



## 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

Goal 1: Public Awareness
1. Keep public aware of library access issues related to Ped Mall construction.
2. Seek new ways to communicate with residents who do not receive library news and information through current outlets.
3. Undertake strategic planning process (new plan adopted June 2020, goes into effect July 1, 2021).
4. Share information about no fines on Children's and Young Adult collections and Student Aim Card.
5. Evaluate Annual Report format and consider options for sharing information with the community.
6. Evaluate participation in PrideFest and plan for future participation.
7. Begin planning for the Library's 125 <sup>th</sup> anniversary.
8. Highlight library databases and online learning portals on Social Media sites and Library website.
Goal 2: Collaboration
1. Continue to work with Iowa City Community School District, Coralville Public Library and North Liberty Community Library to develop and introduce Access to Information and Materials (AIM) Library Cards for students in the ICCSD.
2. Continue working with Iowa City and partners to implement Equity Toolkit measures.
3. Partner with Parks & Recreation to jointly plan several programs for teens.
4. Explore artist-in-residence in Digital Media Lab.
5. Work with Neighborhood Centers of Johnson County to strengthen Bookmobile services to elementary students.
6. Work with partners to address food insecurity for people 18 and younger.
Goal 3: Programs
1. Evaluate Comic Con as an annual event produced by the Library.
2. Evaluate Lobby Stop services.
3. Explore establishing programming series that engage patrons without homes
4. Continue History Tour programming.
5. Evaluate Digital Media Lab programming and membership.
6. Increase number of classes or workshops that focus on resource sustainability and climate change.
Goal 4: Content
1. Evaluate buying practices for digital collections.
2. Plan for changes to availability of compact disc and DVD in marketplace.
3. Consider digitizing city building permit collection and city directories.

4. Continue work on preserving and digitizing institutional archives.
5. Increase streaming video options.
6. Study availability of collections in response to changes in circulation policy.
<b>Goal 5: Technology</b>
1. Consider offering an interactive online readers' advisory service.
2. Explore adding scrolling Event Board e-sign for community events.
3. Gather information and produce a report on Broadband usage and access that can be used as a basis for evaluating whether "broadening Internet access for Iowa City" should be a major FY21+ strategic planning initiative.
4. Reevaluate current web design and conduct content audit.
5. Make registration for reading programs easier.
6. Explore interest in joint catalog with local public libraries.
7. Make checking out materials easier.
8. Consider automatic renewal of materials.
9. Migrate Digital History Project content to new content management system.
10. Complete upgrade to the library catalog.
11. Develop a budget request to translate parts of the webpage into identified languages.
<b>Goal 6: Space/Facilities</b>
1. Find improved parking location for the Bookmobile.
2. Plan for re-flooring project.
3. Plan for replacing public access computer workstations.
4. Develop a plan for HVAC replacement.
5. Study building space needs, especially for Teen and Children's Services.
6. Evaluate Library vehicle fleet and service needs.
7. Conduct a building sign audit and plan for updates as needed.
8. Consider city's goal of "Promote environmental sustainability" when planning projects.
9. Evaluate current meeting room spaces.
<b>Goal 7: Staffing</b>
1. Offer and evaluate staff training program.
2. Review public service desk time study and propose changes.
Explore circulation support offered away from the Help Desk and expand and/or provide training as needed.
4. Evaluate Bookmobile staffing assignments and adjust as needed.
5. If adopted by Board and City Council, work with City on hourly employee staffing changes.
6. Research social workers in libraries.
<b>Goal 8: Funding</b>
1. Determine possible funding sources needed for various projects/programs.
2. Explore funding opportunities related to outcomes of equity toolkit work.
3. Work with Friends Foundation Board to increase number of donors and total raised through financial donations.
4. Evaluate impact of no fines on Children's and YA collections.
5. Consider extending no fines to all collections.