



Strategic Plan for the Smithfield Public Library

2025-2027

Mission Statement

The Smithfield Public Library's mission is to provide open access to a broad range of materials, programs and services for people of all ages and backgrounds.

Vision Statement

We are the welcoming heart of our community where all come to learn, discover, create and connect.

Value Statements

1. We create services and programs with the needs of our community in mind.
2. We hold ourselves accountable to our community and are committed to serving them.
3. We foster intellectual freedom and diverse discourse when expressed with respect.
4. We recognize and welcome all regardless of our differences.

The Strategic Plan of the Smithfield Public Library serves to guide and organize the efforts of the Library's staff to provide materials, programs, and services to its community. The Strategic Plan is meant to create a framework for change and growth that is informed by and harmonious with our Mission, Vision, and Values Statements.

In this pursuit, the Smithfield Public Library staff intends to emphasize four objective areas in our operations:

1. Collection and Resource Management
2. Programming, Events, and Activities
3. Community Engagement, Collaboration, and Outreach
4. Staff and Board Development

Each objective contains three major goals that emphasize the priorities of the Smithfield Library's mission. Each goal contains three projects that allow for direct action to improve and develop the daily operations of the Library.

As Smithfield City changes and grows, the Library has a duty to change and grow as well, and to be responsive to the demands of the people who use it. The Strategic Plan will be reviewed regularly through the year by the Library's director and staff and will be reviewed and revised by the Smithfield Library Board annually or as needed. Strategic plans are responsive documents and should be altered to fit the mission and vision of the Library as projects are completed or changed.

Approved by the Smithfield Public Library Board Sept. 18, 2024.

<p>Priority A:</p> <p>Collection and Resource Management</p>	<p>Priority B:</p> <p>Programming, Events, and Activities</p>	<p>Priority C:</p> <p>Community Engagement, Collaboration, and Outreach</p>	<p>Priority D:</p> <p>Staff and Board Development</p>
<p>Goal 1: Modernize and streamline our print and audio-visual collections while introducing new formats and genres</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Perform a systematic analysis of each segment of the collection's condition and circulation in accordance with our selection criteria 2. Build a robust weeding schedule to create a more appealing and relevant collection and make space for incoming materials 3. Survey community to guide collection development choices 	<p>Goal 1: Diversify and deepen the scope of all programs, making sure that they best reflect the populations who are served by the library</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Analyze existing programs with the goal of including populations who have been underserved by our programming 2. Build a list of potential active and passive program ideas to guide future activity development and planning 3. Recruit community partners to assist in providing dynamic programming 	<p>Goal 1: Continue to develop teen and adult volunteer programs that harness the energy and expertise of community members</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Create new volunteer applications that include new background check procedures for all 18+ year-old volunteers 2. Refine scheduling processes and calendars for seasonal use in building volunteer groups 3. Create training templates for each volunteer group and their specific duties and responsibilities 	<p>Goal 1: Encourage regular training and professional development opportunities for all staff members</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Refine and utilize staff training logs to document all training sessions and gather more accurate data for future planning 2. Cross-train staff members in specific duties and operations (cataloging, programming, etc.) to avoid issues with illness or absences, and to aid in succession planning 3. Develop a plan for site-specific safety, emergency, and facilities training and information resources

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<p>Goal 2: Create a plan for the development and growth of our new Library of Things and Seed Library collections</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Create spreadsheets for the categories of items that will be purchased, including cataloging schemes and weeding criteria 2. Purchase and inventory the equipment and supplies needed to organize and implement these collections 3. Publicize these new collections via social media, word of mouth, radio, and other marketing channels 	<p>Goal 2: Continue to introduce STEM elements to programs at all levels from preschool to adult</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Schedule at least one STEM program per month for each main age group 2. Provide staff training on STEM topics and program possibilities to increase intention and mastery in teaching these topics 3. Connect collection development, passive programs, and other elements of library services to an increase in STEM education 	<p>Goal 2: Pursue outreach and community involvement opportunities to increase visibility and connection</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Participate in multiple city events (Health Days, Trick or Treat Street, Concert Series) 2. Partner with other city departments to provide programs and marketing inside and outside the library, including city READ posters and Recreation cross-programming 3. Explore potential events for outreach and tabling outside of the usual city-sponsored events (Farmers' Markets, STEM events, festivals, and other Cache Valley community gatherings) 	<p>Goal 2: Foster staff participation in professional library associations at multiple levels</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Maintain committee and roundtable involvement in CVLA, ULA, ALA, and/or ARSL as time and resources allow 2. Enable staff members to travel to ULA conferences and workshops to increase development and networking opportunities 3. Encourage staff to pursue ULA Paraprofessional Certificate Program and explore pay increases or other incentives for those who complete it

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<p>Goal 3: Strengthen the library's readers' advisory services and advertise them to the public</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Provide targeted readers' advisory training to staff, both online and in print, as well as during staff training meetings 2. Create displays of staff favorites and use recommendation bookmarks to increase patron guidance and engagement 3. Post updates regularly on social media and other marketing platforms to increase visibility of new additions to the collection and other services 	<p>Goal 3: Include all staff members in programming development, implementation, and marketing</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Cross-train staff in presenting and facilitating individual programs to avoid cancellations due to illness or absence 2. Encourage staff to develop active and passive programs according to their interests and skill sets and document accordingly 3. Create a directory of staff skills and interests to ease brainstorming and planning of future programs and to connect with outside organizations 	<p>Goal 3: Collaborate and build partnerships with new and existing community organizations</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Build arts, science, and cultural programs with existing partners (CAPSA, Senior Center, Stokes Nature Center, Head Start, etc.) and potential partners (Arts Council, Cache Co. School District, etc.) 2. Connect with local non-profits to pursue service and volunteer opportunities for library staff 3. Encourage community organizations (support groups, arts groups, etc.) to gather and meet using library facilities 	<p>Goal 3: Encourage and empower all library board trustees to pursue required and optional training when available</p> <p>Projects:</p> <ol style="list-style-type: none"> 1. Build a training calendar for all required training and introduce all new board members to the available trainings with a developed checklist and communication channels 2. Investigate and facilitate ULA membership and conference attendance for interested board members 3. Schedule a yearly field trip to a city council meeting or other civic meeting to observe discussion and action processes