

## Strategic Plan FY18: 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. Continue to promote and celebrate Bookmobile services.
2. Improve print and online calendars.
3. Create marketing plan for new website and modules including Event Manager, Local Music Project, and Digital History project.
4. Recognize Friends Foundation anniversary.
5. Participate in Pride Parade.
6. Raise awareness of patron's privacy and confidentiality.
7. Evaluate new e-newsletters added in FY17.
8. Conduct a user survey of both downtown and Bookmobile users.
Goal 2: Collaboration
1. Work with the City of Iowa City during Pedestrian Mall construction.
2. Collaborate with Antelope Lending Library.
3. Work with MERGE tenants and other STEAM partners to offer joint programs.
4. Provide an opportunity to share the Library's story with international visitors to the annual meeting of the UNESCO Cities of Literature.
5. Investigate other City of Iowa City services that may be offered on the Bookmobile.
6. Collaborate with the Obermann Center for the Obermann History Symposium 2018 Activism and Archives.
7. Collaborate with the Downtown District for the 2018 Block Party event, if 2017 event is successful.
8. Work with UI Biology Department to increase programming for DNA Day.
9. Evaluate electronic collections partnerships.
Goal 3: Programs
1. Offer programming for all ages about environmental sustainability.
2. Consider offering a Children's Seed Library.
3. Present program on the 10 <sup>th</sup> anniversary of the flood, focusing on interviews.
4. Plan programming around themes of social justice and racial equity.
5. Plan to make STEAM Festival programming an annual event.
6. Investigate At Home delivery options for places where US Postal Service does not support this service.
7. Evaluate new programming aimed at older teens.
8. Review programming offered on Bookmobile.
9. Expand history tour programming
10. Develop procedures and make necessary building improvements to support three art shows per year in conjunction with Gallery Walks.
11. Plan an after-hours genealogy event.
12. Honor Susan Craig's tenure at ICPL with the inaugural Chautauqua.
Goal 4: Content
1. Study costs and process for digitizing the Iowa City Press-Citizen.

2. Evaluate Bookmobile collections.
3. Complete project to revamp Storytime Kit collection.
4. Explore historical mapping project partnership.
5. Strengthen local history collections in print and online.
6. Evaluate reference databases in response to State Library's resource offerings.
7. Commemorate centennial anniversary of World War I on Digital History Project.
8. Evaluate interlibrary loan and purchase suggestion changes.
<b>Goal 5: Technology</b>
1. Transform the Computer Lab into a Digital Media Maker space.
2. Complete work on Phase 2 Virtual Branch website:
2.1 Complete improvements to and integrations between Event Manager, Local Music Project, Digital History Project, video and mobile app, and improve integration.
2.2 Develop Community Associations app.
2.3 Develop and launch new personalized patron account interface.
2.4. Release new reader's advisory webpage.
2.5 Add features to the ICPL mobile app. Possible features include live bookmobile information, local music streaming, account notifications, and video streaming.
3. Update catalog records to conform to Resource Description and Access cataloging standards.
4. Explore upgrading Digital History Project content management system.
5. Upgrade the library catalog.
6. Work with City of Iowa City to upgrade phone system.
7. Investigate ICPL-managed Ped Mall eSigns.
8. Investigate ICPL-hosted community event hub.
<b>Goal 6: Space/Facilities</b>
1. Upgrade Computer Lab to offer more flexibility and greater capacity.
2. Work with the City of Iowa City to identify long term storage location for the Bookmobile.
3. Make changes necessary to support new gallery, if approved.
4. Consider changing Saturday hours to 9:00 am to 5:00 pm.
5. Plan for re-working old Checkout Desk area.
6. Respond to ICPLFF Board recommendations from Book End study.
7. Plan for necessary elevator upgrade in FY19. (note—our 1981 elevator—the staff one—is analog and will no longer be maintained sometime in 2019)
8. Review schedule for bookmobile.
9. Determine guidelines for when the Bookmobile will be at special and pop-up events.
10. Provide more appealing space for upper elementary children in the Children's Room.
<b>Goal 7: Staffing</b>
1. Work with Library Board to begin hiring process for new library director.
2. Update departmental-level procedures and make accessible in a shared online location.
3. Evaluate Bookmobile summer Fridays and plan for staffing if continued.
4. Review scheduling changes resulting from bookmobile service.
5. If budget allows, hire a digital media lab intern to increase lab hours and to increase class offerings.
6. Provide staff training in the area of privacy and confidentiality.
<b>Goal 8: Funding</b>
1. Create a series of brief promotional videos to reach donors and potential donors.
2. Respond to City of Iowa City budget issues.
3. Friends Foundation 25 <sup>th</sup> anniversary.
4. Partner with City of Iowa City Parks and Recreation Department on joint fundraiser to benefit children.
5. Submit an ALA Freedom to Read grant application to support special Carol Spaziani Intellectual Freedom Festival programming.
6. Study impact of children's fines policy on library use and revenue.