SIOUX CITY PUBLIC LIBRARY

STRATEGIC PLAN
January 2023 - December 2025

Approved on January 18, 2023 by the Board of Trustees

MISSION

Sioux City Public Library welcomes all people and provides equitable access to all resources and services.

VISION

To be an integral part in creating a vibrant, informed, educated, and empowered community.

INTRODUCTION

In September 2022 , the Library conducted a community survey as a part of the strategic planning process. Residents ranked current Library services and provided feedback on needs not being met, what is currently being done well, and suggestions for improvement.

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 Planning Committee and Library Board of Trustees identified the following values for the new strategic plan:

INCLUSION

EQUITY

INTELLECTUAL FREEDOM

SOCIAL JUSTICE

EXCELLENT CUSTOMER SERVICE

This plan outlines the steps and goals that will guide the Sioux City Public Library in serving as a vital asset in meeting the needs of the diverse community it serves.

COMMUNITY INPUT

The Library did a community-wide survey in September 2022 which was available in both electronic and print. The survey polled citizens on which Library location they used the most, did they feel welcomed at the Library, what Library services they utilized, and the importance of each service. There was also a question on what areas they feel the Library should focus its resources. The Library received 505 responses. The most important Library services were online resources, Internet access, and for the Library to serve as a place for freedom of information. The top two areas the public wishes the Library to focus its resources are the physical and digital collections, including eBooks/eAudiobooks. Children's programming was the next highest area. Some of the comments included expanded open hours, safety of the patrons while using the Library, and access to the Library's resources for people outside the service area.

DEMOGRAPHIC INFORMATION

According to the 2020 census Sioux City had a population of 85,617 making it the 4th largest city in Iowa. Situated between Omaha, NE and Sioux Falls, SD, Sioux City serves as a hub for northwestern Iowa. The city is located in a three-state area, where South Dakota, Nebraska and Iowa all meet which leads to confusion for people wishing to use the Library's resources but live outside the city limits and/or Iowa. The largest ethnic group in Sioux City is Hispanic with 20.30% of the population. 19.5% of the population does not have broadband Internet access, 9.8% does not own a computer and 13.90% live below the poverty line. 85.8% of the population have obtained a high school diploma or GED but only 22.4% have a bachelor's degree or higher. The median household income is $57,750 year compared to $70,784 median income in the United States.

THE PLAN

The Library strives to be an equalizer for the community by providing collections that reflect the entire citizenship of the City. The Library is committed to providing the resources needed to empower the citizens of Sioux City, through the following focus areas:

LITERACY
Children • Adult • Digital/Technology

INCLUSION
Access • Diversity • Collections

SUSTAINABILITY
Staffing • Facilities • Budget/Funding