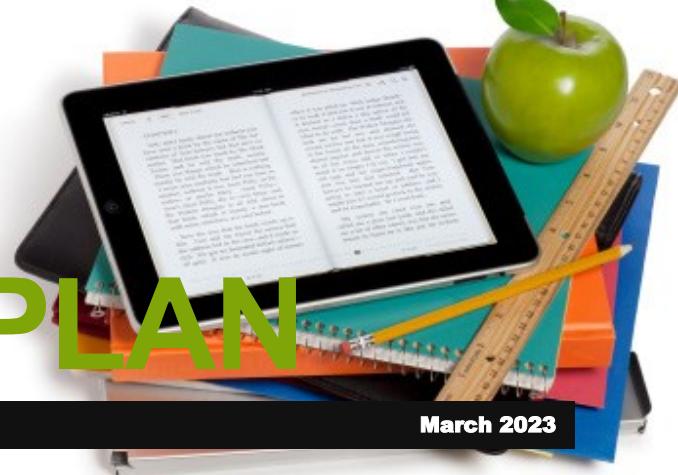


# STRATEGIC PLAN

Divide County Library

March 2023



## Strategic Plan 2023-2027

Divide County Library has put together a long range plan to help our library objectively measure our future goals. We have put together a measurable outlook on future endeavors.

### Mission

Divide County's mission is to inspire the joy of reading and encourage the pursuit of knowledge.

*"Without libraries, what do we have? We have no past and no future."*

- Ray Bradbury

### Vision

Divide County Library's vision:

- Provide a welcoming and lively atmosphere.
- Strive to provide library services that will inspire and educate our patrons.
- Meet the changing demands and needs of our patrons



Divide County Library

### Divide County Public Library

104 1st St NE  
PO Box 90  
Crosby, ND 58730

(701) 965-6305

dcl@nccray.net

# Our Library Story

The Crosby Library was founded under the leadership of Mrs. Guy Grove in 1912. In 1913, the first building was built at the north end of main street, in what is now the court house square. In 1918, due to the war, volunteers were not to be found, so the books were turned over to Crosby High School for a period of one year, which stretched into 11 years.

In 1929, The Divide County Library and Museum Association was formed. Mrs. L. R. Murray was the first Librarian. In 1937, the library was growing and needed new housing so it moved to the basement of the Community Hall. The museum was discontinued in 1957.

In 1951, a filmstrip library was established for the use of the schools. This grew to 1715 filmstrips and four projectors. With the inventions of videos, CDs, DVDs etc., the filmstrip collection was discarded in 2000.

Again, the library was outgrowing its space, so they purchased the old Moose Lodge Building in 1957. The museum was reactivated in the basement in 1961. Mrs. Engel Lokken was the first curator followed by Mrs. Agnes Berg. In 1967, the Library Board urged the community to establish a Historical Society to operate the museum. Thus in 1970, they moved the museum to the Pioneer Village.

In 1961, we shared a bookmobile with Burke County. This continued for 1 1/12 years until Burke County voted it down. The headquarters were in the Divide County Library.

1992 celebrated 50 years of library service in Crosby.

1965 started with a station at Fortuna in an old bookmobile purchased from the State Library, with books being exchanged periodically. This was eventually moved into the school. In 1967, the bookmobile was moved to Noonan until 1975 when they moved into a room in the school.

1970, the Library received \$50,000 from the estate of the late Frank Kirchoffer. 1/4 of this was shared with the Historical Society. In 1971, we had plans drawn up by an architect to enlarge the present building. But before work began, the Crosby High School burned. It was then decided to combine the new Public Library with the new Elementary School Library in one corner of the school. Mrs. Ruth Ralph was the director at this time, and initiated the partnership. The building was completed in March 1974. So again, the Divide County Library was known throughout the state as being the first to plan, construct and operate a Public/School Combination Library. The old library was sold and used to house three apartments.

In approximately 1987, we bought a microfilm reader, and the local residents bought the newspapers from the beginning of the County up to the present on microfilm. We have all the papers from the area.

Mrs Ruth Ralph Koppang retired in May 1991, after 34 years of dedicated service. During which time, she pioneered many firsts for the library making it known thought the state.

Mrs. Dorene Wenstad succeeded her as Director in 1991. Dorene was with the library till 2005 when she decided to step down. Replacing her was Leslie Deering. Mrs. Deering worked as Director till 2008. 2009, Traci Lund was hired to direct the library.

Summer of 2014, with an incredible \$40,000 donation from Jon Phelps, the library received a grand makeover. The children's area received new shelving, larger than life mural, the entire library was painted and shelving was rearranged.

Summer of 2016, the Elementary School went under mass renovation, new heating and cooling, security, and 4 room addition. It was at this time that the late Olga Rite made a lasting donation of \$60,000+ to the library. Due to construction the storage room of the library needed to be cleaned out to help move along the construction. We took this opportunity to redesign the entire backroom with new custom shelving and new layout.

## Latest News

In 2022, the Divide County Library received a \$9055 grant from the Library Vision Local History Grant. Receiving this grant allowed us to record and produce 5 different local history videos. Tierany Johnson, with Heritage Films, recorded, produced and edited the films. Individuals, families, businesses owners, and others shared their stories of Divide County. They discussed the changes, challenges, and triumphs over the years.



Project was showcased at the Thrashing Bee along with showings at the local theater.

## Goal #1

**Provide an enriching collection of materials and ease of access in all formats.**

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1. Increase circulation by 3% annually.
2. Weed outdated materials annually.
3. 2023: Mass weeding of adult materials to provide more current publications and asked for materials.
4. Increase circulation in Youth Fiction by purchasing new covers in classic books.
5. Increase digital circulation through knowledge a promotion of Library2Go and additional funding.
6. Determine the future for audiobooks and how to better serve our patrons in this category.
7. Continue to add to Digital Archives as materials are available.

## Goal #2

**Provide a wide variety of services and programming to meet the needs of the community.**

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1. Provide static programming to allow patrons to do it on their own timeline.
2. Promote online services already in place. Examples are: State Databases, Mago languages, Universal Class
3. Survey the community to see what products, appliances and devices meet their needs and purchase as budget allows.
4. Find other areas of “wants” the community would like to have yet not expecting the library to have to keep them talking about everything our library has to offer.

## Goal #3

**Provide updated technologies and programming in current technology trends.**

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1. Instruct classes for patrons on the current trends of the internet. Examples: Pinterest, Facebook, Shutterfly Twitter, etc.
2. Continue to follow our technology plan to meet the needs of our patrons and staff.
3. Maintain our technologies as they currently stand to provide the best technologies for our patrons.
4. Poll our Patrons to find out what technology the public would like to see in our library.

## Goal #4

**Increase marketing, social media, public relations and advocacy of the library.**

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1. Post to social media at least once a week with a wide variety of topics to get people watching your page.
2. Connect with other area groups to help sponsor new programming ideas and get the library name out into the community,
3. Publish articles in the area newspaper letting the community know what's going on.
4. Purchase advertising in business mailings, hockey calendars and other highly visible advertising as budget allows.

# SWOT Analysis

By providing a SWOT Analysis the Divide County Library is able to see where its true strengths, weaknesses, opportunities, and threats lie when trying to obtain our goals and objectives throughout the next 5 years.

## Strengths

- Attached to the Elementary School gives us added connections with school age children and relationships with teachers and staff.
- Competent and dependable library staff.
- Resource sharing abilities throughout the state.
- Newly renovated provides a welcoming atmosphere.
- Extremely organized allowing records to be easily accessible.
- Supportive Library Board

## Opportunities

- Partner with other community organizations to increase library exposure to the community.
- Provide after school programming.
- Continue to digitize microfilm for easier access for patrons.
- Publicize program and library happenings through different outlets ie. Paper, posters, Facebook
- On going educational and training opportunities for staff.

## Weakness

- Lack of public understanding of how libraries are evolving over time.
- Budget constraints.
- Emphasis is mostly on children programming. Need to increase programming for adults, teens and tweens.
- Building layout is fairly maxed out for space. Additions such as coffee shop, crafting area , sewers tables etc. would not fit into our space.

## Threats

- Many Community Organizations try to battle for people's time.
- Limited funding to develop new opportunities/ programming
- Constant changing of technologies to newer and better things make it hard to have the most current devices on such a small budget.
- Decline of the oil industry has caused a decrease in population and monies being distributed county and state wide.

## 2023 Board Members

President

Nate Nelson

Vice President

Rita Stewart

Secretary

Carol Williams

Member at Large

Marissa Ratcliffe

County Commissioner

Isaac Jacobs