



Sioux City Public Library

Connecting you to a world of ideas

Mission: The Sioux City Public Library connects people and ideas to empower and enrich our community.

Adopted by the Board of Trustees, June 2009

We value:

- The public's trust.
- Equal access to library services and collections.
- Diversity in the Library's collection of materials.
- Quality service provided by expert, skilled staff who are engaged in our community and are responsive to the changing needs.
- Supporting individuals in their enjoyment of reading and their lifelong pursuit of learning.

As the Sioux City Public Library fulfills its mission with these values, our **vision** is that:

- Patrons will receive efficient, effective and friendly assistance from Library staff, one-on-one or as part of a community group.
- Patrons will discover Library resources that anticipate and satisfy their learning and leisure-time needs.
- Patrons will experience convenient access to Library services in welcoming environments, both physical and virtual, that let them pursue their reading, listening, and viewing interests.

Strategic Areas of Emphasis 2009-2012

- 1. Build and promote collections of resources relevant to our diverse community.**
 - a. Provide resources that fulfill the learning needs of Sioux Cityans for personal, business, and classroom learning.
 - b. Provide relevant resources that address the leisure-time interests of Sioux Cityans.
 - c. Promote the Library's collections to community members and targeted groups when they may be most open to or most need the Library's resources.
- 2. Develop and promote services that support reading, literacy, and an engaged community.**
 - a. Offer a variety of events to meet the needs and interests of children and families.
 - b. Weave Library services into the fabric of our community so that individuals, businesses, and organizations think of the Library as a partner in learning activities.
 - c. Promote the Library's services using traditional and emerging communication techniques to sustain and build community engagement with the Library.
 - d. Wrap all Library service points in a marketing framework, recognizing a positive experience as the desired result for our patrons.
 - e. Take Library services to gathering places throughout the community with purposeful outreach services.
- 3. Develop electronic content and infrastructure to address the communication, information, and entertainment interests of our patrons in a wired world.**
 - a. Continue to develop the Online Branch Library (Sioux City Public Library Web services) offering library services electronically at a place and time chosen by the patron.
 - b. Enhance output, storage, and bandwidth capabilities to serve patrons who depend on their Public Library for e-government, e-commerce, e-learning, and other electronic connections.
- 4. Ensure that the Library public spaces are accessible, well-maintained, and reflect current priorities for space allocation.**
 - a. Implement the 20-year space allocation/interior redecorating project at The Wilbur Aalfs (Main) Library, considering current trends in public library service.
 - b. Begin long-term site selection for the Morningside Branch Library.
- 5. Seek funding streams that sustain these strategic priorities.**
 - a. Secure a budget that allows the Library to hire and develop a customer-oriented staff with the skills and expertise to support these strategic objectives.
 - b. Investigate new, non-tax revenue streams for on-going operating costs.