



STRATEGIC PLAN FOR 2019–2022



Engaging Christian County
through expanding access to
innovative, community-driven
facilities, services, and lifelong
educational opportunities.

A Message From the Executive Director



GERI GODBER
Executive Director

Christian County Library has experienced unprecedented growth and change since I started my tenure as Executive Director in 2013. We spent several years gathering information to better understand what the community wanted from the library and engaging with the community and its leaders outside the library walls. In 2017, voters approved a renewal of the library's 20 cent levy rate. Within one year, we established the first public library branch in Nixa and completed the first major renovation to the Ozark Branch in more than 30 years. In Clever, the library was able to take over all operational costs of the storefront Clever Branch in 2019 and offer expanded operating hours, staffing, and programming for residents of the western area of our county. The library district has evolved into a progressive organization with the main goal of supporting the lives of the residents of Christian County.

In the coming years, the library will fulfill its promise to voters to construct new branches in Sparta and Clever to provide full library access to the eastern and western portions of the county. All the while, the library will continue to analyze how best to serve our growing county, and expand resources, services, and programming for all of our citizens.

Sincerely,

Geri O. Godber
2019

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What does our community want and need from the Library?

● **Full service library branches to serve the eastern and western portions of the county**

Christian County voters approved a plan in 2017 that included funding for branches in Nixa, Sparta, and Clever, and renovations to the existing Ozark Branch. The Nixa and Ozark projects were completed in 2018. The library is setting aside funds to start the Sparta project next, then the Clever project.

● **Clean and safe library facilities**

Library users want their branches to be well-maintained, comfortable, and safe for all ages.

● **Continued emphasis on growing and maintaining our print collection**

65% of community members surveyed prefer the library to focus its resources on books

● **Activities and educational programs for children and teens**

More than 25% of our community is under 18 years old, and 50% of our users believe the programs the library does for children to be the most important.

● **Digital collections and communications that are mobile-friendly**

Up to 70% of our users access our digital content and communications with a mobile device.

● **Services and Resources for Seniors**

About 15% of county residents and library cardholders are over the age of 60, but seniors are more likely than other library users to be frequent visitors, with about 17% of cardholders over 60 using the library once per month or more, making services and resources for them a priority.

● **Convenient access to library locations and services for all ages**

Our customer and community surveys consistently show that the location of the library has the most impact on whether community members use it. The Library must continue to work towards making library locations and services convenient for all community members.



CHRISTIAN COUNTY LIBRARY

Vision Statement and Goals

Community engagement

Librarians are embedded in the community, connecting with citizens outside the library walls. Our facilities, services, and programming are driven by community needs. We actively seek partnerships with schools, businesses, and organizations.



Access and Expansion

The library is accessible to everyone. The library works to make facilities and services easy to use and convenient.

Our Mission: Engaging Christian County through expanding access to innovative, community-driven facilities, services, and lifelong educational opportunities.



Innovation

The library embraces new technology if it better serves Christian County residents. We are creative in accomplishing goals and consider non-traditional resources and services to meet community needs. We evolve as the community changes.

Lifelong Educational Opportunities

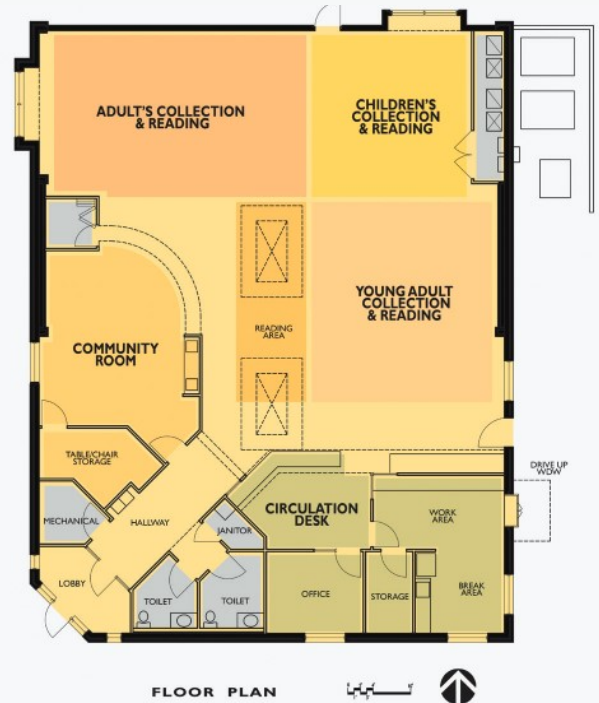
The library is synonymous with educational opportunity in Christian County. We engage readers from an early age and make them lifelong learners, and serve everyone from birth to old age.





Christian County Library East County Branch

The East County Branch will be located in Sparta, Missouri on Highway 14/Main Street, next to the Sparta Dollar General on a lot currently owned by the library. The branch, designed by Sapp Design Architects, will be a full service branch that includes collections for children, teens, and adults, a drive-up service window, and a community room. The design and lot allow room for future expansion.



Projected cost: \$1.2 - \$1.5 million

- Will serve eastern Christian County, including residents of Sparta, Bruner, Oldfield, and Chadwick
- Construction projected to begin in 2-4 years, as the library saves money and seeks private donations
- 5,000 square feet with room to expand to 10,000 square feet as the community grows



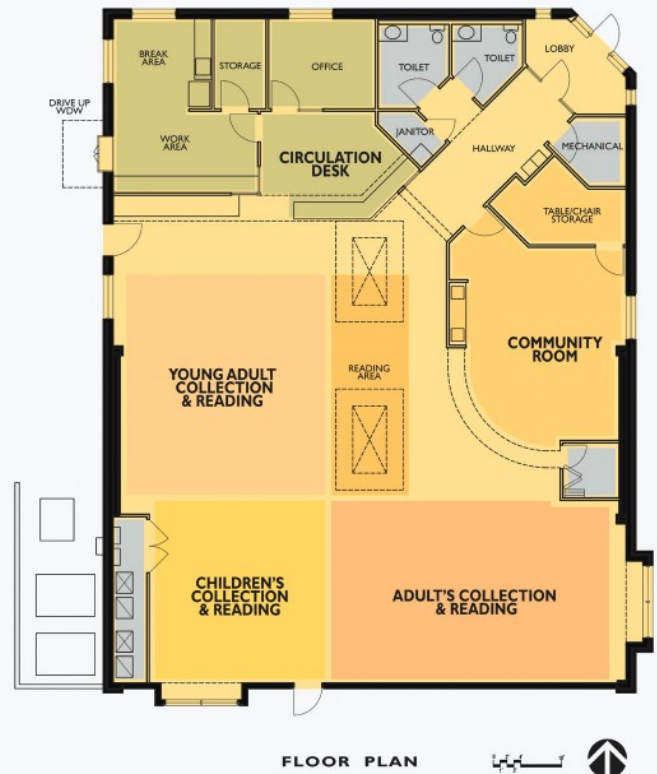
Christian County Library **West County Branch**



The West County Branch will be located in Clever, Missouri on Highway 14/Veterans Boulevard, next to Southern Bank on a lot currently owned by the library. The branch, designed by Sapp Design Architects, will be a full service branch that includes collections for children, teens, and adults, a drive-up service window, and a community room. The design and lot allow room for future expansion.

Projected cost: \$1.2 - \$1.5 million

- Will serve all of western Christian County, including Clever, Billings, and Boaz
- Construction projected to begin in 3-5 years, as the library saves money and seeks private donations
- Replaces the storefront Clever Branch located one block west
- 5,000 square feet with room to expand to 10,000 square feet as the community grows





Community Amphitheater at the Ozark Branch



The library is seeking donors to fund this outdoor project that would bring beauty and utility to the hill and lower lot of the library's Ozark Branch. The design evokes the nearby Finley River, and offers a scenic and convenient outdoor space for events and performances for both library users and community groups. It includes improved parking and a strolling exhibit space for local history, arts projects, or story walks. Plans are for this project to be privately funded.

Projected cost: \$569,800

Projected gain:

- Outdoor storytimes, classrooms, performances and exhibits
- Community arts and music venue
- Free outdoor meeting space for families and organizations
- Links public resources to Ozarks river district revitalization
- Improves public parking for library and area events.



A Message From the Deputy Director



KATY PATTISON
Deputy Director

So much has changed since I started working for the Christian County Library in 2007, but one thing that hasn't changed is our commitment to offering hometown customer service. Longtime library patrons noticed a lot of new faces in our library branches in 2018, and that's because we were able to create nearly 30 new positions as part of our 2018 expansion. We have a committed, enthusiastic, knowledgeable crew who are here to help you find the books and information you want. They also work hard to coordinate resources, classes, and services that meet the needs of our citizens, businesses, schools, and non-profit organizations. There will be more new jobs and new faces in the coming years as we work to build another branch in Sparta, and one in Clever, but be assured that everyone we hire will make sure that when you walk into your closest library branch, it still feels like your hometown library.

As we make decisions about the future of your library, we will continue to not only gather and analyze data about our communities and how people are using (or not using) the library, but you'll see even more of our administrators and staff outside of the library. Being embedded in our community is the most effective way we identify our community's needs and forge partnerships with the governments, schools, organizations, and businesses that make our county unique.

Sincerely,



Katy Pattison
2019

LEARN MORE OR GET INVOLVED

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Townships: W. Benton, E. Benton, Sparta, Bruner, Oldfield, Lead Hill, Chadwick, Garrison & Seneca

The logo features five vertical bars of varying heights in shades of blue and green, resembling a stylized bookshelf or a bar chart.

CHRISTIAN COUNTY LIBRARY



NIXA BRANCH

(417) 724-6100
208 McCroskey St.
Nixa, MO 65714

OZARK BRANCH

(417) 581-2432
1005 N 4th Ave.
Ozark, MO 65721

CLEVER BRANCH

(417) 724-6102
7450 W Veterans Blvd.
Clever, MO 65631



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