

Hudson Public Library

Strategic Plan 2020-2025



Approved by the Hudson Public Library Board of Trustees

March 5, 2020

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The City of Hudson

Hudson began as a community based in agriculture and still has businesses tied to an ag-based economy. Some of city's largest employers include the Mid-Iowa Cooperative, Nutriject Systems, Inc. (bio-solids as fertilizer), and the Hudson Community School system (elementary, middle school, and high school). Close proximity to Waterloo and Cedar Falls mean that many Hudson residents also work outside of the community. A large number of residents are employed by John Deere Tractor Works. The University of Northern Iowa, Hawkeye Community College, and three large hospitals within Black Hawk County are also large area employers. Hudson is a growing community with several housing developments steadily increasing in size. In addition to the local school system and the public library, the community has a City Park, a sport and recreation complex with soccer fields and ball diamonds, a skate park, and a small golf course that doubles as a disc golf course. Local professional organizations and clubs and include Hudson Chamber of Commerce, Lions Club, Tuesday Study Club, Boy and Girl Scouts, AMVETS, and 4-H. Churches in the community include: St. Timothy Lutheran Church and Preschool, Hudson United Methodist Church, Community Church of Hudson, and Faith Baptist Church.

Population:

Year	Population	Growth	Annual Growth Rate
2018	2,466	106	4.49%
2017	2,360	5	0.21%
2016	2,355	-13	-0.55%
2015	2,368	7	0.30%
2014	2,361	24	1.03%
2013	2,337	29	1.26%
2012	2,308	11	0.48%
2011	2,297	13	0.57%
2010	2,284		0.00%

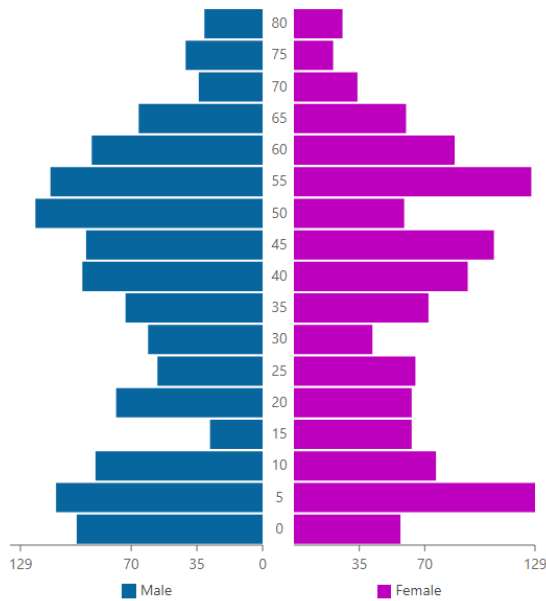
<http://worldpopulationreview.com>

Total population	2,334	+/-285	2,334	(X)
Male	1,190	+/-176	51.0%	+/-3.3
Female	1,144	+/-148	49.0%	+/-3.3
Under 5 years	137	+/-59	5.9%	+/-2.4
5 to 9 years	128	+/-53	5.5%	+/-2.2
10 to 14 years	224	+/-72	9.6%	+/-2.6
15 to 19 years	177	+/-83	7.6%	+/-3.1
20 to 24 years	81	+/-51	3.5%	+/-2.2
25 to 34 years	190	+/-94	8.1%	+/-3.8
35 to 44 years	401	+/-94	17.2%	+/-3.9
45 to 54 years	355	+/-92	15.2%	+/-3.3
55 to 59 years	203	+/-69	8.7%	+/-2.8
60 to 64 years	133	+/-45	5.7%	+/-2.1
65 to 74 years	189	+/-63	8.1%	+/-2.7
75 to 84 years	102	+/-42	4.4%	+/-1.8
85 years and over	14	+/-16	0.6%	+/-0.7
Median age (years)	40.9	+/-2.0	(X)	(X)
18 years and over	1,719	+/-189	73.7%	+/-3.7
21 years and over	1,668	+/-176	71.5%	+/-3.9

62 years and over	390	+/-88	16.7%	+/-3.8
65 years and over	305	+/-81	13.1%	+/-3.5
18 years and over	1,719	+/-189	1,719	(X)
65 years and over	305	+/-81	305	(X)

<https://datausa.io/profile/geo/udson-ia>

Hudson Ia Population Pyramid 2020



Ethnicity: Total population	2,334	+/-285	2,334	(X)
One race	2,302	+/-283	98.6%	+/-1.3
Two or more races	32	+/-31	1.4%	+/-1.3
One race	2,302	+/-283	98.6%	+/-1.3
White	2,198	+/-284	94.2%	+/-4.1
Black or African American	0	+/-99	0.0%	+/-1.0
American Indian and Alaska Native	0	+/-99	0.0%	+/-1.0
Cherokee tribal grouping	0	+/-99	0.0%	+/-1.0
Chippewa tribal grouping	0	+/-99	0.0%	+/-1.0
Navajo tribal grouping	0	+/-99	0.0%	+/-1.0
Sioux tribal grouping	0	+/-99	0.0%	+/-1.0
Asian	70	+/-60	3.0%	+/-2.5
Asian Indian	48	+/-55	2.1%	+/-2.4
Chinese	12	+/-18	0.5%	+/-0.8
Filipino	0	+/-99	0.0%	+/-1.0

Japanese	10	+/-16	0.4%	+/-0.7			
Korean	0	+/-99	0.0%	+/-1.0			
Vietnamese	0	+/-99	0.0%	+/-1.0			
Other Asian	0	+/-99	0.0%	+/-1.0			
Native Hawaiian and Other Pacific Islander	0	+/-99	0.0%	+/-1.0			
Native Hawaiian	0	+/-99	0.0%	+/-1.0			
Guamanian or Chamorro	0	+/-99	0.0%	+/-1.0			
Samoan	0	+/-99	0.0%	+/-1.0			
Other Pacific Islander	0	+/-99	0.0%	+/-1.0			
Some other race	34	+/-52	1.5%	+/-2.2			
Two or more races	32	+/-31	1.4%	+/-1.3			
White and Black or African American	0	+/-99	0.0%	+/-1.0			
White and American Indian and Alaska Native	3	+/-4	0.1%	+/-0.2			
White and Asian	29	+/-31	1.2%	+/-1.3			
Black or African American and American Indian and Alaska Native	0	+/-99	0.0%	+/-1.0			
Hispanic or Latino (of any race)	88	+/-70	3.8%	+/-3.0			
Mexican	63	+/-58	2.7%	+/-2.5			
Puerto Rican	0	+/-99	0.0%	+/-1.0			
Cuban	0	+/-99	0.0%	+/-1.0			
Other Hispanic or Latino	25	+/-38	1.1%	+/-1.6			

<https://datausa.io/profile/geo/hudson-ia>

Households:

Type	Count	Average Size	Owned
All	901	2.74	88.2
Married	654	3.12	95.7
Non Family	169	1.12	65.1
Female	41	3.17	53.7
Male	37	2.92	100

Total Housing Units
928

Source: Source: 2014-2018 American Community Survey 5-Year Estimates

Median Housing Value

\$192,800

Source: 2014-2018 American Community Survey 5-Year Estimates

Education:	Count	Percentage		
Less Than 9th Grade		0.00%		
9th to 12th Grade	31	1.85%		
High School Graduate	367	21.87%		
Some College	343	20.44%		
Associates Degree	291	17.34%		
Bachelor's Degree	442	26.34%		
Graduate Degree	204	12.16%		
Income:	Average		Male	Female
Overall	\$49,679		\$62,772	\$34,891

Education:	Count	Percentage	
Less Than High School	\$41,250	\$42,083	\$
High School Grad	\$41,354	\$52,102	\$27,000
Some College	\$42,727	\$60,750	\$33,250
Bachelors Degree	\$61,125	\$67,159	\$53,438
Graduate Degree	\$86,500	\$133,500	\$74,167

Household Income:	Median	Mean
Households	\$86,875	\$98,430
Families	\$99,000	\$109,390
Married Families	\$105,909	-
Non Families	\$46,083	\$49,220

<http://worldpopulationreview.com/>

Persons in poverty, percent

4.0%

Source: 2014-2018 American Community Survey 5-Year Estimates

Employment:

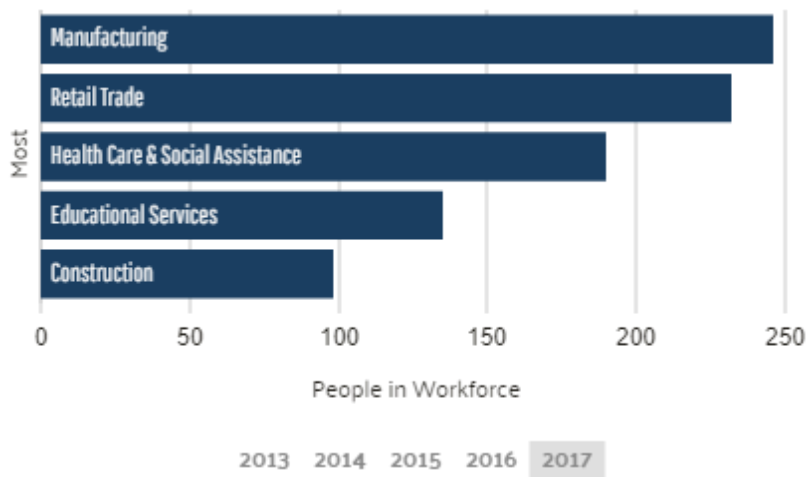
From 2016 to 2017, employment in Hudson, IA grew at a rate of 5.42%, from 1.35k employees to 1.42k employees.

The most common job groups, by number of people living in Hudson, IA, are Office & Administrative Support Occupations (214 people), Sales & Related Occupations (176 people), and Management Occupations (162 people).

Compared to other places, Hudson, IA has an unusually high number of residents working as Architecture & Engineering Occupations (2.15 times higher than expected), Production Occupations (1.85 times), and Health Diagnosing & Treating Practitioners & Other Technical Occupations (1.49 times).

<https://datausa.io/profile/geo/hudson-ia>

The most common employment sectors for those who live in Hudson, IA, are Manufacturing (246 people), Retail Trade (232 people), and Health Care & Social Assistance (190 people).



Birth, death, and unemployment rates:

Birth Rate (2017): 20

Death Rate (2017): 13

Unemployment Rate: 3.7%

Other:

Persons without health insurance, percent

3.2%

Source: 2014-2018 American Community Survey 5-Year Estimates

Veterans

143

Source: 2014-2018 American Community Survey 5-Year Estimates

Connectivity:

Percent of households with a broadband internet subscription

89.7%

Source: 2014-2018 American Community Survey 5-Year Estimates

The average download speed in Hudson is 21.95 Mbps. This is 36.6% slower than the average in Iowa and 152.5% slower than the national average.

- There are 11 internet providers in Hudson with 6 of those offering residential service.
- Hudson is the 402nd most connected city in Iowa behind Cedar Falls, Reinbeck, Waterloo, Evansdale, and Dike.
- Approximately 900 people in Black Hawk County don't have access to any wired internet.
- In Black Hawk County, approximately 2,000 people do not have access to 25mbps wired broadband.
- Iowa is the 32nd most connected state in the U.S.
- Fiber optic internet is available to 37% of Black Hawk County residents.
- 18% of Hudson residents are still severely limited in wired broadband choices.
- There are 7 companies offering business internet services in Hudson.
- 400 people only have access to 1 or fewer wired internet providers available at their address

FASTEST INTERNET PROVIDORS IN HUDSON

PROVIDER	SPEED	TYPE
Mediacom Cable	1,000 Mbps	Cable
CenturyLink	20 Mbps	DSL
Rise Broadband	15 Mbps	Fixed Wireless

Source: <https://broadbandnow.com/iowa/Hudson?zip=50643>

The Hudson Public Library

The Hudson Public Library is located at 401 5th St. in downtown Hudson. The population of the City of Hudson is 2,466 (2018) and the school district population is 3,576. We are located 5 miles from the city limits of Waterloo and Cedar Falls and have a steadily growing population. The library is open 59 hours weekly. The library board consists of 7 members, each serving six year terms.

Historical records of the local Tuesday Study Club mention the intent of its members to establish a public library for Hudson as early as 1916. The club instituted a cooperative project with the school in 1923. By 1924 a Library Committee had been formed. Difficult times, most likely a result of the depression, made progress difficult but with persistence the library officially opened on July 25, 1936. In 1961 when the fire department vacated the lower level of Town Hall, the library moved from portable shelving on the main level to the recently renovated space totaling 900 sq. ft. In September of 1981, an addition was completed adding 5,300 sq. ft. to the building. By the mid-1990's, the steady growth of the community and ever enlarging library collection necessitated the building of a new library. By early 1998, private and corporate donations, estate bequests, and grants reached the point where construction began on a new 9,860 sq. ft. building. The Hudson Public Library is currently undergoing a renovation to be completed before the end of the fiscal year. The Hudson Public Library building is a very large presence in our small city, and it is a true object of pride for the community.

We provide many materials and services including: Books (including best sellers & large print), periodicals, DVDs, books on CD or by download, AV equipment, electronic games, music CDs, interlibrary loan, computer services, internet access, faxing, copying, reference and access to electronic databases, and special programming for patrons of all ages. We are in the beginning stages of establishing a "Library of Things."

One of the most important uses of our facility is as a gathering place for the community. Because we are fortunate enough to have a beautiful grand piano, the library has been used for Senior Recitals by local high school students and has even hosted a small concert given by a renowned pianist with local ties. Two mornings a week there are "mature" citizens with instruments (in addition to the grand piano) who gather to play together. Others come to listen, share a cup of coffee, and visit. The adults of our library enjoy a book club, and groups such as the Hudson Chamber of Commerce and the Tuesday Study Club use our public areas for meeting spaces. We provide many excellent programs that are both educational and entertaining.

We also offer after-school programming for the youth of our community with events scheduled for every weekday afternoon. Several family programs are held throughout the year. Every summer we run a successful Summer Library Program. We have 5 book clubs, 4 designed specifically for children and young adults. Scouting organizations regularly use our library as a meeting spot. For our younger patrons, a weekly preschool story time is held on Monday evenings to accommodate the schedules of busy parents.

Key library statistics from the 2019 Iowa Public Library General Information Survey include:

- Total Paid Staff FTE: 3.00
- Operating Expenditures: \$201,191
- Physical Collection: 35,056
- Digital Collection: 72,036
- Total Collection Use: 24,335
- Registered Users: 3,324
- Program Attendance: 4,056
- Patron Visits: 34,713

Hudson Public Library Vision Statement

Striving to enrich the quality of life for the residents of the Community of Hudson, the Hudson Public Library will provide full library services that are responsive to the current and anticipated needs of its patrons and will demonstrate leadership for the future development of the Community of Hudson.

Hudson Public Library Mission Statement

The Hudson Public Library serves as an information, resource, and leisure center for the Community of Hudson. The library strives to provide materials, services, and programs that will promote an educated citizenry and enrich personal lives. These materials, services and programs are provided to help meet the educational, informational, cultural, and recreational needs of the residents of the Community of Hudson.

Reviewed: 10/07/2019

Goals and Objectives

Goal I: Programming

Evaluate existing programming and implement new opportunities to gain knowledge, develop new skills, and encourage social interaction.

Objectives:

- A. Develop "Library to Go" field trip programs in order to experience outdoor based topics and activities biannually starting in the summer of 2020.

- B. Incorporate biannual programs that facilitate content creation including but not limited to drawing, painting, and writing, allowing library patrons to explore and develop their own innate creative talents biannually beginning in the winter of 2020-2021.
- C. Expand opportunities for civic engagement by utilizing faculty members from the University of Northern Iowa and Hawkeye Community College as speakers on current topics biannually beginning in the spring of 2020.
- D. Expand teen programming and encourage the next generation of engaged citizens with the guidance and assistance of the Teen Advisory Board during regular monthly meetings beginning in April 2020.

Evaluation: Surveys will be used periodically to solicit feedback and new program ideas. Participation numbers will be reviewed quarterly to determine optimal topics of interest, days of the week, and times of the day for maximum participation.

Goal II: Community Destination

Provide comfortable, flexible, and accessible spaces for community members to congregate encouraging networking and social interaction, enriching the lives of library patrons.

Objectives:

- A. Research, purchase, and install uniform directional signage within the library by December of 2021.
- B. Research and purchase new modular furniture for the program room that will allow flexibility in arrangement accommodating a variety of users with varying needs by June of 2020.
- C. Consult with the Teen Advisory Board and replace the lounge chairs in the juvenile fiction area with furniture that will appeal to and attract the tween/teen age group by June of 2020.

Evaluation: Log directional questions asked during the planning phase, compare to the number of directional questions asked during the same time period one year after completion. Track and compare statistics on types of program room usage and youth visits to the library.

Goal III: Digital Inclusion/Technology Hub

The Hudson Public Library will be the hub for digital inclusion in the community of Hudson, allowing all citizens equal opportunities to connect, learn, and grow.

Objectives:

- A. Research and purchase the necessary equipment to have a computer workstation that includes assistive technology for patrons with visual, motor and dexterity impairments, and hearing loss, in order better to accommodate all patrons by December of 2021
- B. Investigate the feasibility of the addition of Wi-Fi hotspots for check-out including cost analysis and budgeting by November of 2020
- C. Develop a comprehensive plan for providing instruction on digital skills including basic computer and Office software classes, internet use and safety, customized digital learning for types of devices, and one-on-one assistance for specific questions to assist patrons in developing their own digital skills by December of 2020.
- D. Proactively educate the public on the availability of digital tools available at the library and remotely through quarterly promotions in print media and social media assuring all community members are aware of free tools to assist in their personal growth and development beginning in April 2020.

Evaluation: Gather and compare statistics on uses of digital tools, both hardware and software, and electronic databases on a quarterly basis.

Goal IV: Public Awareness

Goal: Enrich and strengthen communications with our community to ensure broad knowledge of the Library's offerings and raise awareness of the importance of the library to the community.

Objectives:

- A. Develop a Marketing Strategy that will include a multi-platform social media presence, monthly newsletter, Hudson Herald articles, an updated web page, and direct program notification mailings by January 1, 2021.
- B. Set up and staff an information table at community events and public spaces quarterly to promote library services.
- C. Do presentations about the library and library services for community social, business, and government groups biannually.
- D. Research the feasibility of having a display monitor in the library scrolling information about events and services by November 2020.
- E. Design and create packets educating new residents about library services to be distributed when they register for city utilities by October of 2020.

Evaluation: Gather and compare statistics on new patron registrations, usage of library materials, and door counter traffic to determine increases overall.

Goal V: Organizational Development /Staff Competencies

Improve the quality of library service to patrons by acquiring, developing, and maintaining staff skills.

Objectives:

- A. All library employees will be certified under the State Library of Iowa "Public Library Staff Certification" or the "Public Library Director Certification" program by June 30, 2021, according to their positions.
- B. Staff members will be provided with safety/incident training by March 2021.
- C. Investigate and implement requirements for staff members to participate in cultural competency training by July of 2021 to better serve a growing diversity in population.
- D. All library employees will be able to assist patrons in accessing and using the digital products we provide and the equipment the library owns in-house and for circulation by July 1, 2021.

Evaluation: Library employees will be audited bi-annually for on-going efforts at maintaining staff certification and will be evaluated for digital competency as part of the annual evaluation process.