



## 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

Goal 1: Public Awareness
1. Evaluate ways we communicate with our community and improve information delivery to identified populations.
2. Introduce the new Library Director to the community.
3. Share Library information at PrideFest.
4. Work with Cedar Rapids Public Library and other corridor public libraries raise awareness about area libraries.
5. Identify opportunities to share Bookmobile information with new audiences.
6. Work with City of Iowa City Communications Staff to share information about Ped Mall reconstruction.
7. Share information about Ped Mall reconstruction.
Goal 2: Collaboration
1. Evaluate service area restrictions and online library card sign-up for digital collections.
2. Explore collaboration with schools, City of Iowa City, Public Libraries of Johnson County and other cities to create a student ID that serves multiple functions such as a library card, bus pass, and recreation facilities pass.
3. Consider a collaboration/partnership to provide a series of programs focused on effective parenting and how children learn.
4. Investigate collaboration with Elder Services or other agencies to improve access for At Home Services.
5. Work with City and other partners to implement the Racial Equity Toolkit initiatives.
Goal 3: Programs
1. Contribute programming to RAGBRAI and Downtown Block Party events.
2. Participate in fall Gallery Walk to share refurbished Hazel Westgate collection.
3. Evaluate future of the Children's Gardens, with Ped Mall redesign.
4. Evaluate Special Access Browsing Hour.
5. Increase classes offered in Digital Media Lab.
6. Continue history tour programming, including taping of tours if possible.
7. Consider use of a volunteer host for video biographical interview shows or similar series.
8. Evaluate STEAM Fest and Comic Con as ongoing annual events.
9. Evaluate use of Project Outcome to measure the impact of library programming on patrons and the community.
Goal 4: Content
1. Digitize historical Iowa City newspapers.
2. Ensure collection development reflects changes in circulation and marketplace.
3. Evaluate streaming video service.

4. Add experience kits that provide resources to engage in activities or projects, such as birdwatching or stargazing.
5. Add a platform to the Digital History Project to collect and record local history stories.
6. Commemorate centennial anniversary of World War I on Digital History Project.
7. Evaluate Library's archives and plan for long-term selection, preservation and digitization.
<b>Goal 5: Technology</b>
1. Upgrade Digital History Project content management system.
2. Review Bookmobile technology.
3. Consider additional resources for Digital Media Lab.
4. Consider an online community calendar
5. Complete upgrade to the library catalog (Virtual Branch).
6. Develop and launch new personalized patron account interface (Virtual Branch.)
7. Evaluate library hold delivery via CHOMP.
8. Evaluate Beanstack program software used for SRP and 1000 Books Before Kindergarten registration.
9. Consider sending courtesy notices via text message.
10. Formalize and document PCI Compliance.
11. Plan for the end of Channel 20.
<b>Goal 6: Space/Facilities</b>
1. Investigate the need for a dedicated outreach vehicle.
2. Plan for replacement of public access computer workstation furniture.
3. Repurpose old Circulation Desk space and address Holds shelves available.
4. Identify areas that need to be re-carpeted; update budget for replacement.
5. Work with the City of Iowa City to identify long term storage location for the Bookmobile.
6. Plan for replacement of the Toddler, CD and Puzzle shelving in the Children's Department.
7. Replace HVAC components in the FY19 CIP budget.
8. Install generator backup for server room.
<b>Goal 7: Staffing</b>
1. Assist the Board as needed in the hiring of a new library director.
2. Develop a transition plan including Board and staff to work with the new director, including a feedback process after six months.
3. Identify training needs; offer training.
4. Evaluate Bookmobile summer Fridays and plan for staffing if continued.
5. Investigate staffing levels at Public Service Desks.
6. Assist the City as they address wages for hourly workers.
<b>Goal 8: Funding</b>
1. Advocate for public and private funding support.
2. Introduce series of brief promotional videos to reach donors and potential donors.
3. Introduce the Wade Society to recognize long time and legacy donors.