



Strategic Plan FY17: End of Year Report

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	
Connect	<p>1. Use gift support to add a third edition of The Window. EOY Report: A third edition of The Window was mailed in early December to residences in our service area. We printed 52,995 copies for distribution.</p>
	<p>2. Plan an event for National Bookmobile Day in April 12, 2017. EOY Report: The Bookmobile arrived on April 12, just in time for National Bookmobile Day. 400 people attended the National Bookmobile Day event at Mercer Park. The party included live music, arts & crafts, face painting, and other activities. Many community partners and City of Iowa City departments joined in the fun. City departments included Police, Fire, Parks & Recreation, and Refuse/Recycling. We distributed nearly 400 book bags with the Antelope Lending Library (ALL) and ICPL logos together with schedules for both ALL and ICPL Bookmobile summer schedules.</p>
	<p>3. Re-brand Digital History Project (DHP). EOY Report: Moved to FY18 when the Digital History Project is revamped and incorporated into the virtual branch.</p>
	<p>4. Promote Local Music Project (LMP) after website improvements. EOY Report: Moved to FY18 when the new Local Music Project website is released.</p>
Engage	<p>1. Promote 1,000 Books Before Kindergarten program. EOY Report: New brochures were printed. They are distributed at all outreach sites each month. We also placed these brochures at the Children’s Desk and Bookmobile.</p>
	<p>2. Promote Friends Foundation (FF) 25th anniversary. EOY Report: FF logo appears on FF letterhead and will remain through 2017. Board members and Development Office staff continue to distribute branded coin collection containers in the community to publicize the anniversary and encourage donations of quarters and other money to “help launch the next 25 years of support for the Iowa City Public Library.” 25th anniversary fundraising events to be hosted by FF board member, and former board member in first quarter FY18. Digital History Project features photos of FF through the years @ history.icpl.org/friends</p>
	<p>3. Evaluate and strengthen collection promotion strategies. EOY Report: Audit of current collection promotion strategies was completed with librarian selectors and public relations in September. Website and shelving identified as areas for improvement. With the release of the virtual branch recently added items are now front and center on the webpage. A new reader’s advisory page to better showcase staff picks is in development and slated for release this fall. More face-out shelving was installed in adult nonfiction and comics to better display book covers and provide visual cues.</p>

	Staff picks for “where to begin” in a series was added to the comic shelves to assist new readers. A table was added next to the Help Desk before holiday weekends or scheduled vacation breaks to put popular titles with multiple copies in front of people as they are browsing for “vacation reads.” It has been very successful.
Enrich	1. Promote bookmobile service and stops. EOY Report: Staff continue to promote Bookmobile service and stops. This includes social media, blog posts and print materials. The webpage was updated and now includes a map of stop locations, blog posts, program information and an FAQ section.
	2. Promote IC People series. EOY Report: This had a slow start. Will increase in FY18.
Goal 2: Collaboration	
Connect	1. Feature downtown businesses in Digital History Project (DHP) EOY Report: Goal dropped after the Johnson County Historical Society implemented the same project this year as part of their fall exhibit.
	2. Increase involvement with Iowa City UNESCO City of Literature events. EOY Report: The Children’s Department helped coordinate and hosted a booth at the annual One Book Two Book festival. The City of Literature had a booth at our annual Children’s Day Festival (now called ABC Saturday). We also worked together for the June 24 th Family Storytime as part of MusicIC. A Recovering the Classics display, featuring four local entries and more than 50 national book designs was on display during the Iowa City Book Festival. ICPL hosted two days of readings during the Iowa City Book Festival.
	3. Work with Antelope Lending Library (ALL) to cross-promote Bookmobile services and schedules. EOY Report: We held a successful National Bookmobile Day event with Antelope Lending Library. 400 book bags with ALL and ICPL logos were distributed. A flyer with schedule for both services was distributed on both bookmobiles and in the downtown building. We’re continuing to cooperate in returning materials returned to the ICPL Bookmobile to ALL. ALL puts ICPL books returned to them in the First Avenue HyVee Book Drop.
Engage	1. Identify partners to provide STEAM opportunities to tweens and teens. EOY Report: MERGE participated in this year’s STEAM Festival, which occurred during their grand opening. Now that MERGE is fully operational, we will look for partnerships in the upcoming year.
	2. Partner with ICPL Friends Foundation to celebrate its 25 th anniversary. EOY Report: Board member, and former board member hosting events at their homes and in their neighborhood in August and September 2017 to celebrate the 25 th anniversary. Plans being made for a November event at ICPL to unveil historic map of Iowa City with a possible speaker.
Enrich	1. Expand electronic collections partnerships. EOY Report: In October, ICPL began offering digital magazines through a consortium with Coralville and North Liberty. Through this partnership, we increased our collection to 160 titles, expanded access to our joint service areas, and saved almost \$5,000 on content. In response to the State Library of Iowa’s changes to their database offerings, the three libraries negotiated with EBSCO to offer their content as a consortium to give us more time to evaluate our database offerings and respond to such a large shift. Other joint agreements are being considered in FY18 as content contracts are resigned.
	2. Advocate for improving access to State Historical Society collection in Iowa City. EOY Report: Continued our advocacy for State Historical Society at the Iowa Library Association annual meeting through a program on the status of the collections.
	3. Partner with City of Iowa City to promote equity and social justice education and programs. EOY Report: Fields of Opportunity, Invisible Hawkeyes, and North of Dixie – Civil Rights Photography beyond the South displays, were co-sponsored and promoted by the City of Iowa City Human Rights Department. Offered a series of resume writing workshops with Iowa Workforce Development to assist recently displaced workers.
	4. Identify partners for bookmobile stops. EOY Report: Bookmobile services began on June 6, 2017. The Bookmobile is out Monday through Friday and in May and June was open Saturday mornings at the Iowa City Farmer’s Market. In May the Bookmobile toured all stop locations and we’ve established a good working rapport with community partners. Of note,

	<p>teachers from Lemme, Weber, and Borlaug meet us at stops and encourage students to meet them at the Bookmobile. Sunrise Village offers a special summer reading program for students who check out materials on the Bookmobile. For each book checked out, children get a ticket to be entered into a grand prize drawing for a new bicycle. Many stops are bringing food for Bookmobile visitors including North Dodge HyVee and Melrose Meadows. We also appreciate our City of Iowa City partners. Parks and Recreation have hosted us at parks and Thursday nights at the Party in the Park programs. The Iowa City Police Department has assisted with parking locations and the City's Equipment Division has provided invaluable assistance with training, warranty, and maintenance work.</p>
	<p>5. Provide programming to support the First Folio exhibit at the UI Main Library. EOY Report: Programming offered for children, teens and adults, including a film Series, B.Y.O.B discussion series related to Shakespeare's works, a Shakespearean herb and flower program at Farmer's Market, and a program on stage combat for teens.</p>
	<p>6. Broaden Mission Creek Festival programming. EOY Report: Hosted the Art + Life + Technology (ALT) series of four free lecture series curated by Wes Beary for Mission Creek. Partnered to provide location of Dan Lerner's podcast the Window. Hosted a Learn to Solder makerspace event.</p>
	<p>7. Host the Great Stories Club book discussion for at-risk students. EOY Report: Successfully completed the Great Stories Club book discussion with Tate Alternative High School. Club averaged four students at each of the nine discussions. The final discussion was held at ICPL's Teen Center with a pizza party.</p>
Goal 3: Program	
Connect	<p>1. Expand Tales & Travels to add experiential kits to support outreach programming. EOY Report: Through a generous gift from the Pilot Club, new kits on Baseball, Going to the Fair, Going to the Beach, Ireland, and New Zealand/Australia were purchased. We offered seventeen Tales & Travel Memories outreach programs; 224 patrons attended.</p> <p>2. Maintain new Tween (grades 3 to 6) programming. EOY Report: We have a set Tween program every Thursday after school from September-May and a set program every Tuesday afternoon during the summer.</p>
Engage	<p>1. Plan a series of programs on topics related to environmental sustainability. EOY Report: We hosted Well Fed, Well Read; a program which focused on the environment. We are partnering on a monthly program with Green Iowa Americorps starting in January. Partnered with Eco Iowa City and the Senior Center on What Are We Doing with All Our Stuff, a three week decluttering and organizing program.</p> <p>2. Consider programming opportunities for bookmobile service. EOY Report: Stories in the Park programs offered in conjunction with Bookmobile services have been very successful, drawing crowds of between 50 and 100 participants. Staff will continue to evaluate opportunities for programs in conjunction with the Bookmobile.</p> <p>3. Expand Black History Month programming. EOY Report Several children's events took place in the month of February, including Fonziba, who presented an African Drums program. We also did a program that included an Underground Railroad Learning Trunk from the African American History Museum. We offered two programs, one for children and one for all ages, on the life of Harriet Tubman. Partnered with Johnson County League of Women Voters on a program with Lena and Michael Hill, authors of <i>Invisible Hawkeyes</i>. A celebration of gospel music with Gospel Explosion and the AME Adult Choir was presented.</p> <p>4. Utilize PLA Outcome Measurement system to gather data on programming. EOY Report: After review, it was decided that this was too restrictive and would not measure what we were most interested in. Data gathering will be added to the FY18 plan.</p> <p>5. Offer programming specifically for older teens (10th – 12th grades). EOY Report: Tabletop gaming offered weekly. Partnered with United Action for Youth to offer employment assistance twice a month in the Teen Center.</p>

	<p>6. Offer coding opportunities for teens. EOY Report: We Can Code workshop offered each week to teach and encourage teens to explore the basics of computer programming and web development in a self-paced, example-driven, supportive environment.</p> <p>7. Offer a Family STEAM Fest. EOY Report: The inaugural STEAM Festival attracted nearly 1,300 children and their families to ICPL. More than 800 Iowa City second and third graders participated on May 19 during school field trips to ICPL. Rainy weather on May 20 forced cancellation of some outside events. Eleven community partners joined ICPL to present programs and activities to illustrate STEAM principles. Required reports were filed in early June with the two organizations which helped fund the program. The hands-on demonstrations, experiences, and free Magic School Bus book presented to each child during the first Family STEAM festival received very positive community reaction judging by the thank you letters, social media posts and comments to staff from enthusiastic children and family members who attended.</p>
Enrich	<p>1. Evaluate 1,000 Books Before Kindergarten program. EOY Report: Recruitment continues with 833 children now registered and participating in the program. "Graduation" was held in February 2017 for 25 children who completed the program.</p> <p>2. Offer creative hands-on workshops for adults focused on specific topics. EOY Report: Partnered with ECO Iowa City and Senior Center on three-part program about simplifying one's life. Offered a series of classes using Adobe software as well in drop-in-time in the Computer Lab for public to use the software.</p> <p>3. Consider working with program that offer kids meals during summer. EOY Report: We have determined that the Library as a meal site is not workable. We will look for other ways to promote other meal sites and consider healthy snacks at programs.</p> <p>4. Add IC People video series. EOY Report: Scheduling challenges resulted in recording of one additional interview for IC People in FY17. Another will hopefully be scheduled in FY18. Additional volunteer hosts to be sought.</p>
Goal 4: Content	
Connect	<p>1. Complete project to improve browsability of graphic novels and comics. EOY Report: Project completed in November. Over 6,500 items were moved from the nonfiction collection to their own section. The new location provides more face-out displays, more visibility, and improved browsing. On average, about 20% of the collection was checked out during the year, with almost 25% checked out during the month of June. The average percent checked out is up by a percentage point from last year.</p> <p>2. Plan for bookmobile collections. EOY Report: To fill the bookmobile with a collection, a number of things had to occur. On the integrated library system side, location code structure was designed and implemented, circulation rules adopted and applied, and new statuses created. New workflows for moving items from downtown to the bookmobile were established. For the collection itself, a budget was allocated, staff assigned to select the collection, and a collection size determined. Processing of bookmobile items were determined and new labels designed. Over 2,700 items were purchased for the bookmobile and another 300 items moved from downtown collections. In April and May, staff were trained in changes to workflows, codes, and statuses.</p> <p>3. Update storytime kit collection. EOY Report: To expand the audience of the collection from ages 3-5 to 0-5, a list of topics for kits and their contents was created and a test kit purchased. New bags to replace the plastic tubs were ordered and graphics for the kits were designed. Ten kits are awaiting processing once graphics are printed. The final 30 kits will be ordered next fiscal year and the project should be completed by early September.</p>
Engage	<p>1. Implement recommendations from collection size study. EOY Report: Collection size projects in the adult comics, nonfiction DVDs, nonfiction audio, and reference collections were completed, as well as children's holiday, fiction, nonfiction, and DVDs. Adult DVD shelving was expanded to address overcrowding. Staff are working on DVDs in the adult and children's collections. We plan to increase numbers in the circulating equipment, particularly hotspots in FY18. Overall, collection size is an ongoing project as circulation changes.</p>

	<p>2. Prepare for the flood retrospective. EOY Report: An interview project highlighting the City's response is planned for June 2018.</p>
Enrich	<p>1. Evaluate use of circulating laptop computers, consider other non-traditional items for loan, including hotspots. EOY Report: Seven hotspots and 3 laptop/hotspot bundles were added to the collection in January. All three devices (laptop, hotspot, and bundles) are very successful collections. This year, the laptops circulated 264 times, the hotspots circulated 114 times, and the bundles circulated 41 times per collection. As for holds, we filled 111 for hotspots, 202 for laptops, and 35 for the laptop/hotspot bundle. Currently there are 23 holds for hotspots. Since we added the laptops in March 2016, only two replacements were needed because the items were not returned. We will add more hotspots within the next month to the collection to meet demand.</p>
Goal 5: Technology	
Connect	<p>1. Plan for new phone system as part of City of Iowa City (COIC) upgrade. EOY Report: The Library participated in selecting the consulting firm that will assist with the phone system upgrade. Staff gave feedback to the consultant about our phone needs and preferences. Two staff also sat on the committee for the RFP process to select a technology vendor.</p>
Engage	<p>1. Upgrade catalog to provide better searching and browsing experience for patrons. EOY Report: Catalog Classic, the indexed-based catalog, was phased out on February 1. Staff identified a wish list for catalog functionality that will improve user experience. We are currently testing other catalogs to see if any meet our goals. We will continue to work on the catalog in FY18 to make it better incorporated into the virtual branch.</p>
	<p>2. Investigate new mobile app possibilities for staff use. EOY Report: Staff evaluated a new ILL app called Mobile Worklists to see if it could improve workflow. Although there were some features that would be helpful, we did not feel the product was worth the cost.</p>
	<p>3. Plan for technology on bookmobile. EOY Report: The technology on the bookmobile has been installed and is working well. Staff have two workstations with full staff functionality including RFID-based checkout and access to the staff network. There is WIFI access and a catalog station on board for patrons to use. There is a video surveillance system with 4 cameras, a sound system with a hand-held microphone, and a people counter. Integration with the City's bus-location service was not feasible.</p>
	<p>4. Implement Mobile Digital Media Lab. EOY Report: The Mobile Digital Media plan was not implemented this year. Plans instead were made for the Digital Media lab. Ten copies of Adobe Creative Suite were purchased and installed in the Computer Lab.</p>
Enrich	<p>1. Virtual Branch: design virtual branch, including upgrade of ICPL Event Manager, improving the Local Music Project website and improving access to the Digital History collection. EOY Report: The Event Manager has been deployed and is working well. A number of enhancements are scheduled for FY18. The Webmaster conducted a content audit and met with staff to edit all existing content. This year, we also introduced the MyICPL mobile app, offering convenient access to view and manage an account, search the catalog, add events to a personal calendar, and contact the library. We migrated our main website to a new platform, updated the navigation, and introduced a more modern, clean layout. The Local Music Website has been overhauled with improvements to the user interface making it easier to use on mobile devices. The LMP will be reintroduced at the beginning of FY18.</p>
Goal 6: Space/Facilities	
Connect	<p>1. Utilize the Pedestrian Mall for more adult programming. EOY Report: No programming took place on the Pedestrian Mall. Staff participated in planning for redesign of Pedestrian Mall.</p>
	<p>2. Design flexible use space for Meeting Room D and Computer Lab and consider improvements to large discussion rooms to make them attractive for group use. EOY Report: Meeting Room D work has been completed and the room is in regular use with many compliments from users. A design for the Computer Lab is being finalized for FY18 construction.</p>

	<p>3. Make shelving changes to accommodate the graphic novel collection, consider other 2nd floor layout changes.</p> <p>EOY Report: Old, tall shelving was cut down in size for the graphic novels, and that shift is complete. The number of microfilm/fiche cabinets was downsized, and a former range of Reference shelving and the old atlas cases were removed, providing more space for patron seating.</p>
Engage	<p>1. Update eSign software.</p> <p>EOY Report: The two eSigns in the Meeting Room Lobby and in the Children's Room are now part of the new in-house eSign system which is simpler and easier to use. The subscription service for the previous system has been canceled and the software removed. The touch screen esigns on the first and second floors have a more dynamic, colorful design that is interactive and responsive to user interaction. Although we have no way of measuring the usage before, the anecdotal response is that patrons have been more engaged with the new design. The Library Channel-Channel 20 slides were also incorporated into the system so Graphics staff can manage these in the same place. Graphics Department feedback indicates is the management of these signs is much easier.</p>
	<p>2. Study need for tween space in Children's Room.</p> <p>EOY Report: A plan is ready to go and several components will be addressed as we work on areas affected by the sewage back up in the Children's Room. New furniture will be ordered with the Computer Lab furniture.</p>
Enrich	<p>1. Introduce bookmobile service.</p> <p>EYO Report: Bookmobile service started on June 6, 2017. In May and June we circulated 4,426 items. In June there were 2,898 visitors on the Bookmobile. The special Farmer's Market "preview" had 633 visitors in June and 466 items checked out. The busiest regular stops are Mercer Park (327 visitors) followed by Breckenridge Estates (185) and Willow Creek Park (165).</p>
Goal 7: Staffing	
Connect	<p>1. Make changes to First Floor Page schedule to facilitate increased paging and quicker reshelving of new materials.</p> <p>EOY Report: A Library Aide is now assigned to continuously reshelve new materials. We increased the frequency of retrieving on-shelf items that have been held (this is also referred to as "paging") so we page for items before we open and nearly once per hour every hour we are open.</p>
	<p>2. Implement changes identified in FY16 job study.</p> <p>EOY Report: Job study helped make decisions regarding bookmobile staffing. Bookmobile staff assignments have been adjusted with plans to shift some work from people assigned to the bookmobile to other staff.</p>
	<p>3. Participate in Crisis Intervention Team training when it is available through Johnson County.</p> <p>EOY Report: An overview of Crisis Intervention Team training was presented at InService Day. It is expected that county-wide training will be offered to police and fire personnel in the next year. When it is available to library staff we will participate.</p>
Engage	<p>1. Evaluate selection staffing and processes.</p> <p>EOY Report: We identified areas for improvement. First was the purchase suggestion process. After looking at data from the last five years, we now ask patrons to log in to make a purchase suggestion. This narrows our guidelines a little to be more selective to ensure a purchase is used by a wider audience, and to transfer any unfulfilled requests to inter-library loan if it meets the criteria. A new webpage was developed to provide patrons with all of the options to find something ICPL doesn't own in a single place. Other processes include revisions to our new fund code structure, implementation of a new location code structure, and moving to a new vendor website. We reviewed standing orders, added nonfiction authors to automatic purchasing, and changed travel titles.</p>
	<p>2. Review scheduling rotations, hours and other needs with addition of bookmobile.</p> <p>EOY Report: Review has been done and decisions made about changes to scheduling rotations. Discussions are under way with AFSCME representatives regarding possible changes to scheduling contract sideletters.</p>
	<p>3. Partner with United Action for Youth for Inservice Day training.</p> <p>EOY Report: United Action for Youth presented a program on working with teens at InService Day.</p>
Enrich	<p>1. Organize staffing and training for bookmobile.</p>

	<p>EOY Report: Data from the time study was reviewed and provided invaluable feedback for how staff assignments could be changed to make time for bookmobile work. Six staff were identified to work on the Bookmobile. A new Library Assistant III started working in March to support Bookmobile services. Public Service Desk cross-training for Bookmobile staff began in February. All bookmobile drivers required to have a CDL were trained and are appropriately licensed. Intensive training on bookmobile vehicle operations and documentation has been done.</p>
Goal 8: Funding	
Connect	<p>1. Present the \$100,000 grant for bookmobile from the Friends Foundation. EOY Report: \$100,000 grant was presented to Iowa City City Council on May 2 by Peggy Doerge, ICPL Friends Foundation Board President.</p>
	<p>2. Determine private funding sources for other library initiatives suggested through the FY17 objectives. EOY Report: FY17 initiatives included Family STEAM Festival. Research underway for potential grant funding for FY18 Intellectual Freedom Festival and Summer Reading Program support.</p>
Engage	<p>1. Respond to city budget challenges. EOY Report: There were no crises with the FY18 budget. The rollback was favorable and Iowa City saw good growth. The State Legislature closed without significant negative impacts on cities, but concerns still loom over potential changes they could make in coming years.</p>
Enrich	<p>1. Support additional staff in Children’s Room with private funding. EOY Report: The Library Board approved using part of the Friends Foundation’s annual gift to support additional staffing in the Children’s Room; a part-time person was increased to full-time with the additional hours designated for bookmobile service.</p>
	<p>2. Introduce new Friends Foundation planned giving initiatives. EOY Report: ICPL Friends Foundation board of directors decided to separate the introduction of planned giving initiatives from the ICPLFF 25th anniversary celebrations.</p>