Iowa City Public Library

Strategic Plan FY19: 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 Report	
Goal 1: Public Awareness	
1. Evaluate ways we communicate with our community and improve information delivery to identified populations.	Additional information was translated into Spanish, Arabic, French, Swahili, and Chinese including Summer Reading Program children's gamecards, No fines on Children's & Young Adult materials beginning 6/1, and ICPL Bookmobile FAQ. Translated information was added to the ICPL webpage and distributed at area ethnic grocery stores, neighborhood nenters, Resurrection Church, and Laundromania laundromats. 130 packets of information about the Library were sent to community organizations to post on bulletin boards and other public venues. A new eNewsletter, Shelf Talk," which focuses on sharing information about ICPL collections debuted in January.
2. Introduce the new Library Director to the community.	Information about Carman was featured in the Spring/Summer edition of The Window and the Volunteer Recognition event was promoted as a special opportunity to meet Carman. The Friends Foundation hosted a community Meet & Greet in May. Staff helped arrange for Carman to speak with local service club members and residents of Oaknoll.
3. Share Library information at PrideFest.	The Library was recognized as a PrideFest sponsor this year, which included an ad in the Pride Week guide. Our Graphic Designer created a version of the ICPL logo in rainbow colors as a part of the ad. The Bookmobile was at the Pride Picnic on Friday and the Vendor Fair on Saturday. More than 20 staff members and friends/family walked in the Pride Parade. We hosted Drag Queen Storytime at the Library and published LGBQTIA+ collection lists on our Staff Picks page, highlighted by a scrolling banner on the homepage.
4. Work with Cedar Rapids Public Library and other corridor public libraries raise awareness about area libraries.	Staff attended Corridor Libraries Connect bi-monthly meetings and planned for ways corridor libraries could work together to advocate for, and share, information about local public libraries. The #CorridorReads partnership, begun in 2018 with Cedar Rapids Public Library, continues with Marion, Swisher, and Ely Public Libraries joining the project.

5. Work with City of Iowa City Communications Staff to share information about Ped Mall reconstruction.	Staff attended weekly meetings and wrote blog and social media posts to share that, "The Library is OPEN during construction." There was an article about the reconstruction project in the Spring/Summer edition of The Window and in eNewsletters. Staff maintained a bulletin board with project information and updates located in front of the west Ped Mall doors when they were closed due to construction.

Goal 2: Collaboration	
1. Evaluate service area restrictions and online library card sign-up for digital collections.	OverDrive's Instant Digital Card program was discussed at the October Digital Johnson County meeting. Peer libraries offering the digital card were contacted about their experience with the program; responses are currently being collected. A decision about joining the program will be made in the spring.
2. Explore collaboration with schools and Public Libraries of Johnson County to create a single use student library card that serves multiple library locations.	Meetings with Kristi Harper from the ICCSD and staff from the North Liberty Community Library and Coralville Public Library have taken place. The Student AIM card is the result of these meetings and will be implemented in August.
3. Consider a collaboration/partnership to provide a series of programs focused on effective parenting and how children learn.	We are still in the consideration phase and determining what the program series will focus on and who our partners will be.
4. Collaborate with Obermann Center for the Obermann History Symposium 2019 focusing on disabilities.	ICPL hosted a number of sessions which were aired live on Channel 10 and added to the Library's collection.
5. Investigate collaboration with Elder Services or other agencies to improve access for At Home services.	We focused on the Lobby Stop pilot program, improving access for At Home and aging patrons who live at the four sites served. As of June 11, 359 people visited a Lobby Stop and 335 items were checked out. Staff offered four Tales & Travel memory programs each month at five different facilities. Staff contributed information about the Tales & Travel program to "On the Go with Senior Services: Library Programs for Anytime and Anyplace," a forthcoming publication from Libraries Unlimited, expected in January 2020.
6. Work with City and other partners to implement the Racial Equity Toolkit initiatives.	Equity Toolkit work was completed and final reports written for the City's Office of Equity and Human Rights.

Goal 3: Programs	
1. Contribute programming to RAGBRAI and Downtown Block Party events.	There were two events, an open-video play, with 150 participants. Jason Snell, a mind musician, attended by 50 people.
2. Participate in fall Gallery Walk to share refurbished Hazel Westgate collection.	Done.
3. Evaluate future of the Children's Gardens with Ped mall redesign.	Area is currently under construction.
4. Evaluate Special Access Browsing Hour.	Meetings between the Library and the Iowa City Autism Community Group are scheduled. We hope to offer an online survey to their group in January.
5. Increase classes offered in Digital Media Lab (DML).	13 new classes were developed. 25 classes were offered in the second half of the fiscal year.
6. Continue history tour programming, including taping of tours if possible.	History tour programming was postponed until 2020.
7. Evaluate STEAM Fest and Comic Con as ongoing annual events.	Lib Con was very successful with more than 700 people attending. Our 2nd Lib Con event will be held August 10, 2019.

8. Evaluate use of Project Outcome to measure the impact of library programming on patrons and the community.	Staff are evaluating the use of Project Outcome with the new director and making plans for future outcome measurement.
Goal 4: Content	
1. Digitize historical Iowa City newspapers.	The site contains 55 newspaper titles and 141,840 newspaper pages that are browsable and keyword searchable.
2. Ensure collection development reflects changes in circulation and marketplace.	Five years of data comparing collection budget allocations, circulation, and collection size was compiled and shared with the selection team to identify trends. Selectors will identify needed changes to the collection plan and future materials budget in the coming months.
3. Evaluate streaming video service.	At the beginning of January, we moved the credit limit to 10. Overall, 81.9% of Kanopy users were satisfied.
4. Add experience kits that provide resources to engage in activities or projects, such as birdwatching or stargazing.	Kits were introduced in February thanks to a generous grant from the Community Foundation of Johnson County. 21 Discovery Kits were added: 10 for children and 11 for adults.
5. Add a platform to the Digital History Project (DHP) to collect and record local history stories.	IT installed the Islandora/Fedora system to move local history articles from the blog to the Digital History. Blog posts that would work well on the DHP were identified.
6. Evaluate Library's institutional archives and plan for long-term selection, preservation, and digitization.	A collection plan is currently being written to explain the purpose of the archives, identify what we preserve, the formats we have, and who has access to it. Nancy Kraft from the University of Iowa Libraries evaluated the archives and our current workflow and helped identify areas for focus.
7. Consider use of MOBIUS or similar system to offer easy access to off-site collections and improve delivery of materials between libraries.	MOBIUS was researched and determined to be unnecessary at this time. We have benefited from the affordability and convenience of working with Chomp delivery service to transport materials between local libraries.
Goal 5: Technology	
1. Upgrade Digital History Project content management system.	The Islandora/Fedora, an open-source software platform for digital collections, was installed and configured. A sample collection to add to the site has been identified. Work will continue into FY20 with migrating the digital collections.
2. Review Bookmobile technology.	A television monitor and laptop were replaced due to wear and tear this year. We evaluated changes to strengthen the Bookmobile Wifi signal and made some modifications.
3. Consider additional resources for Digital Media Lab.	Classes using the virtual goggles and the WACOM drawing pads were created and offered.
4. Consider an online community calendar	Preliminary meetings were held.
5. Complete upgrade to the library catalog (Virtual Branch).	A working group established a set of features and requirements. A working prototype is in place and is being used for development and testing. We will get feedback from staff in the next calendar year.
6. Develop and launch new personalized patron account interface (Virtual Branch.)	The patron interface is part of the library catalog upgrade project above and is being implemented along the same timeline.
7. Evaluate library hold delivery via CHOMP.	Staff began using CHOMP for North Liberty Community Library Open Access returns because of the significant cost savings of using CHOMP Use of CHOMP by the community for holds delivery is low.
8. Begin discussion of a multi-library ILS system that includes ICPL.	Discussion has been tabled.

9. Consider sending notices via text message.	Staff resources have focused on catalog improvements. If warranted, we will implement text notification as a part of the catalog project. A decision will be made in the spring.
10. Formalize and document PCI Compliance.	A working group has been established and is reviewing PCI compliance documentation toward creation of a policy and procedures.
11. Prepare for end of Channel 20	A press release announced the cessation of Channel 20 on April 2. Programs are now shared live and available via the *thelibrarychannel*, ICPL's YouTube channel.
Goal 6: Space/Facilities	
1. Investigate the need for a dedicated outreach vehicle.	An outreach vehicle would be particularly useful when preparing and executing Stories in the Park programming in the summer, especially if supplies to support the program would be available in the vehicle. When staff visited school sites to preregister kids for SRP in the spring of 2019, there were 2 occurrences where a different vehicle had to be used because the travel van had been reserved for an outreach event. With the possibility for the Bookmobile housed further from the Library in the future, we anticipate more need for a travel/outreach vehicle or different scheduling of the Maintenance Van and Travel Van.
2. Plan for replacement of public access computer workstation furniture.	Funding for this project is now in FY22, so this should be moved to FY20.
3. Repurpose old Circulation Desk space and address holds shelves available.	Remodeling was completed and features additional space for holds, space for book sales from The Book End, and library card registration. A new display to highlight book club kits, circulating equipment, and Discovery kits will be added soon.
4. Identify areas that need to be re-carpeted; update budget for replacement.	This project is now in the City 2022 CIP budget; move this objective to FY20.
5. Work with the City of Iowa City to identify long term storage location for the Bookmobile.	The cold winter was hard on the Bookmobile; the heat did not work on many occasions. All concur an indoor storage location in the winter would help. Staff have discussed indoor parking with City of Iowa City Equipment Division staff and we hope to have an indoor storage location for the 2019/2020 winter season.
6. Plan for replacement of the toddler, CD, and puzzle shelving in the Children's Department.	A budget request was made for FY20. Budget request was not approved in operating budget.
7. Replace HVAC components in the FY19 CIP budget.	This project is complete.
8. Install generator backup for server room.	This will be completed before the end of the fiscal year. We needed to replace the HVAC components first.
Goal 7: Staffing	
1. Assist the Board as needed in the hiring of a new library director.	New Director hired.
2. Develop a transition plan including Board and staff to work with the new director, including a feedback process after six months.	The Transition Committee was disbanded in June.
3. Identify training needs; offer training.	The staff training group will be established in FY20.
4. Evaluate Bookmobile summer Fridays and plan for staffing if continued.	Staff trained to work on the Help Desk are rotating through the summer 2019 Bookmobile schedule to support the five-day-a-week summer operations. Hiring a Bookmobile Aide has helped with keeping the Bookmobile stocked with materials and rotating

	collections, freeing up staff time to work on other Bookmobile support tasks.
5. Investigate staffing levels at public service desks.	A time study was completed in May. Staff will meet to review the data and make recommendations before the fall schedule period.
6. Assist the City as they address wages for hourly workers.	This information was provided during the budget process. The City Council approved a city-wide starting wage of $11.50 beginning July 1, 2019. The goal is to raise the starting wage to $15.00 over three years. New hourly pay plan will take effect 7/1/19.
7. Formalize personnel procedures with City Human Resources staff.	Administrative/Confidential staff, all librarians, and a few departments have moved to the web-based time keeper. Will continue moving other departments to the KRONOS system through FY20.
Goal 8: Funding	
1. Advocate for public and private funding support.	Successful fundraising events and other activities done by the members of the Board of Directors of the Friends Foundation and library Development Office staff generated more than $500,000 in Fiscal Year 2019.
2. Introduce series of brief promotional videos to reach donors and potential donors.	Other Friends Foundation priorities in Fiscal Year 2019 resulted in the postponement of this project until next year.
3. Introduce the Wade Society to recognize long time and legacy donors.	The Friends Foundation hosted legacy donors who are members of the Wade Society on March 30, 2019 for a unique program to unveil historic maps of Iowa City, now displayed on the library's second floor. Maeve Clark, ICPL Adult Services Coordinator, was the featured speaker to a group of 89 supporters.