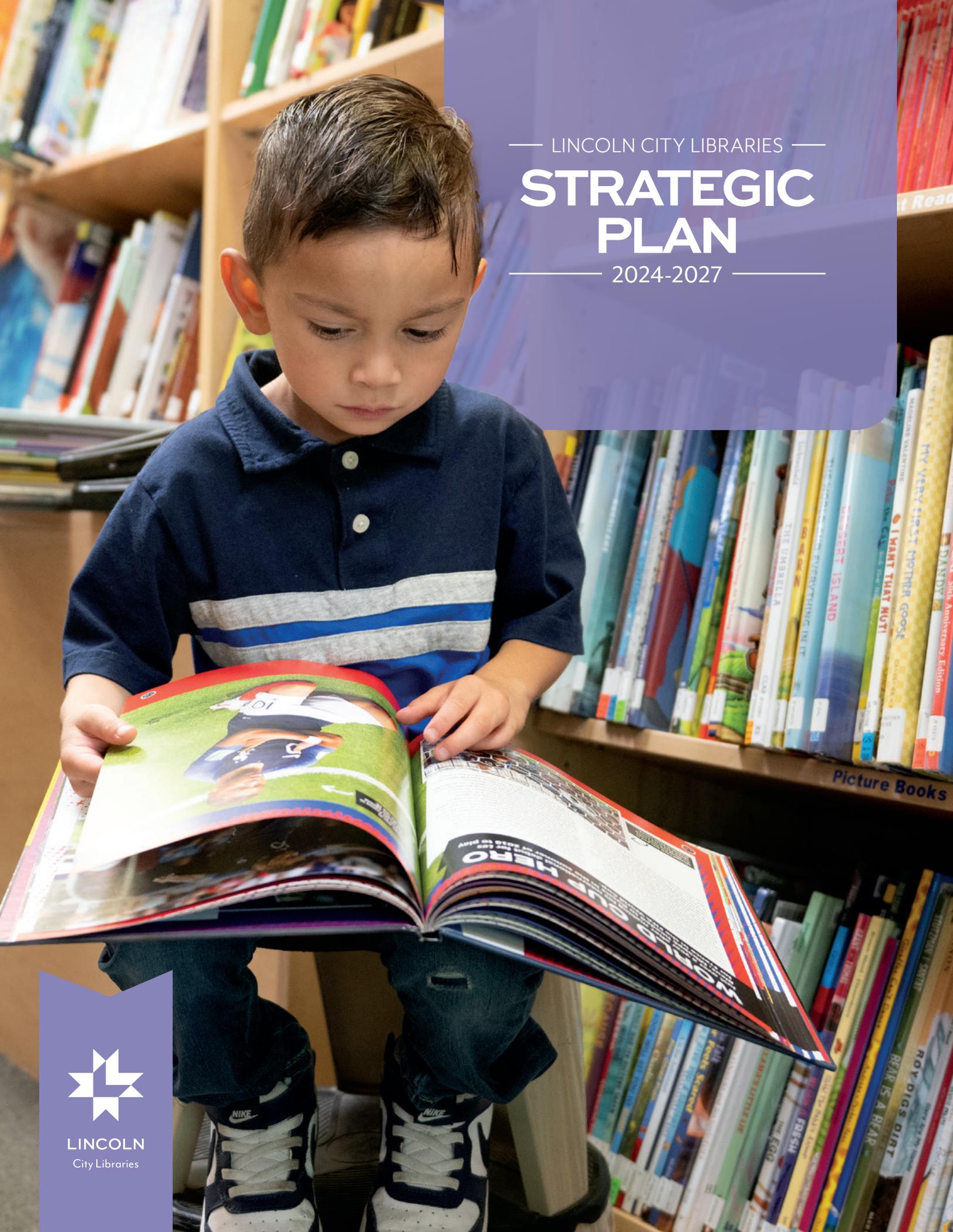


— LINCOLN CITY LIBRARIES —

STRATEGIC PLAN

— 2024-2027 —



LINCOLN
City Libraries

Dear Lincoln Community,

Since 1877, residents have looked to their library system as the place where lifelong learning, access to expansive and diverse collections, and opportunities to engage with their neighbors takes place. Over the course of nearly 150 years, Lincoln City Libraries continually adapts to meet the needs and expectations of its community and provides the latest in services and resources. Today's public library is a place of discovery, innovation, informal learning, and is a vital part of the fabric of our neighborhoods and quality of life.

The new strategic plan looks externally to the community more than ever before. The process to create the 2024-2027 version relied on community partners, stakeholders, and survey participants. The overall priority was to gain the best perspective on usage—now and in the future—and then develop a strategy to continue providing the most value to residents.

The path we will follow is community-driven and seeks to reach more people in sharing the incredible benefits provided by a public library. Our work is inspired by the people we serve, and the knowledge that great libraries are necessary and key to a great community.

I want to thank the Library Board, Mayor's Office, staff, community partners, and residents who participated along the way to share their voices and perspectives in helping create the plan and set the stage for the next several years.

-Ryan Wieber



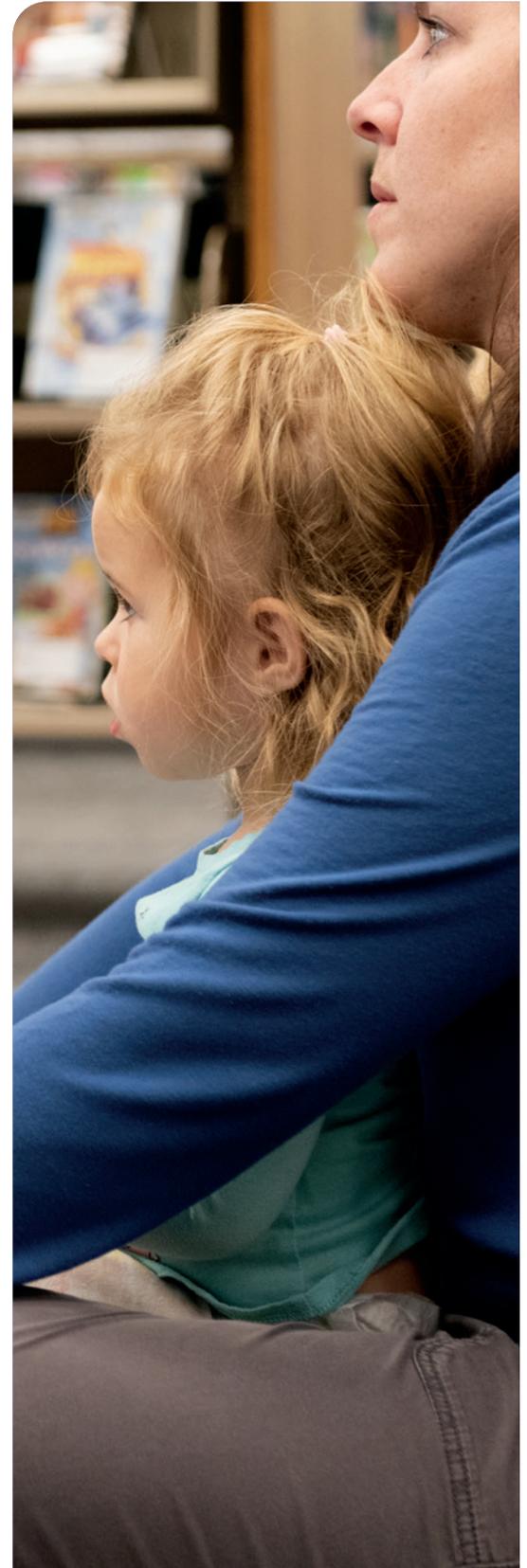
Strategic Plan 2024-2027

Lincoln City Libraries (LCL) partnered with Parlay Consulting Firm to collect stakeholder input via in-depth interviews, employee focus groups, community conversations, and a survey with community members. The feedback was used to create a three-year strategic plan and annual goals, and the results and findings from the analyses are included in separate reports.

A strategic planning session began with a series of focused conversations designed to include the perspectives of stakeholders in the relevant context of Lincoln City Libraries. Parlay used a modified Technology of Participation (ToP)[®] method of facilitation for strategic planning. This method encourages the facilitator to remain neutral and engage the participation of the entire group. The lead facilitator for this project was Beth Morrisette, CEO, and the supporting facilitator was Stephanie Wenz, Project Coordinator. The session included individual brainstorming, small group, and large group consensus-building activities and produced for the organization a practical vision, strategic directions, and goals to mark progress on the strategic plan.

Strategic planning activities included the following:

- ✓ Understanding and synthesizing stakeholder feedback
- ✓ Sharing recent and historical accomplishments of Lincoln City Libraries
- ✓ Acknowledging the current reality, encompassing internal strengths and weaknesses, as well as external opportunities and challenges
- ✓ Crafting a practical three-year vision to outline the desired elements that Lincoln City Libraries aims to have in place within three years
- ✓ Identifying underlying barriers hindering the realization of the practical vision
- ✓ Formulating strategic directions that address these barriers and propel Lincoln City Libraries towards achieving the practical vision
- ✓ Developing a goal-oriented strategy
- ✓ Establishing annual goals



Significant Findings from Community Input

Key observations from a community survey and focus groups helped provide the backbone for the plan and its priorities.

LIKELIHOOD TO RECOMMEND

89% of community respondents were somewhat or extremely likely to recommend Lincoln City Libraries as a place to visit to friends and families.

PERCEPTIONS

Seven out of 10 people strongly agree that LCL provides valuable programs and services.

IMPACT AND RELEVANCE

52% described LCL's impact and relevance as staying the same and **42%** indicated it was increasing, while **6%** believed it was decreasing.

FULFILLING LCL'S MISSION

When contemplating importance to mission, respondents said making the library accessible to all was most important, followed by utilizing technology to enhance access, and partnering with community organizations to expand offerings and programming.

TELLING THE STORY

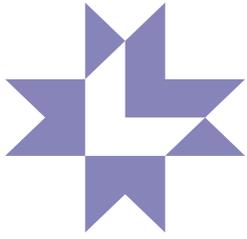
Only **33%** of respondents strongly agree that LCL does a good job communicating its role in the community.

THE FUTURE

Survey participants were asked "What is one idea you have to help Lincoln City Libraries be an even more valued resource to the community in the near future?" Common themes emerged such as offering new and additional programming, more outreach to diverse groups, improving technology and online resources, enhancing facilities, and providing better communications and awareness.

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As the cost of living and inflation rise, libraries remain a steadfast source of free access to information and resources, welcoming anyone and everyone to enjoy and belong. They help provide more equal opportunities in our society, and that's important for our democracy. — Community Participant



LINCOLN
City Libraries

VISION

Literacy, Community, and Lifelong Learning

MISSION

Lincoln City Libraries provides access to information, ideas, books and lifelong learning opportunities that inform, enrich and empower every individual in our diverse community.

PRACTICAL VISION

Over the next three years, we will focus on:

- ✓ Supported and Nurtured Innovation
- ✓ Intentional and Active Communication
- ✓ Cultivated and Utilized Spaces
- ✓ Reached and Engaged More People
- ✓ An Empowered and Resilient Team

PRIORITIES

- ✓ Maximizing Access
- ✓ Communicating our Offerings
- ✓ Growing our Support
- ✓ Strengthening our Potential





MAXIMIZING ACCESS

DEFINITION: LCL will provide equitable access to resources, materials, and services to the community, empowering residents to learn, grow, and thrive.

GOAL: Enhance and expand relationships with diverse communities to grow our identity as a hub for community connections.



COMMUNICATING OUR OFFERINGS

DEFINITION: LCL will communicate inclusive, helpful, and collaborative opportunities that are available every day.

GOAL: Establish and maintain consistent communications for increased visibility and use of library resources.



GROWING OUR SUPPORT

DEFINITION: LCL will proudly share the importance of public libraries and energize community support.

GOAL: Increase education and advocacy about the importance of public libraries as centers of literacy and lifelong learning.



STRENGTHENING OUR POTENTIAL

DEFINITION: LCL will prioritize our team's well-being, professional development, and engagement to enhance workplace culture.

GOAL: Improve employee experience and well-being.

OBJECTIVES AND SAMPLE ACTIONS:

A. Identify groups we are not reaching and better understand current needs of the community.

- Develop targeted list of underrepresented groups by utilizing demographics, census data, Community Health data.
- Develop coordinated plan for outreach to identified groups.

B. Reach more people through innovative programs, services, technologies, collections, and outreach.

- Reinstate Primetime Family Reading at multiple locations.
- Develop a stronger non-English collection.
- Increase OneCard participation.
- Offer notary service.

C. Identify approaches to improve equity and access through enhancements to services, collections, technology, and facilities.

- Conduct a DEI collection audit.
- Add card payment readers at circulation desks.
- Conduct an accessibility audit at each location.

OBJECTIVES AND SAMPLE ACTIONS:

A. Develop and implement a communications plan that complements the priorities of the Strategic Plan.

- Create a marketing plan based on identified areas to increase/improve.
- Assign budget for communications.

B. Innovatively provide additional support for communications work.

- Add new event calendar and room booking software.
- Implement a patron engagement software platform.
- Use technology such as QR codes that link to website.

C. Develop strategies at each library to create connection and engagement opportunities with surrounding neighborhoods.

- Improved signage at branches at all locations.
- Meet yearly with neighborhood associations.
- Distribute printed Library Lineups to Cultural Centers.

OBJECTIVES AND SAMPLE ACTIONS:

A. Develop patron education opportunities e.g. tours, workshops).

- Offer behind-the-scenes tours at LCL.
- Ongoing AV presentation/display in spaces on library resources and services.
- Implement a public-facing data dashboard for accountability.
- Create patron engagement opportunities to share upgrades needed for facilities and services.

B. Research public/private funding opportunities for public libraries in partnership with the Foundation for Lincoln City Libraries.

- Identify and increase grant funding opportunities.
- Provide support for the Foundation for LCL to increase funding opportunities.

C. Develop board member advocacy skills.

- Require Board members to earn 5-10 CE's per year through training offered by Nebraska Library Commission, Nebraska Library Association, and United for Libraries.

OBJECTIVES AND SAMPLE ACTIONS:

A. Improve internal communications, awareness, and transparency.

- Initiate a staff biweekly bulletin.
- Establish quarterly town hall meetings for all staff.
- Regularly scheduled administrative visits to branches.

B. Reassess staffing needs matched to community needs.

- Annual management team review and work session to identify gaps of service, needs [set for March 2025].

C. Improve onboarding experience and staff development opportunities.

- Inhouse onboarding enhancements: checklists, tours.
- Reestablish the annual staff training calendar.

D. Set standards of consistency for systemwide programming.

- Identify and create Standard Operating Procedures where needed or lacking.

Acknowledgements

The LCL Strategic Plan was made possible through the involvement of many people, including library staff and community focus groups. All participants contributed toward the creation of the plan, its priorities, goals, objectives and actions. We appreciate their contributions.

Strategic Plan Committee

Rebecca Aracena | *Support Services Coordinator*
Amanda Barker | *Mayor's Office*
Ali Bousquet | *Youth Services & Outreach*
Sarah Dale | *Library Administration*
Morgan Gerteisen | *Library Board*
Jodene Glaesemann | *Assistant Director*
Kara Goddard | *Eiseley/Williams Library Services Associate*
Lisa Guill | *Asian Community Center*
Andrew Inbody | *Virtual Services*
Zachary James | *Mora James Law Office*
Cally O'Brien | *Gere/South Librarian*
Wyatt Packard | *Walt Manager*
Jamie Reyes | *Commission on Human Rights*
LeeAnn Sergeant | *Public Services Coordinator*
Joe Shaw | *Library Board*
Kim Shelley | *Anderson/Bethany Manager*
Karrie Simpson | *Anderson/Bethany Librarian*
Anthony Vo | *Bennett Martin Library Services Associate*
Ryan Wieber | *Library Director*

Library Board

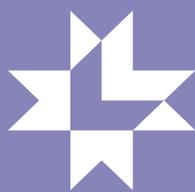
Patty Beutler | *2023-2030*
Nichole Bogen | *2020-2027*
Terri Dunlap | *2024-2031*
Morgan Gerteisen | *2023-2029*
Lisa Hale | *2020-2027*
Jackie Ostrowicki | *2021-2028*
Rhonda Seacrest | *2017-2024*
Joe Shaw | *2019-2026*
Dan Sloan | *2018-2025*

Stakeholder Interviewees

Francisca Beltran | *Commission on Human Rights*
Nola Derby-Bennett | *Community Learning Centers*
Doug Emery | *retired USPS and former Lincoln City Council*
Lisa Hale | *Lincoln City Libraries Board*
Marilyn Moore | *retired LPS Associate Superintendent*
Sändra Washington | *Lincoln City Council*

City of Lincoln Mayor

Leirion Gaylor Baird



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