

2015-2018

Strategic Plan

Morton Mandan Public Library



Morton Mandan Public Library Strategic Plan

The Morton Mandan Public Library staff, board members, and patrons assisted in the development of this strategic plan. The plan will be reviewed annually or as needed by the Library Board, Library Director, and Library Assistant Director.

Statistical details were compiled by information from the U.S. Census Bureau's 2009-2013 American Community Survey and 10-year demographic profile as well as the community profile completed by the City of Mandan in 2014.

Mission Statement

The mission of the Morton Mandan Public Library is to provide the hub for community education, enrichment, and entertainment.

Core Values

- Encourage a love of reading
- Safe environment
- Everyone's respected
- Future oriented
- Stewardship of resources
- Connecting people and ideas
- Sense of community
- Supporting education
- Supporting the arts
- Access to current technology

Community Profile

Mandan is located in central North Dakota It is the county seat and largest town in Morton County and is the state's eight-largest city. As part of the Bismarck-Mandan MSA, it is one of the fastest growing metropolitan areas in the country (City of Mandan, n.d.). Morton County is the fifth most-populated county in the state.

Population

As of the 2010 census, the population of Morton County was 27,471 with 18,331 residing in Mandan. The average age is 39.3 years and 32.5% of the population is 62 or older (U.S. Census Bureau, 2013).

More than 3,800 new residential units have been built in Mandan since 2000 and 505 units were permitted in 2014 (City of Mandan, n.d.).

Education

59% of the population has at least some college education. The public education system in Mandan includes 6 elementary schools, a middle school, and a high school with nearly 3,500 students (City of Mandan, p. 7). Opportunities for higher education are primarily located in Bismarck, though

there is also Sitting Bull College in Ft. Yates and Bismarck State College has a campus presence in Mandan as well.

Language and Ethnicity

93.6% of the population identifies as white, with American Indian or Alaska Native representing 3.6 % of the population. 1.5% identifies as Hispanic or Latino. 94.5% of the population speaks only English. 3.5% speak an “other Indo-European” language and 1.4% speak Spanish or Spanish Creole (U.S. Census Bureau, 2013).

Employment

The average household income for the county is \$60,065. The average household income for Mandan within a 5-mile trade radius is \$73, 395. The average is estimated to increase to \$89,000 in 2018 (City of Mandan, p.5).

Healthcare and social assistance, government, and retail trade are the top three employment industries and make up 41% of the total employment in the county. Over the past decade, the unemployment rate has ranged between 2.9%-4.1% (City of Mandan, p.4). Mandan’s largest employers are HIT, Inc., National Information Solutions Cooperative, and Sanford Health Systems. (p. 6)

Cultural Summary

Mandan has 28 miles of walking and bike trails as well as several sports facilities and 18 neighborhood parks. The city also draws in thousands of visitors each who attend annual events: Buggies n’ Blues, Rodeo Days, Art in the Park, Octoberfest, Grill Fest, and weeknight summer concerts in Dykshoorn Park (City of Mandan, p.6).

There are several state parks within a day’s driving distance of Mandan, 7 of which are included in the state park passes available for checkout at the library. Other city and county attractions include “Ft. Lincoln State Park and the Custer House, the Railroad Museum, Raging Rivers Water Park, Huff Hills Ski Area, auto racing at Dacotah Speedway, two golf courses, 28 miles of walking and bike trails, a soccer complex, a baseball field and some of the finest softball diamonds in the state, tennis courts, a hockey arena, indoor swimming pool, skateboard board park, fitness facilities, 17 neighborhood parks, and a dog park” (City of Mandan, n.d.).

Community Survey Results

The library conducted a survey on library usage, services, and user demographics in November 2014. 544 surveys were completed via SurveyMonkey. A paper survey was also included in the November water bill.

Library Services Use Summary

76.7% reported that they have a library card. 29.04% responded that they visited the library less than monthly and 26.65% reported visiting the library monthly. 86.23% responded that they never use the bookmobile.

Overall, 35.67% would rate the library as excellent and 39.09% would rate it as good.

Library User Summary

64.92% of the libraries users are between 25 and 64 years old and 31.33% are 65 or older. 53.66% have a college degree or higher, while 25.89% have some college education. 60.6% are employed or self-employed. 29.83% are retired.

Comments Summary

- There were multiple additional comments that gave a poor review of the library's computers.
- Comments indicated a need for larger space for meeting rooms or more room for library programming.
- "Stay open. Don't close we need you. Need new computers."
- "Comment attached on a separate sheet of paper. To whom it may concern: I wanted to add this to your survey. Don't lose your friendliness and getting to know the people that use your library. That is the one thing; I love about the people that work at MMPL. The bookmobile is a real blessing to me. It makes it easier for me to use the library. When you live in a small town, it makes it easier to use the library's services. Sincerely yours, A user of your Library."

Library S.W.O.T. Analysis

Internal Strengths

- Four staff have a Master's degree in library science.
- Two staff are able to offer Notary services.
- Number and age range of kids' programming
- Outreach services stops and growth
- "Homey" warm library setup with furniture
- Meeting place/community area for friends

Internal Weaknesses

- Physical space; bookshelves and storage
- Keeping pace with technical knowledge for PACs
- If the Rice Bowl's lease is not renewed, it would have a significant impact on the library's budget.
- Due to the design of the building, it can be difficult to monitor activity throughout the building.

Internal Opportunities

- Social media
- Adult programming; bookclubs
- Author visits
- Market Friends group
- Library Foundation

External Opportunities

- Summer Reading Feeding
- Music in the Park

External Threats

- Legislation/Mill levy support
- The campaign to increase taxes to fund a new sports complex passed, which could make it a challenge for the library to gain enough support for a building project.

Community Needs

Community Need #1

Due to the demand and interest in more library-sponsored programming on the community survey, the Starion Financial room will need to be closed to public use to ensure that the library always has space to host its programs.

Goal: Dedicate the Starion Financial room for library-sponsored programming

Objectives:

1. Inform groups that have used the Starion room in the past that it will no longer be available for public use.
2. Remodel café to become new large meeting room.
3. Plan to paint the walls in August after Summer Reading Program has ended.

Time Frame: July 1, 2015

Community Need #2

The young adult room does not have room to expand the collection to keep up with the demands and interests of the library's teen users. To match with demand for meeting room space after the Starion Financial room is closed to the public, the young adult room will become a third meeting room.

Goal: Renovate the young adult room into a third meeting room.

Objectives:

1. Purchase new custom shelving from local industries.
2. Move the young adult collection into the space that had previously been used by VHS movies and books on audiocassette.
3. Paint and add appropriate furniture so that the room can be used as a meeting space.

Time Frame: January 1, 2016

Community Need #3

Results from the community survey indicated demand for adult programming and specifically mentioned an adult book club. Aside from tax assistance from AARP volunteers in January and February every year, there are no regularly scheduled programs for adults at the library. The library also offers some programs for adults during the summer reading program. However those are one-time events and not ongoing programs as indicated by the survey.

Goal: Offer two ongoing adult programs.

Objectives:

1. Develop an adult book club sponsored by the library.
2. Survey the adult users of the library for suggestions for additional programs.

Time Frame: Implementation will begin after the 2015 Summer Reading Program ends in August.

Evaluation: Record attendance at each of the new programs for the first six months. Offer a brief survey about the program to the attendees.

Community Need #4

Goal: Investigate the different options available for expanding, moving, or building a new library.

Objectives:

1. Request that the city parking lot directly to the west of the library building be reserved for future use by the library.
2. Request ND Historical Society change out artifacts in Scattered Village display until definitive space issues and ownership are made.

3. Plan for the budget to allow for a feasibility study in the 2016-2017 fiscal year.
4. Apply for 501©3 foundation status.
5. Investigate budgetary constraints and subsequent application of a building expansion project or moving upstairs and losing income from the Rice Bowl lease.

Time Frame: 3 years

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