

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).
Goal 2: Collaboration
1. Continue to work with public school administration and librarians to develop a single library card and improve library access for school-aged children.
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. Work with City Public Works to put the history of bridges in IC on the Digital History Project
Goal 3: Programs
1. Promote the new public gathering spaces (Ped Mall) through programming.
2. If considered, implement collaboration/partnership to provide a series of programs focused on effective parenting and how children learn.
3. Repeat Comic Con if it is a success (in 2018) and resources are available.
Goal 4: Content
1. Evaluate changes to collection buying practices.
2. Plan for changes to availability of compact disc and DVD in marketplace.
3. Consider digitizing city building permit collection.
4. Continue work on preserving and digitizing institutional archives.
5. Consider destination collections, such as "Poetry," and "Short Story."
6. If budgeted implement MOBIUS or similar service.
Goal 5: Technology
1. Consider offering an interactive online readers advisory service.
2. Evaluate the Children's Room Technology; iPads, computers, touch table and plan for replacements.
3. Offer community calendar (VB).
4. Explore options for broadening internet access to locations outside the downtown building.
5. Upgrade VB content management system to latest version.
7. Reevaluate current web design and conduct content audit.
8. Consider developing custom application to manage reading programs such as Summer Reading Program, Winter Reading Program and 1,000 Books Before Kindergarten..
9. If interest exists begin planning for joint ILS system.
10. Evaluate Beanstack program software used for SRP and 1000 Books Before Kindergarten registration.

11. Plan for the end of Channel 20.
Goal 6: Space/Facilities
1. Discuss with City staff possibilities for improved parking locations for the Bookmobile.
2. Begin major re-carpeting project, replace public access computer workstations. Plan for additional re-carpeting as funding allows.
3. Develop a plan for HVAC replacement.
4. Study building space needs, especially for Children’s Services.
Goal 7: Staffing
1. Evaluate staff training program; adjust if changes needed.
2. Develop a transition plan including Board and staff to work with the new director, including a feedback process after six months.
3. Conduct staff time study.
Goal 8: Funding
1. Respond to funding 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 financial donations.