



Strategic Plan FY18: Goals and Objectives

- 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 Final Report	
Goal 1: Public Awareness	
1. Continue to promote and celebrate Bookmobile services.	Report: National Bookmobile Day was celebrated on the Bookmobile each day during National Library Week with special sweet treats and giveaways. A special campaign was developed to promote after-work and lunchtime stops. Bookmobile schedule information was printed in Summer Reading Program materials for children. A bookmark with schedule information through Labor Day 2019 was created for distribution on the Bookmobile and in the Downtown Library. The Bookmobile was at the IC Parks and Recreation SteamFest and Juneteenth, and visited Weber, Twain, and Hoover Elementary schools in preparation for summer. Schedule information was distributed through the City's NextDoor notification system and messages were customized by neighborhood and nearby Bookmobile stop.
2. Improve print and online calendars.	Report: Webmaster created and customized our online calendar (calendar.icpl.org). The Bookmobile schedule was added as were safeguards to prevent double-bookings or exceeding room occupancy. The program registration system was enhanced. Plans are underway to integrate calendar information into the webpage as part of the Virtual Branch initiative. The Children's Room calendar was redesigned to conform to ICPL's branding. ICPL sponsored and co-sponsored events are segregated from Community events on our homepage, making it easier to find events.
3. Create marketing plan for new website and modules, including Event Manager, Local Music Project, and Digital History project.	Report: Local Music Project business cards and flyers were updated with new information and fresh graphics. A blog post about the redesign was promoted in social media venues. Created icons and graphics for the new ICPL homepage and will use in print, eSign, and other media to ensure uniformity in the icons we use in different venues.
4. Recognize Friends Foundation anniversary.	Report: The winter Window newsletter featured the impact of gifts to the Friends Foundation and a donation envelope. The effort was successful and will be repeated in FY19. Nearly \$400 was raised during a special community coin drive organized by Friends Foundation board members. Use of Friends Foundation stationery with the special 25 th anniversary logo continues. Photos of ICPL Friends Foundation fundraising events through the 25 years are featured on the Digital History Project (history.icpl.org)

5. Participate in Pride Parade.	Report: Library staff, family and friends participated in the 2018 Pride Parade on June 16. The Library provided flyers for an information table for the Pride Fest.
6. Raise awareness of patron's privacy and confidentiality.	Report: We launched a new Privacy and Confidentiality website that includes the main takeaways from our board policy, a chart on our records retention, and third party vendor privacy policies. Bookmarks and posters for the Lobby and eSigns were created to share this information throughout the building. All automated notices sent through the Integrated Library System were reviewed and link to the privacy webpage. Each month, letters with information about privacy and confidentiality are printed and mailed to teens reaching their 16th and 18 th birthdays. As part of ALA's Choose Privacy Week, we offered two classes on internet privacy and safety (one focused on parents and tweens).
8. Conduct a user survey of both downtown and Bookmobile users.	Report: A user survey was conducted in early March. Print surveys were handed out at designated times to people who entered the downtown building and also distributed on the bookmobile. An online survey was also available during this time. Of the 1300 distributed in the downtown building, 691 were returned, a return rate of 53%. A report was distributed to the board.
Goal 2: Collaboration	
1. Work with the City of Iowa City during Pedestrian Mall construction.	Report: Library staff met with City staff to plan how to share information about construction with community members. Our PR Specialist attends weekly construction updates and shares information with staff. Information is shared with the community via social media posts and a bulletin board near the first floor book return. Blog posts were created to let people know the Library remains open during construction and to help community members know where more up-to-date information may be found on the City's webpage. ICPL is managing the calendar for the pop-up shop outside of Library and some programming is planned for this space.
2. Collaborate with Antelope Lending Library.	Report: Antelope Lending Library staff decided they did not want to collaborate on a National Bookmobile Day 2018 program because of their need to use this event as a fundraiser for their services. We will continue to coordinate schedules to assure the bookmobiles are not scheduled at the same time at the same place.
3. Work with MERGE tenants and other STEAM partners to offer joint programs.	Report: : A partnership with Merge and protostudios, a rapid-prototyping facility, provided Iowa shaped pinhole viewers for summer programs and for the public to use to safely view the solar eclipse.
4. Provide an opportunity to share ICPL's story with international visitors at the annual meeting of the UNESCO Cities of Literature.	Report: Signs were posted in the building and a display was created to highlight all the Cities of Literature. Library staff personally welcomed the City of Literature visitors to the Library and invited them to tour the building.
5. Investigate other City of Iowa City services that may be offered on the Bookmobile.	Report: Staff consulted with the City of Iowa City Finance department. They do not wish to pursue this option due to concerns for staff safety and financial transactions away from the Library and City Hall.
6. Collaborate with the Obermann Center for the Obermann History Symposium 2018 Activism and Archives.	Report: We were one of the destination locations for the February 24 Archives Crawl in partnership with the Obermann Center and three other libraries and museums. We hosted eight presentations, six by ICPL staff. We also provided space for Friends of Historic Preservation, Historic Foodies, and the Johnson County Historical Society to highlight their resources and programs.

7. Collaborate with the Downtown District for the 2018 Block Party event, if 2017 event is successful.	Report: The Block Party was held June 23, 2018. The Library stayed open until 10:00 PM. Staff organized a video game tournament and we hosted the Children’s Museum light painting event for children. 2,650 people visited the Library during the Block Party.
8. Work with UI Biology Department to increase programming for DNA Day.	Report: We co-sponsored the DNA Festival of Genetics with the DNA Interest Group and the UI Biology Department on May 24. 30 attended the Festival and 27 attended the DNA Interest Group following the Festival.
9. Evaluate electronic collections partnerships.	Report: In response to the State Library’s changes to subsidized databases, we collaborated with Coralville and North Liberty libraries to negotiate pricing on EBSCOHost magazine index, reducing cost by \$1000 for Iowa City alone. This gave us the opportunity to evaluate and compare the State’s deal with Gale Infotrac to the EBSCO product. All three libraries will drop EBSCOHost in July, 2018. We compared other electronic collections offered individually by the three libraries and renegotiated as a consortium, saving money on Mango Languages and adding a children’s language resource, Little Pim. The New York Times website was added to our partnership in March.
Goal 3: Programs	
1. Offer programming for all ages about environmental sustainability.	Report: The Children’s Department has at least one program each month focusing on environmental sustainability, including a summer series called Earth Friendly Fridays, and will continue to offer programs this spring. 4 programs with an environmental emphasis were offered for everyone, including a film cosponsored by the City of Iowa City’s Recycling Center. Co-sponsored 8 Rapid Response History programs focusing on the environment with UI Department of History. Co-sponsored a Wonk Wednesday program with the UI Policy Center on environmental policy. Co-sponsored an environmental film with the Iowa City Landfill and Recycling Center.
2. Consider offering a Children’s Seed Library.	Report: With limited space and staff time in the Children’s Department, we decided against offering a seed library at this time. We will continue to offer a seed sharing program this spring with Project Green.
3. Present program on the 10 th anniversary of the flood, focusing on interviews.	Report: The 10 th anniversary of the flood program was not presented due to other competing flood programming initiatives in the area.
4. Plan programming around themes of social justice and racial equity.	Report: In January, the Children’s Department presented a Social Justice Film Festival and had a Family Service Project where children put together care packages to distribute to the homeless shelter. In June the Children’s Room sponsored a craft at Pride Fest, a Pride Display in the Children’s Room and presented a Drag Storytime in partnership with the IC Kings. Adult Services partnered with the Obermann Center on 3 Obermann Conversations about social justice. 5 programs were presented in partnership with the UI Public Policy Center, including two Wonk Wednesday programs, and three Equality, Opportunity, and Public Policy on topics of social justice and racial equity.
5. Plan to make STEAM Festival programming an annual event.	Report: The 2 nd annual STEAM Festival took place May 4-5, 2018. The HAVlife™ Foundation awarded a \$4,900 grant to purchase books for each child attending this year’s STEAM Festival. Nearly 800 students and families attended the 2 day festival. Attendance was down this year, because of difficulties with school participation due to their schedules.

6. Investigate At Home delivery options for places where US Postal Service does not support this service.	Report: We surveyed At Home patrons about preferences for returning materials, including US mail, remote book returns, and the Bookmobile. 9 patrons decided to switch their option away from the US Mail, which helps the Library save money on postage. The Library began offering Hold Delivery via CHOMP, a local food delivery company.
7. Evaluate new programming aimed at older teens.	Report: Teen programming continues at Tate Alternative school with book discussion group.
8. Review programming offered on Bookmobile.	Report: Summer 2018 Stories in the Park programs are well attended and feedback is positive. In June 2018, 918 people attended 11 programs offered in conjunction with the Bookmobile.
9. Expand history tour programming.	Report: On Saturday, May 5 th , as part of our annual Weber Days programming, we offered 2 walks following the path of the 1881Lizzie Hess murderer. The walk highlighted some of the changes in downtown Iowa City architecture. 27 attended the walks.
10. Develop procedures and make necessary building improvements to support three art shows per year in conjunction with Gallery Walks.	Report: Although the possible gallery space building project is not proceeding at this time, we did participate in the fall Gallery Walk, showcasing the Pelzer mural on loan from Longfellow School. We may highlight the newly hung Westgate collection in the summer or fall walk.
11. Plan a genealogy lock-in.	Report: The May 19 event featured presentations by 2 guest speakers before the lock-in. Staff were joined by members of the UI Personal Genome Learning Center to help the 34 attendees interpret their results from commercial DNA tests.
12. Honor Susan Craig's tenure at ICPL with the inaugural Chautauqua.	Report: We are not moving ahead with a Chautauqua event, but other events are in the planning stages.
Goal 4: Content	
1. Study costs and process for digitizing the Iowa City Press-Citizen.	Report: We contracted with Advantage Companies in Cedar Rapids to digitize early Iowa City newspapers from 1849-1924. Project will be completed and introduced to the public in July 2018. Advantage built a website so newspapers can be searched and browsed. This will be located on our Online Resources page.
2. Evaluate Bookmobile collections.	Report: Selectors looked at circulation from the summer and discussed overall impressions of the collection with Bookmobile staff at selectors meeting. A Bookmobile collection plan was developed, establishing parameters for ongoing selection. New workflows were established to identify new and in-demand titles to ensure they are available on the Bookmobile. Underperforming titles, including all of the EXPRESS collections, were weeded and evaluated for use in the downtown collection. Selectors observed Bookmobile stops during the months of January and February, asking questions of Bookmobile staff and sharing observations with the selection team.
3. Complete project to revamp Storytime Kit collection.	Report: New Read with Me Kits were introduced in September. The collection was reduced from 90 to 47 kits, with updated topics and contents. Each kit contains 5 books, an interactive toy/activity, and an activity sheet with rhymes, songs, and further reading so patrons can create their own storytime outside of the Library. All kits were repackaged using an easy to carry, see-through tote to make the kits more appealing and useful, and graphics were updated. Use of the kits increased 106% over last year.
4. Explore historical mapping project partnership.	Report: Digital History Project staff decided to focus on collecting and creating historical narratives for the website in FY19, rather than move ahead with a digital mapping project.

5. Strengthen local history collections in print and online.	Report: An inventory of current local history titles in circulating, reference, and storage was completed. Locally significant titles in the circulating collection were moved to the Iowa Reference or Storage collections. Staff cataloged and digitized the Westgate Collection of Original Children’s Book Art collection. This includes more than 50 pieces of original art by children’s book illustrators collected by Hazel Westgate, ICPL’s celebrated children’s librarian. We are working with Blick Art Supplies to change some elements of the framing, including the glass and backing to conform with new preservation standards. These changes will be completed by the October 2018 Gallery Walk. A digital exhibit of the collection will also be available in October.
6. Evaluate reference databases in response to State Library’s resource offerings.	Report: After evaluating use statistics, two underutilized reference resources were dropped in FY18. In FY19, we will not renew our access to EBSCOHost, ReferenceUSA, and Biography Resource Center.
7. Commemorate centennial anniversary of World War I on Digital History Project.	Report: We are not moving ahead with adding World War I information to Digital History Project this year. Other organizations, such as the State Historical Society of Iowa and the Johnson County Historical Society offer in-house and online collections on WWI for the public.
8. Evaluate interlibrary loan (ILL) and purchase suggestion changes.	Report: The number of purchase requests has dropped 12% from last year, a result of removing the ability to make an anonymous request, which used to make up 14% of all requests. The fulfillment rate rose to 76% from 64%, so when patrons make suggestions, we are more likely to add them to our collection. We are better able to monitor requests, communicate about selection, and follow up with patrons. Patrons save time because ILL and purchase suggestion requests are made through the same online platform. Interlibrary loan items borrowed for ICPL patrons have increased 7%.
Goal 5: Technology	
1. Transform the Computer Lab into a Digital Media Maker (DML) space.	Report: The Digital Media Lab opened in February with a limited number of resources available and formally on June 2. The Roy J. Carver Charitable Trust awarded a \$45,000 grant for its creation. Staff and partners from United Action for Youth and Public Space One highlighted the resources by creating books and music at the grand opening. Resources in the DML include large and hand-held scanners, color printing printers, Adobe Create Cloud Suite Software, a VHS converter, dual editing bays, and Reason Music software. 86 members have access to the DML with 20 members joining during the open house. 226 sessions were booked from March – June.
2. Complete work on Phase 2 Virtual Branch website:	
2.1 Complete improvements to and integrations between Event Manager, Local Music Project, Digital History Project, video and mobile app, and improve integration.	Report: The Local Music Project has been completely overhauled and integrated into our main site. Integration of video.icpl.org into the main site is almost completed. Staff are planning and reworking the blog. A new materials page was introduced.
2.2 Develop Community Associations app.	Report: We decided not to pursue this idea due to lack of interest from the community.
2.3 Develop and launch new personalized patron account interface.	Moved to FY19.

2.4. Release new reader's advisory webpage.	Report: A new staff picks page was introduced in early March, replacing the former blog model. The new site shares our collection with the public in a way that is visually appealing, allows staff to recommend individual titles, but also create lists of items that share a common theme, and personalizes the staff with an "about me" section, complete with reading interests. We reduced the amount of staff time needed to create and share recommendations, while ensuring it is easy for the public to view a staff pick and access the catalog for availability.
2.5 Add features to the ICPL mobile app. Possible features include live bookmobile information, local music streaming, account notifications, and video streaming.	Report: The platform that the mobile app runs on was upgraded during this fiscal year. Minor fixes and improvements were completed. No major patron features were included. Further enhancements may be possible in FY19.
3. Update catalog records to conform to Resource Description and Access cataloging standards.	Report: We contracted with Backstage to upgrade our records to RDA as well as oversee our cataloging authority work, which is the process of ensuring that author and subject headings in the catalog conform to the authorized terms used by the Library of Congress. We ran several test batches, determined needed changes and made exceptions for local practices. Work will be completed in July/August.
4. Explore upgrading Digital History Project content management system.	Report: Staff will upgrade the Digital History Project platform to Fedora/Islandora in FY19.
5. Upgrade the library catalog.	Report: Staff are working with an open-source catalog called VuFind. Basic catalog functions are in place and we are working to integrate OverDrive and other digital collection functions. New catalog will be introduced to the public in FY19.
6. Work with City of Iowa City to upgrade phone system.	Report: The phone system was upgraded successfully. ICPL staff worked with CIC staff and vendor to install and troubleshoot phones and set up features. Training was provided to staff.
7. Investigate ICPL-managed Ped Mall eSigns.	Report: The concept has been discussed with the Downtown District and City staff working on Ped Mall designs. The District is interested, but feasibility and cost are concerns.
8. Investigate ICPL-hosted community event hub.	Move to FY19
Goal 6: Space/Facilities	
1. Upgrade Computer Lab to offer more flexibility and greater capacity.	Report: The Digital Media Lab opened in February with limited resources available and formally opened on June 2. The increased space, laptop computers, 2 screens, and greater room flexibility allows for multiple users to work simultaneously. The movable tables and laptops allowed for the expanding the Volunteer Income Tax Assistance service and increased the number of children who can participate in Minecraft. The Archives Crawl, the DNA Festival of Genetics, and the Genealogy Lock-In used the DML.
2. Work with the City of Iowa City to identify long term storage location for the Bookmobile.	Report: The Bookmobile was stored inside on cold weekends during the winter. City Equipment Division staff are concerned about the number of hours the on-board heaters are used during the winter. We reminded them we need a permanent option for indoor Bookmobile storage.
3. Make changes necessary to support new gallery, if approved.	Report: The Library Board decided not to pursue a gallery at this time.
4. Consider changing Saturday hours to 9:00 am to 5:00 pm.	Report: The user survey conducted in March asked what Saturday hours people preferred and fewer than 15% of the respondents supported the 9-5 hours.
5. Plan for re-working old Checkout Desk area.	Report: We are considering options.

6. Respond to ICPLFF Board recommendations from Book End study.	Report: Possible installation of shelves to sell used materials at former first floor check-in area will be explored in FY19 with payments to be made to an attached locked box. The ICPLFF Board accepted the Book End Committee recommendations to continue store operations inside the ICPL with volunteer staff. Weekend store hours were reduced by 1.5 hours effective January 1, to better utilize volunteer availability. FY19 Friends Foundation budget includes funds allocated for Book End advertising.
7. Plan for necessary elevator upgrade in FY19. (note: our 1981 elevator, the staff one, is analog and will no longer be maintained sometime in 2019)	Report: This project is funded in the FY19 budget.
8. Review Bookmobile schedule.	Report: Alexander and Weber elementary schools were added to the summer schedule as well as Bickford Senior Living. Attendance at the Weber stop has averaged 50 people each day for the 45 minute stop. We've worked closely with the Neighborhood Centers of Johnson County staff who oversee programs at Mark Twain, Grant Wood and Alexander elementary schools to increase use at those stops. The Mark Twain stop is consistently busy (25+ students at each stop) and we believe use of this stop will increase in the fall. We have seen a small increase in use at Grant Wood in June. Before June we served fewer than 10 people each time we were at Grant Wood elementary.
9. Determine guidelines for when the Bookmobile will be at special and pop-up events.	Report: The Library Board adopted an Outreach Policy to give guidelines for when the Bookmobile will be at special and pop-up events.
10. Provide more appealing space for upper elementary children in the Children's Room.	Report: The Tween Center officially opened on December 7, 2017.
Goal 7: Staffing	
1. Update departmental-level procedures and make accessible in a shared online location.	Report: Staff have made significant progress in documenting procedures and workflow in the Collection Services department. A departmental wiki was developed to upload documentation and we are currently working to convert documents to this format. This project will be completed by December 2018.
2. Evaluate Bookmobile summer Fridays and plan for staffing if continued.	Report: The Bookmobile is serving three Friday stops this summer including Mercer Park, Breckenridge Estates, and Cole's Community on Riverside Drive. We are augmenting Bookmobile staff by rotating a few Help Desk staff members onto Bookmobile shifts. Help Desk staff have the ability to support circulation of materials but are not licensed and trained to drive the Bookmobile.
3. Review scheduling changes resulting from bookmobile service.	Report: We have a better idea of the time it takes to support Bookmobile services. Internally, we've trained staff not assigned to the Bookmobile to support behind-the-scenes circulation functions. The behind-the-scenes work takes more time than anticipated and are evaluating options for staff who may be assigned to do this work.
4. If budget allows, hire a digital media lab intern to increase lab hours and to increase class offerings.	Report: Hired an intern in May who staffs the Digital Media Lab 15 hours a week. She orients new members and assists members with projects and prepares curriculum for new classes as well as documenting procedures.
5. Provide staff training in the area of privacy and confidentiality.	Report: Issues have been discussed several times at Help Desk and Switchboard meetings and new materials have been prepared for the public. Staff received training at the May All Staff meeting to coincide with Choose Privacy Week.

6. Work with Library Board to begin hiring process for new library director.	Report: A consultant to assist in the process has been hired. A board search committee has been appointed. A site visit from the consultant is planned in July.
Goal 8: Funding	
1. Create a series of brief promotional videos to reach donors and potential donors.	Moved to FY19.
2. Respond to City of Iowa City budget issues.	Report: Our FY18 budget appears to be safe from last minute state budget cuts (that would affect the City's overall budget). The FY19 draft budget includes most items requested.
3. Friends Foundation 25 th anniversary.	Report: Positive community response to requests for contributions to launch the next 25 years means Friends Foundation income is on track to surpass budget. New and returning donors gave generously to all solicitation efforts including the special winter Window, monthly fundraising special events, and business partnerships.
4. Partner with City of Iowa City Parks and Recreation Department on joint fundraiser to benefit children.	Report: While a joint fundraising event is a future possibility, it is not an immediate goal due to other planning priorities for both departments. The joint golf event was cancelled before it occurred in September 2017 due to slow registrations.
5. Submit an ALA Freedom to Read grant application to support special Carol Spaziani Intellectual Freedom Festival programming.	Report: The ALA Freedom to Read grant cycle changed and the new deadline passed before we could submit an application. No FY19 grant application was submitted due to another ALA change in the process.
6. Study impact of children's fines policy on library use and revenue.	Report: The impact of fines on children will be studied in FY19 as a part of the Equity Toolkit project.