

Strategic Plan FY16: Goals and Objectives

Twelve-month Final Update

- Connect:** The Iowa City Public Library connects people to information essential for daily living and offers them opportunities for enjoyment and personal growth
- Engage:** The Iowa City Public Library actively encourages discovery, learning, and greater participation in community life
- Enrich:** The Iowa City Public Library contributes to the quality of life in Iowa City by offering opportunities to explore diverse ideas, to exercise imagination, and to express creativity

Goal 1: Public Awareness		
Connect	1. Offer an electronic newsletter through City's new website.	Report: "Check It Out" eNewsletter debuted in January. 116 subscribers signed up to receive the monthly eNewsletter. It is distributed to 1,442 individuals each month.
	2. Prepare campaign to introduce bookmobile.	Report: The City Council approved funding for Bookmobile operations. Staff hired a consultant to help with vehicle purchase and an RFP is being developed. A timeline has been set with the goal of introducing bookmobile service in spring 2017.
	3. Raise awareness of outreach efforts that are not widely visible (including At Home).	Report: An article about Tales & Travel Memories outreach programs was included in the spring 2016 edition of The Window. 19 Tales & Travel programs were presented at 7 different facilities in FY16. At Home service information was sent in the Elder Services newsletter twice in FY16. And At Home bookmarks are available at the Senior Center. The number of books checked out to At Home patrons increased by 45% to 3,886 items in FY16.
	4. Better identify materials donated and given away as prizes.	Report: All materials sent to Outreach sites now have stickers affixed stating items were provided by Iowa City Public Library. All book prizes for the Summer Reading Program have a label on the inside cover acknowledging the materials were made possible through the generous support of the Friends Foundation. We purchased 1,645 book prizes for children, 175 for teens, and 225 for adults with this support. Children's staff are blogging about their visits. A bookmark was created and is distributed at every outreach site for every child to take home.
Engage	1. Promote Digital History Project (DHP) content.	Report: The Digital History Project (DHP) was featured in the winter Window's, which led to a Gazette article on the tornado project. Throwback Thursday social media posts highlighted DHP images all year. New bookmarks were designed to promote the tornado collection. Displays included an April exhibit in the gallery on the tornado and a May exhibit on the 2 nd floor north wall on local church music. We received an overwhelming response for our call for tornado images and documents with 40 different people contributing over 2,500 items to the collection.

	2. Promote Local Music Project (LMP) content.	Report: Moved to FY17 after website improvements are completed.
	3. Consider mailing the Window three times/year.	Report: A winter 2016 edition of The Window was added and mailed the first week of January. The Library Board approved use of gift funds.
Enrich	1. Develop "My ICPL" campaign.	Report: On hold awaiting website changes.
Goal 2: Collaboration		
Connect	1. Link Digital History Project to Iowa City Downtown District.	Report: Moved to FY17.
	2. Launch Overdrive consortium with Coralville and North Liberty; evaluate and explore possibilities for expansion.	Report: Digital Johnson County launched on July 1 st , 2015. It is a consortium agreement between ICPL and the public libraries of Coralville and Johnson County to offer eBooks and digital audiobooks. The OverDrive website now reflects the joint venture. A media campaign was executed in July to share information about the changes with patrons. The fee structure for the platform and the content costs are now shared based on population. This saves ICPL almost \$4,000 in administrative costs per year and adds \$15,000 worth of digital materials to the collection. In April, the partnership was expanded to offer ValueLine, a financial resource. The North Liberty Community Library partnered with us to offer digital magazines in May. Coralville plans to join the Zinio partnership in October.
Engage	1. Collaborate with Kirkwood Community College and other partners to offer programs celebrating Latino American history.	Report: Storyteller Darrin Crow was hired as part of the Kirkwood gift to perform Spanish and Latin folk stories for families. 56 people attended the April 23 Dia de los Ninos/Dia de los Libros program, with each child receiving the book, <i>Abuela</i> , to take home. The 30 books were donated by Kirkwood Community College with support from the National Endowment for the Humanities and the American Library Association.
	2. Offer Summer Reading Program software to Coralville and North Liberty public libraries.	Report: The software was purchased by North Liberty Community Library and Coralville Public Library as part of the consortium. It was a transitional year with the new software and some kinks need to be worked out.
Enrich	1. Collect and display images and stories of the tornado on its 10 th anniversary on the Digital History Project.	Report: ICPL launched a digital collection documenting the 2006 tornado on April 11. The collection contains more than 2,550 photographs, one video, and a narrative from 40 different contributors. A mapping exhibit connects a selection of the photographs, video, and stories with specific locations, allowing visitors to follow the path of the tornado. This digital exhibit was used as a model to create a physical exhibit that was on display the last two weeks of April. Adult Services held an event on Wednesday, April 13 to celebrate the launch of the website that served as a storytelling event for the community to share their tornado experience.
	2. Advocate for improving access to collections of the State Historical Society Library in Iowa City.	Report: Submitted a resolution in support of the two State Historical libraries at the Iowa Library Association Annual Meeting and discussed it at the annual Legislative Reception. Organized a session for the 2016 ILA Association conference.
Goal 3: Programs		
Connect	1. Experiment with programming for younger school-age kids (grades K-2).	Report: The Minecraft Jr, Pint Sized Science, and Crazy 8 Math Club were successful and will be repeated in FY17. A Lego Club will be added in FY17.

Engage	1. Lead community-wide music-themed series to welcome the UI School of Music downtown.	Report: Nine months of special music-related programming was a great success. We built a good relationship with the UI School of Music in the process. 5,231 people attended 103 programs and many others enjoyed a variety of displays, including favorite playlists, music apps and websites, blog posts, and went on a Blind Date with an Album. The kickoff last September was a Musical Revue at the Englert Theatre with a wide variety of local talent contributing to a community wide celebration of music. We worked with 16 co-sponsors for these events.
	2. Partner with new tenant to deliver technology programming.	Report: Moved to FY17. MERGE did not occupy the space until late spring, and are now in the process of a major remodeling. They are partnering with us for the Family STEAM Festival.
Enrich	1. Consider 1,000 Books Before Kindergarten program and tie it in to first two objectives.	Report: 1,000 Books Before Kindergarten launched February 5. More than 300 0-5 year olds are participating in the program so far. We promoted this in the Window, the Press Citizen, Channel 2 and social media posts. We will write our report to Pearson for the \$10,000 grant in FY17.
	2. Consider developing parent education program.	Report: We will look at this again in FY18.
	3. Offer appy hour classes.	Report: Four classes were offered last fall. Interest was very low.
Goal 4: Content		
Connect	1. Begin work to create a more browsable collection of comics and graphic novels.	Report: We completed the first phase of the graphic novel project in October and moved more than 2,100 children's comic books out of jNonfiction into its own section. The new location provides more face-out displays, more visibility, and improved browsing. During the past year, 45% of the collection was consistently checked out. Catalogers began reclassifying the adult collection on June 1, focusing on Manga. By the end of the month, 1,316 items were recataloged. This project is on track for completion in December, 2016.
	2. Add circulating laptops.	Report: Five laptops were added to the collection for patrons to borrow outside of the building in March. Five additional laptops were added in May because the laptops were consistently checked out with a waiting list. The laptops checked out 101 times in FY16. In a five week study, we found that the laptops were used by all age groups, and by residents throughout the city. Patrons between the ages of 18-22 were 41% of the check outs, while patrons ages 23-44 made up 28%, patrons ages 45-64 made up 18%, those under 18 comprised 8%, and patrons 65 and over checked out 5% of the laptops.
	3. Add in-house iPads for young children to use while parents are using public access internet.	Report: Offered in-house iPads in February for parent/caregiver checkout from Second Floor Page station. 21 uses in the first five months.
	4. Evaluate collection size.	Report: We focused on five collections (Reference, Comics, Nonfiction DVD, Nonfiction CD, and jDVD) to determine whether the number of items in each collection meets the needs of our patrons. Four collections were directly affected by moving the comics, while the shelves of the jDVD collection were perpetually full. Long-term collection size data was compared with circulation statistics and balanced with the long-term viability of the format, and space considerations and constraints. A month-long study of in-house use of the Reference collection was conducted. Reduction of the Reference collection is in

		progress, and the rest of the collections will be weeded in the next couple of months. We will determine how to apply to other collections next year after studying the impact of recommended collection sizes.
Engage	1. Improve purchase request process.	Report: We are testing the new online patron communication software to ensure workflow is improved. A new form for submitting purchase suggestions has been developed so patrons can log in and have their contact information automatically fill in. This form will be released for public use as soon as the software is fully tested.
Enrich	1. Continue local history programming and record stories about local people.	Report: One program was produced for the new biographical series <i>Iowa City People</i> . "Iowa City People: Steve Bridges" is available to stream from the ICPL website (video-stream.icpl.org). Additional interviews by Maeve Clark and Patty McCarthy are being scheduled.
	2. Recruit local historians to write history pieces for the local paper prior to WOW programming.	Report: This did not happen due to lack of time. We offered a significant amount of local history programming, including the 10 year anniversary of the tornado crowd sourcing project for the Digital History Project.
Goal 5: Technology		
Connect	1. Upgrade public internet workstations.	Report: The public Internet stations were updated. New workstations and monitors were installed. There were minor updates to software tools.
	2. Study wireless network upgrade options.	Report: We entered into a cooperative arrangement with the City of Iowa City ITS department to provide an improved wireless network. The equipment was installed and has been operating since February.
Engage	1. Expand offerings on the interactive table.	Report: ICPL commissioned a music-based game optimized for the interactive table as part of Music is the Word and it was installed in January. Kids can create small musical compositions by dragging icons from the edges of the table. Garden and space themes were added.
	2. Upgrade meeting room equipment.	Report: Meeting room upgrades are complete. All equipment and wiring was converted from analog to digital. Updated equipment includes cameras, projectors and switchers. There is improved functionality for patrons in Room A, including a new control panel, improved video conferencing, and wireless presentation.
Enrich	1. Virtual Branch: design virtual branch.	Report: Website design was delayed by staffing challenges. However, we did move ahead with a new software product that manages incoming "Ask A Librarian," meeting room requests, purchase requests, and social media questions was piloted in January. We call it the "Help Center." 250 reference, 139 chat, 302 meeting room, 64 general and 2 IT questions have been answered through this new service.
	2. Virtual Branch: complete upgrade of ICPL Event Manager.	Report: The Event Manager web team evaluated possible products to for this upgrade during FY16. Staff decided to rebuild Event Manager using an open source content management system. The new system is expected to be ready to use in early FY17.

	3. Virtual Branch: Improve the Local Music Project (LMP) website to make it more user friendly.	Report: The Local Music Project (LMP) web team evaluated the software platform called MUSICat to determine whether to build a new project on that platform. Technologically, this solution would be great for the LMP. However, there are concerns about the long-term viability of the company. We plan to rebuild the LMP in house during FY17 to incorporate new features and improve backend maintenance.
	4. Virtual Branch: Evaluate products to improve user experience with library catalog.	Report: All catalogs on the market, including vendor options and open-source options have benefits and drawbacks. We decided to improve the catalog we have. A new menu system was introduced to CatalogPro to provide consistent access to services for our users, such as interlibrary loan, purchase suggestion, and Ask a Librarian in May. Catalog users can also access other library collections, including the Local Music Project, the Digital History Project, and Channel 20 streaming video. The NoveList recommendations provide real-time availability information without needing to click on an individual title. The Catalog team is currently experimenting with VuFind, an open-source catalog product.
Goal 6: Space/Facilities		
Connect	1. Examine current outreach efforts, focus on those most needed.	Report: Staff assignments for outreach collection responsibilities were realigned and the changes are working well. 16 organizations benefit from ICPL providing materials to support either deposit collections or materials for community members who use the services of these organizations.
	2. Install HVAC software upgrades.	Report: The upgrades were completed. New functionality makes it easier to adjust room temperatures.
Engage	1. Plan for changes to 2 nd floor layout to support independent graphic novel collections.	Report: Planning is completed and the “big move” will take place at the end of August as originally scheduled. Re-cataloging began in late spring and is ongoing throughout the summer to have the collections ready to go. Magazine backfiles were weeded to provide space.
Enrich	1. Plan for bookmobile service.	Report: The City Council approved funding for Bookmobile operations. Staff hired a consultant to help with vehicle purchase and we are working on an RFP. A timeline has been set with the goal of introducing bookmobile service in spring 2017.
Goal 7: Staffing		
Connect	1. Conduct a job study (look at job descriptions/duties) and staff levels.	Report: Job study was completed. Every person who participated has seen their own report and an overall summary. Managers are reviewing tasks and time spent, to identify potential time savings to be used for bookmobile operations or other high priorities.
	2. Consider adding circulation functions to the Children’s Desk.	Report: An additional Self Checkout station was added to the Children’s Room in May. Customer service was improved by Children’s Services staff’s ability to help with circulation issues at the Self Checkouts in the Children’s Room.
	3. Evaluate staff support for technology assistance.	Report: Carryover to FY17.

Engage	1. Educate staff about the work of other departments.	Report: Children’s Desk permanent staff job-shadowed on the Help Desk. Public Relations and Marketing staff presented at the November All Staff meeting about PR/Marketing services at ICPL and how to access them. The Public Relations Specialist attended the November Selectors meeting to discuss how to promote collections and services.
Enrich	1. Determine most needed areas for training.	Report: Not completed systematically. All permanent staff are asked about their training needs during their annual evaluation. Almost every staff meeting involves some type of training based on perceived needs.
Goal 8: Funding		
Connect	1. Demonstrate the value of the library.	Report: We mailed an additional newsletter community-wide. Music is the Word programming raised the library profile. The new 1,000 Books Before Kindergarten program highlights the importance of reading to young children The lengthy bookmobile discussions with the City Council brought significant library service issues to the attention of many. We are planning a chart for the annual report that will describe the value of many specific library services.
Engage	1. Explore opportunities to fund additional staff for the Ellen Buchanan Children’s Room.	Report: Development Office staff and Foundation Board members contacted more than 30 donors this year to request larger contributions. Timing issues resulted in few results. The effort will continue as a talking point during the Foundation’s 25 th anniversary celebration next year.
Enrich	1. Advocate for using rental income funds to support book mobile service.	Report: City Council approved subsidized rent for ICAD MERGE lease, therefore rental income is not available for bookmobile support. Operational support for the bookmobile service was approved in the FY17 budget after several months of ongoing discussions with the City Council.