STRATEGIC PLAN 2023-2025

CHRISTIAN COUNTY LIBRARY

ACCESS

INNOVATION

ENGAGEMENT

LOOKING BACK ON 2019 - 2022

The past three years were anything but ordinary. Utilizing additional funds provided by the 2017 tax levy increase, the Christian County Library began expansion efforts during a global crisis adding two new library branches in addition to facility improvements to existing locations.

Library visits, attendance at library events and the number of active library cardholders reflect a time when everyone had to adjust. The bounceback we've experienced is proof of our efforts to respond to the evolving needs of staff and the community.

EVENT ATTENDANCE

Year	
2019	20,000
2020	7,250
2021	3,000
2022	11,500
2023	15,750

LIBRARY VISITS

(chart: 2019, 2020, 2021, 2022, 2023; range 50,000 to 170,000)

ACTIVE CARD HOLDERS

2019	20,579
2020	20,747
2021	21,344
2022	20,766
2023	22,189

BUILDING COMMUNITY FOR ALL THROUGH

ACCESS
Libraries are welcoming spaces offering access to informational, cultural, educational and recreational experiences through physical and digital services.

INNOVATION
Planning for the future involves embracing new technologies to expand services and provide personalized library experiences.
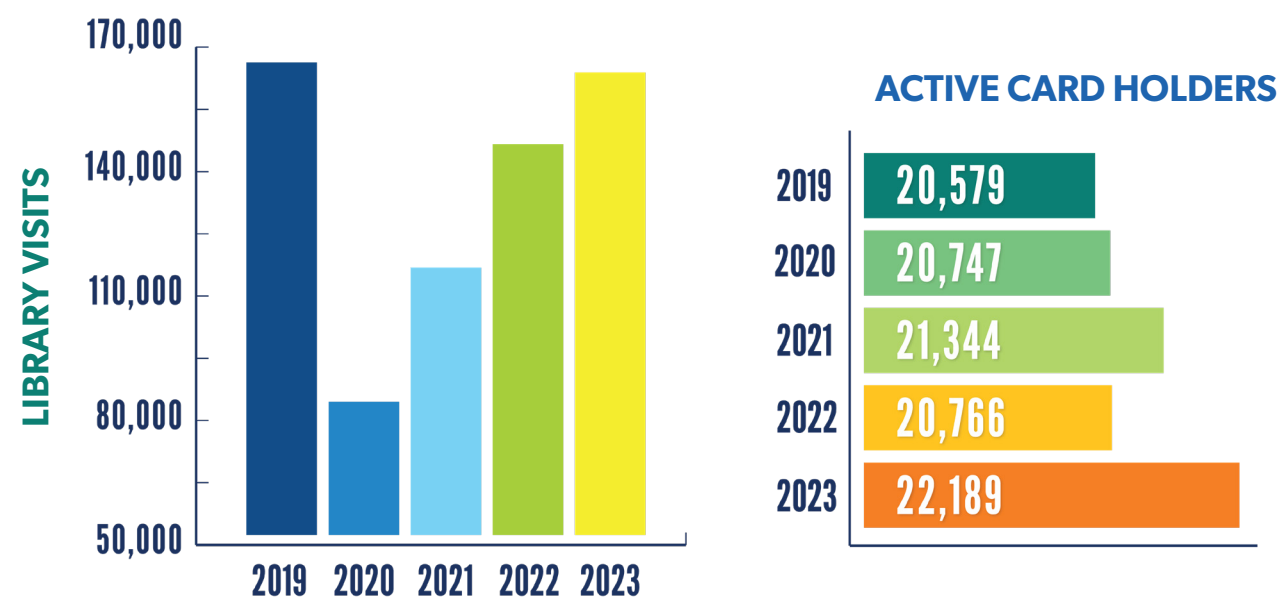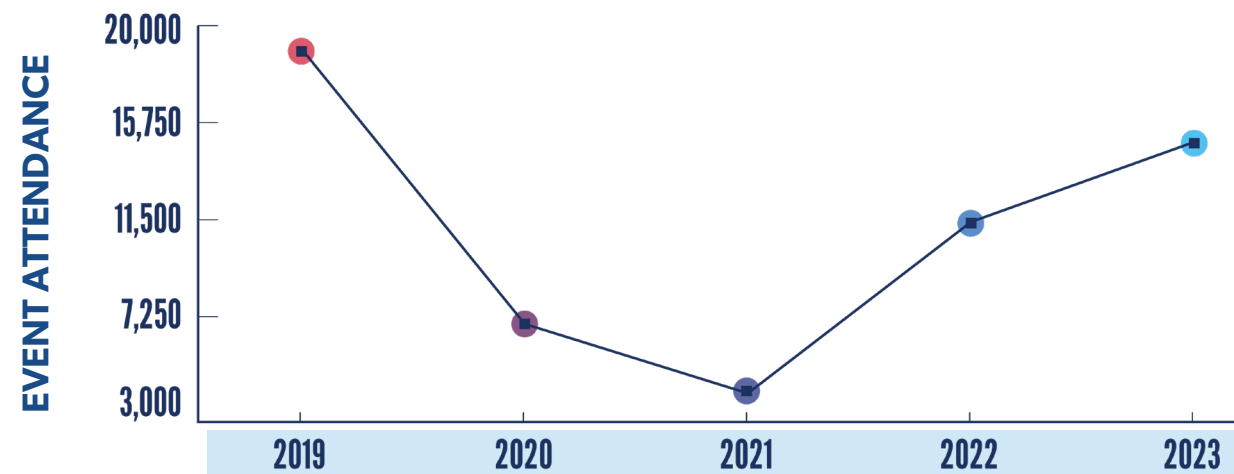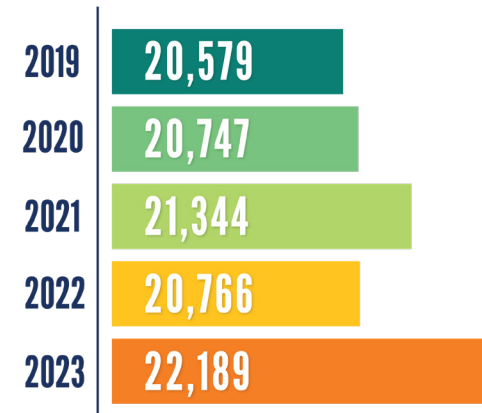
ENGAGEMENT
Our most important resource is people. Connecting and sharing ideas with others helps the community work together to improve everyone's quality of life.

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christiancountylibrary.org

CLEVER	NIXA	OZARK	SPARTA
7428 W. Veterans Blvd.	208 N. McCroskey St.	1005 N. 4th Ave.	147 Library Ln.
(417) 743-2277	(417) 724-6100	(417) 581-2432	(417) 441-1400

2023 At A Glance

56 library staff
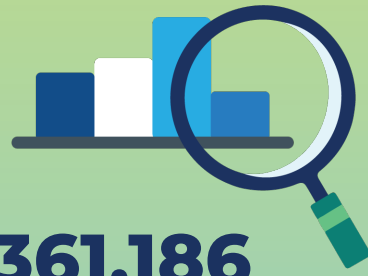
144,225+ library visitors

361,186 total circulation

668,502 minutes logged on public computers

800+ library events offered

$3.9 million budget

58 open hours per week

Monday-Thursday, 9 a.m. – 7 p.m.
Friday-Saturday, 9 a.m. – 6 p.m.
Closed Sunday

Christian County, MO

88,842 total population

35,652 households

17% 65 years and older

25% under 18 years old

60% employment rate

$73,047 median household income

91% of households have an internet subscription

According to 2020 Census

ACCESS

1. Create welcoming spaces
- Evaluate current and proposed library services to identify new opportunities
- Produce long-term facilities management and expansion plan

2. Build collections to reflect the community
- Invest in sustainable solutions for increased use of digital collection
- Investigate gaps in collections
- Continue to develop and manage methods of community input

3. Fulfill informational, cultural, education and recreational needs
- Identify community needs and interests for events
- Increase awareness of nontraditional resources and services

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INNOVATION

1. Embrace technology to expand services and resources
- Document current systems and ensure maintenance and training schedule
- Build on current methods to assess needed changes and additions

2. Adopt data-driven and forward-thinking strategies
- Refine and expand data-gathering processes
- Design techniques to disseminate information

3. Provide personalized library experiences
- Enhance reference and local history assistance
- Extend home delivery's reach
- Assemble parent and guardian resources

ENGAGEMENT

1. Strengthen collaborations and partnerships to impove quality of life
- Expand relationships with schools and educational organizations
- Participate in area economic development efforts
- Collaborate with local social services organizations

2. Invest in a workplace of growth and service
- Grow the opportunities for staff development and training
- Continually evaluate wages and benefits
- Enrich communication strategies to boost staff efficiency and teamwork

3. Connect people and exchange ideas
- Create resources for library advocacy
- Add to existing community feedback channels

OBJECTIVES TIMELINE

	2023				2024				2025			
	SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL	WINTER	SPRING	SUMMER	FALL	WINTER

- Virtual branch mapping
- Create library advocacy toolkit
- Staff technology assessment
- Review Homebound program procedures
- Branch improvements in Ozark
- Explore programming gaps via patron feedback/surveys
- Provide solutions & tweaks to collection input gathering
- Survey community about library usage
- Additional technology for Outreach
- Staff satisfaction survey
- Measure impact of training
- Parent and guardian resources
- Develop Homebound promotional plan
- HR platform migration
- Develop reference training for all staff
- Review staff wage benefits
- Form data and planning committees
- Community One Read collaboration
- Investigate suggest-a-purchase & requests for reconsideration