



Strategic Plan FY20: Goals

- 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

End of Year Report	
Goal 1: Public Awareness	
1. Keep public aware of library access issues related to Ped Mall construction.	ICPL staff attended every Friday business update meeting and wrote the media releases sent by the City of Iowa City to keep the community informed about detours and progress. Staff maintained a public bulletin board with project updates and created blog posts that were shared on social media. After the Ped Mall opening, staff participated in designing safety features related to the changed ground-scaping. Staff are part of the committee planning a Ped Mall opening celebration in May. (Opening celebration was delayed due to C19.)
2. Seek new ways to communicate with residents who do not receive library news and information through current outlets.	Information about the Library was shared through the City Manager’s Roundtable meetings. Information continues to be shared through mailings and posts at local laundromats and neighborhood grocery stores.
3. Undertake strategic planning process.	Community feedback sessions and an online and print survey were offered during December to identify community aspirations and ideas. Our strategic plan consultant was onsite for three days and assisted in the creation of a framework for our new plan. The plan was redrafted in June to address the realities of C19 and changing community needs.
4. Share information about no fines on Children’s and Young Adult collections and Student AIM Card.	Staff managed media shares with information about the new card, coordinated interviews with staff for local newspaper and television reporters, and collaborated with ICCSD to promote. We will continue this work in FY21.
5. Evaluate Annual Report format and consider options for sharing information with the community.	Delayed until FY21 to be informed by the new strategic plan and changes to board reporting procedures.
6. Evaluate participation in PrideFest and plan for future participation.	FY20 PrideFest was cancelled due to C19. ICPL staff look forward to participating in the next IC Pride celebration with programs, displays, and community events. Pride reading list bookmarks were created and distributed with mailed and curbside checkouts.

7. Begin planning for the Library's 125 <sup>th</sup> anniversary.	Programs and a display were developed for 12/3/19 to celebrate the 123 <sup>rd</sup> year at 123 S. Linn Street, providing an opportunity to gather ideas for a larger, yearly celebration. A committee will be appointed in the first quarter of FY21.
8. Highlight library databases and online learning portals on Social Media sites and Library website.	A new video was created by The Library Channel staff featuring information about online resources. The video has been shared on social media and other venues. Informational posts on two online resources ( <i>Consumer Reports</i> and <i>Gazette</i> archives) were featured on the website in July and October.
<b>Goal 2: Collaboration</b>	
1. Continue to work with Iowa City Community School District (ICCS), Coralville Public Library (CPL), and North Liberty Community Library (NLCL), to develop and introduce Access to Information and Materials (AIM) Library Cards for students in the ICCS.	The Student AIM Card was successfully introduced to ICCS students in December 2019. ICCS, CPL, NLCL and ICPL will continue to work together and evaluate the use and success of the card. A six-month update was given to the board. We will continue to monitor and evaluate.
2. Continue working with Iowa City and partners to implement Equity Toolkit measures.	Staff training related to de-escalation of patron behavior and engaging teen patrons has been offered to staff. A diversity audit of titles in our Young Adult collection began in the month of January. This audit determines if the breadth and depth of our collection reflects the diversity of our community. Once the audit is completed, we will identify areas for improvement and set goals for the collection. We will then begin audits of collections in the Children's Room.
3. Partner with Parks & Recreation to jointly plan several programs for teens.	Library staff met with Parks and Rec staff to discuss material sharing between the Digital Media Lab (DML) and the new Makerspace for adult and teen programming. Teen services staff from ICPL and Parks and Rec identified two programs (Cupcake Wars and DIY Bath Bombs) for IC Recreation to send their Teen Dynamics participants to. We planned to meet before SRP 2020 to plan additional joint events, but COVID-19 closures mean this will be pushed into FY21.
4. Work with City Public Works to put the history of bridges in IC on the Digital History Project.	Postponed to FY21.
5. Explore artist-in-residence in Digital Media Lab.	Literature review on artists-in-residence in libraries was started in FY20, will continue in FY21.
6. Work with Neighborhood Centers of Johnson County (NCJC) to strengthen Bookmobile services to elementary students.	Bookmobile staff met with NCJC staff multiple times to coordinate student use of the Bookmobile. We saw increased use at the after-school programs operated by the NCJC. The Student AIM card will help with student access to materials at these sites.
7. Work with partners to address food insecurity for people 18 and younger.	A gift of \$3,055 from Zion Lutheran Church Social Justice Committee was received to offer daily snacks in the Library. We will continue to evaluate the need for this type of offering and seek partnerships as appropriate. Staff reported that both children and teens were enthusiastic about the snack.

<b>Goal 3: Programs</b>	
1. Evaluate Lib Con as an annual event produced by the Library.	Staff met after the 2019 Lib Con and will continue to evaluate based on feedback and attendance. Due to COVID-19, the 2020 Lib Con was cancelled.
2. Evaluate Lobby Stop services.	Lobby Stop service has been well received by the four retirements residences served. We continue to negotiate service schedules with current and potential locations. We will re-evaluate our resources and goals before reopening in FY21 and create a plan for deeper analysis of lobby stop impacts.
3. Explore establishing programming series that engage patrons without homes	Initial feedback was collected during strategic plan community engagement conversations. Work will continue when we reopen.
4. Continue History Tour programming.	History Tours were being considered as part of Weber Days, but C19 cancellations ended that. Work will continue when we reopen.
5. Host a series of programs for adults aged 20-30.	Held as potential project for incoming Adult Services Coordinator; may be explored in FY21.
6. Expand resources and programming opportunities for English language learners.	A list of local classes and discussion groups for English language learners has been developed for the new Q & A section of icpl.org.
7. Evaluate Digital Media Lab (DML) programming and membership.	We reviewed past DML programs, brainstormed new classes, and encouraged other instructional staff to share their ideas. We are developing new ideas for programs and classes and expect to continue making plans and developing new promotional materials in FY21 or after we reopen. Membership parameters will be reviewed under FY21 goals.
8. Increase number of classes or workshops that focus on resource sustainability and climate change.	Two classes in Repair & Upcycle series scheduled, in cooperation with IC Recycling Center. Eco Film series continues with monthly films, cosponsored with Green Iowa AmeriCorps and IC Parks & Recreation. We will continue this work in FY21.
<b>Goal 4: Content</b>	
1. Evaluate buying practices for digital collections.	In response to new lending models and limitations imposed by publishers, selectors looked at cost per circ models and the repurchasing costs of eBooks and eAudio through OverDrive. Repurchasing criteria and purchasing procedures were created for the collection and were implemented in June. Information about meeting the needs of our patrons with digital collections during our closure is discussed in the addendum.
2. Plan for changes to availability of compact disc and DVD in marketplace.	We merged the three DVD collections in the Children's Room into one, reducing the size of the collection as circulation has dropped and fewer items are released on DVD as streaming services offer their own popular content. We have stopped cleaning compact discs and DVDs through our disc cleaner. If warranted, we will repurchase any scratched or damaged discs. A project to offer read-along books with digital readers to replace our compact disc collection will commence in FY21.
3. Consider digitizing city building permit collection and city directories.	Not completed. Potential FY21 project.

4. Continue work on preserving and digitizing institutional archives.	A collection plan was drafted and staff provided input on the draft. Before the closure, staff began an inventory, a list of needed supplies, and a list of questions to address. Further work on the project was hampered by the pandemic and will continue as staffing allows.
5. Increase streaming video options.	Hoopla and Acorn TV streaming video services were tested by staff members. Although the response to both products was positive, selectors decided to monitor the approved FY21 materials budget before expanding cost per circ streaming services.
6. Study availability of collections in response to changes in circulation policy.	When reviewing our percent checked out reports, an indicator of collection availability, there was no significant difference between the months we collected fines and the months we did not. In some cases, like young adult fiction and picture books, the differences are within a percentage point. In some months, there are more items on the shelves this year than last, the major exception being children's comics, which is a collection growing in popularity.
<b>Goal 5: Technology</b>	
1. Consider offering an interactive online readers' advisory service.	Staff Picks...for You, a new readers' advisory service will launch July 15, 2020. Patrons are invited to fill out a form indicating their reading interests and staff will provide 3-5 recommendations to the patron.
2. Explore adding scrolling Event Board e-sign for community events.	We have decided not to pursue this project because of the building closure and CAS staffing changes. This could be added back to a future plan once the building opens.
3. Explore options for broadening internet access to locations outside the downtown building.	Not completed. Broadening internet access does not appear to be emerging as a primary strategic direction for the next planning period.
4. Reevaluate current web design and conduct content audit.	This project has been pushed to FY21. The Web Specialist has been focusing on other projects related to the pandemic and building closure.
5. Make registration for reading programs easier.	The software company we work with is continually making updates. They recently rolled out a new way to let staff know they are entering a duplicate account.
6. Make checking out materials easier.	Not completed. Potential FY21 project.
7. Consider automatic renewal of materials.	Not completed. Potential FY21 project.
8. Migrate Digital History Project (DHP) content to new content management system.	Preliminary project planning has begun, including identifying desired features for the new site, cleaning up items in current system, and discussing migration with other libraries that worked on a similar project. Work on the project was delayed due to the pandemic. Potential FY21 project.
9. Complete upgrade to the library catalog.	Work on this project was delayed because of the pandemic. The new library catalog has been introduced to the staff. We are gathering feedback and making changes. We will start testing the catalog with patrons in the fall.
10. Develop a budget request to translate parts of the web site into identified languages.	Not completed. Potential FY21 project.

<b>Goal 6: Space/Facilities</b>	
1. Find improved parking location for the Bookmobile.	We are exploring options for this in partnership with other City departments.
2. Plan for re-flooring project.	An RFP and project timeline will be developed in the first half of FY21.
3. Plan for replacing public access computer workstations.	An RFP and project timeline will be developed in the first half of FY21.
4. Develop a plan for HVAC replacement.	Evaluation of current system and project scope was established; replacement timeline drafted.
5. Study building space needs, especially for Teen and Children's Services.	A facilities study and space audit will be part of the new strategic plan; this project will be postponed until new plan is operational.
6. Evaluate Library vehicle fleet and service needs.	Outreach staff will document existing vehicle availability and evaluate current outreach scheduling practices in FY21.
7. Conduct a building sign audit and plan for updates as needed.	Some signs were updated based on a request from the National Federation of the Blind of Iowa – Old Capitol Chapter, a group that routinely meets at ICPL. Lactation Room signage was changed to be more inclusive. A sign audit will be done as part of the new strategic plan.
8. Consider city's goal of "Promote environmental sustainability" when planning projects.	Environmental sustainability informed program design and supply procurement throughout the fiscal year. This will continue as we reopen services in FY21.
9. Evaluate current meeting room spaces.	Programming staff continue to document details of programs that draw audiences that exceed safe occupancy limits. Simulcasting and other strategies for maximizing program reach continue to be explored. A space audit will be part of the new strategic plan.
<b>Goal 7: Staffing</b>	
1. Offer and evaluate staff training program.	Not completed. Potential FY21 project.
2. Review public service desk time study and propose changes.	A group met to work on this task and decided to integrate the project into the new strategic plan. Meetings have been suspended pending decisions about how strategic plan work will proceed.
3. Explore circulation support offered away from the Help Desk and expand and/or provide training as needed.	<i>Staff training is planned for spring 2020.</i>
4. Evaluate Bookmobile staffing assignments and adjust as needed.	This is suspended pending strategic plan work.
5. If adopted by Board and City Council, work with City on hourly employee staffing changes.	The library was not affected by initial City Council staffing changes related to hourly staffing but has aligned with the City around C19 staffing impacts.
6. Research social workers in libraries.	Attended a webinar presented by Niles (MI) District Library prior to closure. Reviewed documents from PLA Social Worker Task Force. Work will continue in FY21.
<b>Goal 8: Funding</b>	
1. Determine possible funding sources needed for various projects/programs.	Shifting emphasis from use of unrestricted gifts for projects/programs to funding them with designated use. Partner grants could be explored in the next strategic plans for the Friends Foundation, and the library.

2. Explore funding opportunities related to outcomes of equity toolkit work.	Additional information is needed to determine the budget impact of eliminating fines on children’s and young adult materials, an initiative developed as a result of use of the Equity Toolkit. More impacts will be explored in the FY21 strategic plan.
3. Work with Friends Foundation Board to increase number and total raised through financial donations.	The COVID-19 pandemic resulted in the cancellation of four Friends Foundation fundraising events, including the historically most successful Looking Forward, which were scheduled in March-June. Sales at the Book End ended when it closed on March 13, 2020. Preparation of year-end financial reports is underway. The impact of C19 will be a large decrease in the total of financial contributions received.
4. Evaluate impact of no fines on Children’s and YA collections.	A six-month update on the impact of no fines on access to and availability of collections was submitted to the Board at the January meeting. Reporting will continue into FY21.
5. Consider extending no fines to all collections.	A six-month update and statistical/impact overview of our current partial fine-free model was included in the January Board packet. A more complete report was to be compiled after one year, but the C19 closure complicated that timeline and this reporting will continue into FY21.