

Sioux City Public Library
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www.siouxcitylibrary.org



THREE YEAR STRATEGIC PLAN

January 2020 – December 2022

Approved on January 15, 2020 by the Board of Trustees



MISSION

Providing equal access to quality resources for personal empowerment and community enrichment.

Adopted by the Board of Trustees, January 2020

INTRODUCTION

Sioux City Board of Trustees

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Library Leadership Team

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Library Director

Sara Leiss

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Steven Hardina

Technology Specialist

Jodi Klocke

Graphics & Communications Specialist

Kelsey Patterson

Reader Services Specialist

In June 2019, Library staff started the strategic planning process by conducting a community survey where residents ranked current Library services and provided feedback about areas not currently met, along with suggestions for improvement. The survey results reflected what the community felt is being done well, and indicated what they thought could be improved. Library staff also used Sioux City metro demographics to identify sectors of the population underserved by the Library.

After analyzing the results of the survey, the Library Leadership Team and Library Board of Trustees identified the following as focus areas for the new strategic plan:

1

Literacy/Communication:

Foster a love for and sense of value for literacy in the community

2

Inclusion:

Stress the importance of including and welcoming all members of the community

3

Access:

Make sure all citizens have access to both the virtual and physical Library

4

Partnerships:

Create and strengthen community partnerships to enhance Library services

5

Technology:

Continue to offer needed technology and introduce creative technology for the community

6

Staffing:

Ensure an adequate level of staffing to meet the needs of the community effectively

These focus areas form the foundation of the FY2020-2023 strategic plan. This plan outlines the goals and action steps that will guide the Sioux City Public Library in meeting the needs of and remaining a vital asset to the diverse community the Library serves.

COMMUNITY

Sioux City is the fourth largest city in Iowa and home to several cultural points of interest, including the Sioux City Public Museum, Sioux City Art Center, and Sergeant Floyd Monument—a National Historic Landmark. The city is also home to Chris Larsen Park, commonly referred to as “The Riverfront,” which includes the Anderson Dance Pavilion, Sergeant Floyd Riverboat Museum, and Lewis and Clark Interpretive Center. A majority of the city is in Woodbury County, where Sioux City is the county seat, and a small portion is in Plymouth County. At the navigational head of the Missouri River, Sioux City is the primary city of the five-county Sioux City, IA–NE–SD Metropolitan Statistical Area (MSA). The MSA population was 168,825 in 2010 and slightly increased to an estimated 169,405 in 2018.

As of the 2010 census, 82,684 people; 31,571 households; and 20,144 families reside in Sioux City. According to the State Library of Iowa’s Demographic Characteristics (5-year period estimates), the demographics of Sioux City are made up of the following races: 84.0% White, 4.0% Black/African American, 1.9% Native American, 3.3% Asian, 0.03% Pacific Islander, 3.2% other, and 3.2% two or more races. Hispanic or Latino of any race accounts for 18.8% of the population. Staff is interested to see if the upcoming 2020 census will reveal a shift in the make-up of the population.

Of the 31,571 households, 34.3% have children under the age of 18 living with them, 44.2% are married couples living together, 13.8% are a female householder with no husband present, 5.9% are a male householder with no wife present, and 36.2% are non-families. 29.4% of all households are made up of individuals living alone, and 11.1% are individuals 65 years of age or older living alone. Average household size is 2.54 and the average family size is 3.14.

The median age in the city is 33.7 years. 26.6% of residents are under the age of 18, 11.4% are between the ages of 18 and 24, 25.6% between the ages of 25 to 44, 24% between the ages of 45 to 64, and 12.4% are 65 years of age or older. The gender makeup of the city is 49.2% male and 50.8% female.

Between 2000 and 2017, the poverty rate rose to 14.7%, and female households with no husband present rose over 3% to account for 30.9% of households. Only 37.4% of 25 years of age and older citizens obtained a high school diploma or equivalency, and there were over 9,000 citizens without a high school diploma. Both stats point to a high community need for adult learning and resources for helping families out of poverty.

According to a 2015 University of Iowa study for the Iowa Initiative for Sustainable Communities, blight and disinvestment were serious problems in the downtown core as investment shifted to the suburbs. Several historical building renovations in 2019 indicate that the trend seems to be reversing. A couple of those projects are within two blocks of the downtown library and will offer a mixture of shopping with condos and apartments above.

The downtown core of Sioux City has daily struggles with homelessness. Individuals with mental health or substance abuse issues present challenges for Library staff, especially during cold weather when the number of homeless patrons visiting the Library in search of warmth increases.

LIBRARY GOALS AND OBJECTIVES

LITERACY/COMMUNICATION

Citizens of all ages will use and enjoy the Library as a community learning center.

ACCESS

Citizens of Sioux City will feel welcomed and included at all Library locations, events and resources that include the diversity of the community.

INCLUSION

Citizens will have equal access to Library locations, collections, programs and equal access to Library’s virtual branch and e-resources. Citizens will have safe and welcoming physical spaces to meet and interact or to sit and read.

PARTNERSHIPS

Citizens will benefit from the Library’s community partnership efforts, which help to broaden the library’s reach throughout the city.

TECHNOLOGY

Citizens will benefit from needed, expected technology as well as from being introduced to new and emerging technologies.

STAFF

Citizens will benefit from experienced, well-trained staff, skilled in customer service and positioned to assist with citizens’ literacy and research needs.