



Strategic Plan FY21-FY23: Goals and Objectives

Context

This is an unprecedented time for the Iowa City Public Library. The COVID-19 pandemic triggered an unexpected closure and subsequent phased reopening of the library. National and local Black Lives Matter activism has brought racial injustice and systematic, institutionalized racism into focus in new ways. There is a sense of urgency and unrest as the community struggles to navigate a complex intersectionality of challenges, even before the economic impacts of these challenges are fully realized.

In an effort to face, embrace, and harness the energy in our agency and community, this plan will focus on three strategic priorities: recovery and renewal following the COVID-19 closure, focus on community aspirations, and resource management. Honing in on these themes allows the library to maximize our impact while remaining flexible and responsive. ICPL commits to leading the community in future-focused service design and delivery; we will champion the challenges we face as a community and leverage our power as a public library to make Iowa City a better place for everyone.

Mission

The Iowa City Public Library is a center of community life that connects people of all ages with information, engages them with the world of ideas and with each other, and enriches the community by supporting learning, promoting literacy, and encouraging creativity.

Values

Access: We believe quality library and information resources should be readily available and equally accessible to all.

Belonging: ICPL is for everyone.

Collaboration: We strive to extend our effectiveness through strategic partnerships.

Community: We respond to community needs and understand that the free exchange of diverse ideas invigorates the community, stimulates personal growth, and fuels the economy.

Enjoyment: We celebrate creativity and the joy of reading.

Intellectual Freedom: We respect the right to privacy and encourage people to freely access and explore ideas.

Literacy: We believe reading is a gateway to knowledge.

Goal 1: Recovery and Renewal following the COVID-19 Closure

Objectives
1. Reimagine ICPL in the community: Evaluate the services we offer and the ways we offer them.
2. Identify carry-over goals from third and fourth quarters of FY20 strategic plan to FY21 plan; create new timeline for completion.
3. Prioritize public health and safety in designing and delivering library services
4. Assess and implement improved internal networks for individual, departmental, and group/team communication.

Goal 2: Focus on Community Aspirations

Objectives
1. By FY2022, commit at least 30% of resources allocated to programming, outreach, and collections to services for and with Black, Indigenous, and People of Color (BIPOC).
2. Identify and address human resources and employment-related barriers to establishing a workplace that reflects the community.
3. Establish new ways for the community and library to communicate, including web-based, in-person, and postal mail options.
4. Create a programming infrastructure for community-led, library-funded programs, with an emphasis on historically underrepresented, marginalized, and historically oppressed populations.
5. Review select policies, procedures, and practices with community representatives focusing on restorative justice.
6. Seek alternatives to calling the police for violations of the Library Use Policy that can be addressed through mediation and restorative justice.
7. Partner with other City departments and community groups to create a comprehensive, sustainable, shared response to behavior issues.
8. Prioritize access to information and materials related to community priorities like equity, antiracism, and First Amendment rights.

Goal 3: Resource Management

Objectives
1. Meet current and anticipate future community needs with intentionally-collected input from the community, library staff, public librarianship trends, adjacent professional fields, and other sources of inspiration.
2. Communicate proactively and consistently; maintain transparency in decision-making and process internally and externally.
3. Ensure all ICPL employees, volunteers, and donors are ready to champion the changing work of librarianship; seek and allocate resources to build and maintain readiness and resiliency for staff and volunteers.
4. Make choices informed by data, evidence, and research; practice assessment and evaluation.
5. Perform a building audit to determine whether spaces are compatible with current and changing needs.
6. Proactively maintain an efficient, functional, clean building and take pride in our physical spaces.