



Analysis of our community needs and goals to best serve them



OUR MISSION STATEMENT

Inspiring imagination, sparking curiosity, and creating community

OUR COMMUNITY

Wellman is located in the northwest corner of Washington County. With a population of 1,524, Wellman has seen an 8.2% growth in population over the last decade. The majority of the population identifies as white with just over 7.9% identifying as other races, including American Indian or multiracial. Most households within Wellman speak English as their primary language at home, however 3.8% of the population speak other languages at home.

There are 325 families within Wellman. 173 of those families have children under the age of 18. The median family income is \$51,364. The city of Wellman has a poverty rate of 8.1% and 25% of students within the Mid-Prairie Community School District qualify for free or reduced lunches. The largest employer is the Mid-Prairie Community School District. Other employers within Wellman include, a construction company, grocery store, bank, convenience store, pharmacy, and four restaurants/bars. The majority of our population commute out of Wellman for work, 73.3% of residents aged 16 and over commute.

Based on information from the American Community survey, the population of Wellman is comprised of:

- 25.8% aged 0-19
- 31.4% aged 20-49
- 42.8% aged 50+

As an open access library, we offer services beyond our city limits. We currently serve:

- 782 patrons from the City of Wellman
- 381 patrons from rural areas of Washington County
- 95 patrons from the City of Keota
- 85 patrons from the City of Kalona
- 363 patrons from other communities

COMMUNITY NEEDS

04

A Brief Description of the Needs

Weaknesses noted in Strategic Planning for Results in 2014, facilitated by Becky Heil, District Representative for the Iowa Library Services include:

- Lack of affordable, organized activities after school
- No book clubs
- No newspaper that focuses on Wellman

Several of the needs within the community noted at that time include:

- Services, support, and opportunities for all, especially the economically disadvantaged
- Residents need space and teachers for technology training
- Youth need organized activities during summer and after school
- There should be community-wide activities
- Activities in town need to be better promoted, with special emphasis on social media



OUR GOALS

05

In the past our strategic plan was to encourage curiosity, inspire imagination, and create community. This overall goal remains the same. After reviewing the information collected, our library Board of Trustees chose these three service areas to focus our attention on as we continue to serve our community:



Encourage Curiosity: Lifelong Learning



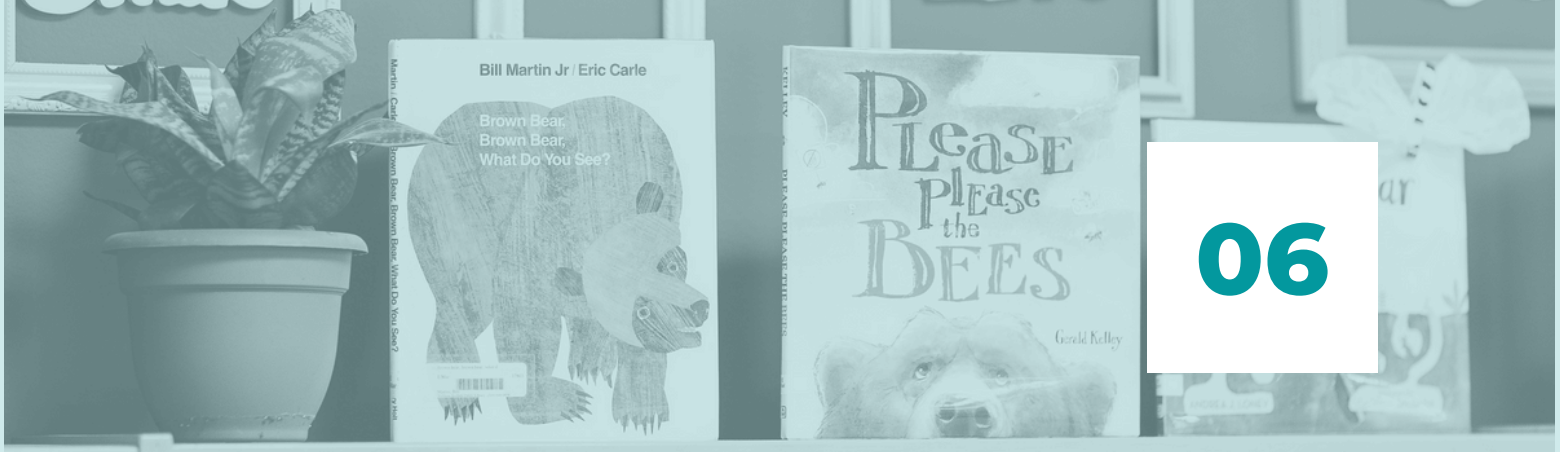
Inspire Imagination: Create an Educational, Engaging Library Through Programming and Resources



Create a Welcoming Space for All

With our attention on these three key areas of focus, we have outlined our goals and created a strategic plan we can implement in order to attain them.





Encourage Curiosity: Lifelong Learning

Goal # 1: Establish a Growing Readers program to promote literacy.

Objectives:

- Create a Books for Bumps program, reading to babies in utero.
- Encourage participation in our existing Books for Babies, 1,000 Books Before Kindergarten, Story Times, and Summer Reading programs.

Goal # 2: Engage school-aged children and teens with Early Out programming.

Objectives:

- Offer STEM activities, Escape Rooms, and Movies
- Promote programs in partnership with local schools

Goal # 3: Encourage community learning and involvement by offering engaging adult programming.

Objectives:

- Create a book club
- Encourage participation in our Adult Summer Reading program
- Provide engaging programming opportunities throughout the year including: Murder Mystery Club, Plant Exchanges, and more



Inspire Imagination: Create an Educational, Engaging Library Through Programming and Resources

Goal # 1: Curate a space that allows free-play and imagination.

Objectives:

- Purchase playhouse structure and market stand to give children a space for imaginative play.
- Hold Story and Toddler Times that encourage imagination and exploration.

Goal # 2: Add engaging technology and resources to our library to appeal to teens and young adults.

Objectives:

- Purchase Nintendo Switch and TV to add to teen lounge.
- Encourage play and socialization for teens at the library with video game or movie days.

Goal # 3: Create educational opportunities for adults for continued learning.

Objectives:

- Offer adult technology help days, financial educational speakers, nutrition classes, and other any additional educational resources we see a need for within our community.



Create a Welcoming Space for All

Goal # 1: The children of Wellman will have a safe and engaging area to play and enjoy library services.

Objectives:

- Purchase new age appropriate furniture for the children's area.
- Incorporate new furnishings and toys that promote imaginative play.

Goal # 2: Create a safe, welcoming area for teens to engage with the library.

Objectives:

- Purchase new furniture for teen lounge
- Incorporate technology that encourages socialization, engagement and use of the library's resources

Goal # 3: Encourage community learning and involvement with accessible spaces.

Objectives:

- Purchase tables and chairs to adequately equip our new programming room, creating a space for larger programming events.
- Create a safe, private meeting space in our new study room that allows for meetings, tutoring, or studying.

WHO WE ARE



Erin Campbell
Director



Carrie Geno
Assistant Director



Megan Harris
Children's Librarian



Laurelin Geno
Clerk

Board of Trustees

- Sarah Latcham
- Rebecca Droll
- Melody Rowe
- Ashleigh Nelson
- Bud Juilfs
- Marcus Miller
- Chad Surom





Thank you to everyone who supports our library. We are so very thankful to be part of this amazing community and look forward to serving you all in the years to come!



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wellmanlibrary.org