered and will be installed in the coming months to decrease cold air flow in the lobby.
- ⌚ Soundproofing insulation will be installed above the Hoyt Room, Makerspace, Sound Recording Room, and administrative offices to cut down on sound infiltration in these areas.
- ⌚ A new return bin for library materials has been ordered. The new bin will automatically check in items when they are returned, creating service and workflow efficiencies.

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