

Santaquin City Library Strategic Plan: 2016 – 2018

INTRODUCTION

This document was developed by the Santaquin City Library Board and Library Director for implementation of library services from June 2016 to June 2018. Information was gathered from the public and other sources to assess community needs. This plan was formed to meet those needs by efficient allocation of available budget, staff, and other resources such as future fundraising and volunteers.

COMMUNITY PROFILE

Santaquin is located at the southern end of Utah County and partially straddles the County boundary that extends into Juab County. It is the gateway city to Utah County from the south with Interstate 15 running through and along its eastern side. It is also a major cross-road for Utah County in that State Route 6 (Main Street) connects I-15 to the recreational amenities of the “Little Sahara Recreation Area” and the southern accesses to and around Utah Lake. It is also the corridor to many smaller towns, including Genola, Goshen, Elberta, and Eureka. It is located about seventy miles south of the state capitol, Salt Lake City and approximately 20 miles south of the county seat, Provo City. According to the 2010 Census Bureau population estimate, Santaquin had 9,128 people. The town has two elementary schools, a charter school, several businesses, orchards, and farms.

Library service in Santaquin began at least as far back as 1940 when, according to a book called “Santaquin Through the Years” written in 1959, an elementary school teacher named Yetta Richan started a library. It opened on April 2, 1940 and was housed in two different locations until it was placed in the old library room at the Santaquin City Offices in the early nineties where it was used for about ten years. The city then purchased the first L.D.S. church in Santaquin, renovated it, and moved the library there in 2002. The building is four times larger than the city office location and has a high barrel vault ceiling and gothic windows that make it beautiful and unique. Public use of the library increased immediately and has continued to grow each year. The city has recently received planning funds to develop a combined city office, senior center and library so the library will probably move again in the next few years. Santaquin Library provides the area with most services relative to learning and the enjoyment of reading.

MISSION STATEMENT

The mission of the Santaquin City Library is to provide a pleasant, service oriented environment with diverse collections and literacy programs for all individuals to expand their love for reading and learning.

The Library is also dedicated to providing equitable and continuing access to information for all citizens of the community.

IMPLEMENTATION

Santaquin Library is dedicated to a high standard of excellence and will accomplish its mission by providing:

- Free and equal access to its materials and services.
- A welcoming and supportive environment.
- Pleasant, professional, and responsive service that exceeds the community's expectations.
- The effective and efficient management of its resources.

COMMUNITY NEEDS

Based on surveys, requests, statistics, suggestions from the general public and community residents, input from groups such as "Friends of the Santaquin Library" and librarian knowledge there is a need in Santaquin for the following:

- People of all ages will have materials for their reading, viewing, and listening pleasure.
- That all children will be able to participate in activities to encourage love of reading and learning.
- All age groups will acquire basic skills for use of computers and electronic devices.
- Access will be available to all for newer technology such as e-readers or other devices as they become relevant to library collections.

HIGHLIGHTS OF CURRENT SERVICE

Statistics for the last five years from information reported annually to the Utah State Library.

SANTAQUIN CITY LIBRARY

GENERAL INFORMATION	2010	2011	2012	2013	2014	2015
Population of legal service area	8,566	9,128	9,381	9,674	9,843	10,106
Total full-time-equivalent of paid employees	2.70	2.70	2.70	2.70	2.70	2.70
Total number of hours open to the public per week	37.00	41.00	41.00	41.00	41.00	41.00
Total number of hours open to the public per year	1,910	2,062	2,062	2,024	2,067	2,042
Total number of individuals who volunteered for the library	25	23	51	38	40	37
Total number of hours volunteers worked for the library	65	275	308	160	155	111
COLLECTION	2010	2011	2012	2013	2014	2015
Print materials	11,737	12,692	13,640	14,010	14,246	15,175
Audio materials (physical units)	241	266	252	308	370	405

Video materials (physical units)	560	596	556	552	631	525
Number of magazine subscriptions	7	11	10	7	5	5
SERVICES & PROGRAMS	2010	2011	2012	2013	2014	2015
Total number of programs	110	168	141	148	131	137
Total attendance to programs	1,408	3,716	3,645	3,523	3,220	2,599
Total number of items checked out from the library	47,910	53,142	57,418	60,543*	59,917*	57,015*
Number of children's materials checked out from the library	29,942	33,204	34,498	32,455	26,263	32,715
Total number of library visitors	34,670	45,110	48,719	49,272	38,632	39,404
Total number of reference transactions	3,669	3,770	3,996	4,025	3,900	3,783
Number of registered borrowers	4,026	4,326	4,854	4,885	5,230	5,508
Number of items borrowed from other libraries	35	37	23	21	95	18
FINANCES	2010	2011	2012	2013	2014	2015
Tax rate	0.000136	0.000148	0.000147	0.000300	0.000352	0.000168
Total funds received from local government	\$96,679	\$109,342	\$109,763	\$111,214	\$128,131	\$128,956
Total funds received from the State of Utah	\$4,720	\$4,819	\$4,130	\$4,059	\$4,282	\$4,406
Total amount of staff expenditures	\$84,532	\$95,760	\$97,353	\$97,833	\$112,791	\$113,789
Total amount of collection expenditures	\$13,122	\$7,468	\$7,703	\$18,146	\$11,998	\$12,616
Total amount of other operating, maintenance, and equipment expenditures	\$16,839	\$10,933	\$8,837	\$6,904	\$7,624	\$6,957
INTERNET ACCESS	2010	2011	2012	2013	2014	2015
Number of internet terminals for the general public	6	7	8	8	8	8
Number of patrons that used public internet computers	6,500	11,938	10,900	9,023	8,041	7,124
Number of times patrons used the wireless network	-	-	364	299	1,505	1,200

*Circulation totals include borrowing of physical and digital materials (downloadables like e-books, e-audiobooks, and e-video).

Source: Statistical Annual Report of Public Library Services, Utah State Library Division. Utah dataset.
Prepared: May 2016

THE LIBRARY PLAN: 2016 – 2018

GOALS AND OBJECTIVES

Goal: Santaquin Library will improve the library collections.

- Objective 1: Increase children's book collection by 10% yearly.
- Objective 3: Annually list 25% of new titles on the website highlighted with staff or professional reviews by September 2016.
- Objective 4: Add one Library sponsored book club for teens by September 2016.
- Objective 5: Increase Kindle series downloads 50% by January 2017.

Goal: Santaquin Library will nurture your child's love of reading and learning.

- Objective 1: Plan and implement one program based on emergent literacy principles by January 2017.
- Objective 3: Increase patron knowledge of emergent literacy 50% by January 2018. Survey participating patrons yearly for percent increase of knowledge and interest in program.
- Objective 4: Purchase five to ten new books/ visual aids related to emergent literacy each year.
- Objective 5: Research and provide emergent literacy information on the website by January 2017.

Goal: Santaquin Library will extend your range of technology.

- Objective 1: Provide one new teen science /technology [STEM] class by September 2016
- Objective 2: Increase number of circulating electronic reading devices 100% by January 2017
- Objective 3: Change library operating system by July 2017. Implement with purchase of a different system (other than Follett Destiny) or use an open source program.
- Objective 4: Provide an interactive lab with one or more Early Literacy Station™, AfterSchool Edge™ or like devices for children's work space by June 2017.
- Objective 5: Provide an adult technology training program by January 2017.

LIBRARY BOARD OF TRUSTEES
LIBRARY STAFF