



## Strategic Plan FY19: 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

<b>Goal 1: Public Awareness</b>
1. Promote new Ped Mall public gathering spaces through programming.
2. Work with public school administration and librarians to develop a single school library card so all students in Iowa City have a library card.
3. Evaluate the effectiveness of social media.
4. Evaluate the delivery schedule and content of The Window.
5. Introduce the new Library Director to the community.
6. Continue to promote Bookmobile schedules as they change.
<b>Goal 2: Collaboration</b>
1. Evaluate service area restrictions on digital collections for residents in consortium.
2. Explore collaboration with schools, City of Iowa City, Public Libraries of Johnson County and other cities to create a student ID that serves multiple functions such as a library card, bus pass, and recreation facilities pass.
3. Consider a collaboration/partnership to provide a series of programs focused on effective parenting and how children learn.
4. Collaborate with Obermann Center for the Obermann History Symposium 2018 focusing on disabilities.
<b>Goal 3: Program</b>
1. Plan a special series of programs on new Ped Mall to celebrate completion (see Goal 1).
2. If considered, implement a Children’s Seed Library.
3. Evaluate Special Access Browsing Hour.
4. Increase classes offered in digital media lab.
5. If ALA Freedom to Read grant is awarded plan special programming for 2018 Carol Spaziani Intellectual Freedom Festival.
6. Continue history tour programming, including taping of tours if possible.
7. If feasible, offer At Home delivery for areas not available by US Postal Service.
8. Consider use of a host volunteer for video biographical interview shows or similar series.
9. Continue Susan Craig Chautauqua programs.
<b>Goal 4: Content</b>
1. Study need for circulating equipment to assist adult technology programming and classes.
2. Evaluate the need for a service for community organizations to book circulating equipment for specific times.
3. Digitize Press-Citizen, if feasible.
4. Begin implementing historical mapping project if recommended.
5. Adjust buying practices to reflect changes in circulation.

**Goal 5: Technology**

1. Upgrade Digital History Project content management system if recommended.
2. Review Bookmobile technology.
3. Consider additional components for digital media lab.
4. Implement ICPL-Managed Ped Mall signs, if approved.
5. Implement Community Event hub, if recommended.
6. Introduce Phase 3 of the Virtual Branch.
7. Evaluate Beanstack program software used for SRP and 1000 Books Before Kindergarten registration.

**Goal 6: Space/Facilities**

1. Investigate the need for a dedicated outreach vehicle, or replacing the travel van with a vehicle that supports taking carts of materials to outreach locations.
2. Perhaps repurpose Book End space.
3. Plan for replacement of public access computer workstation furniture.
4. Repurpose old Circulation Desk space.
5. Identify areas that need to be re-carpeted; update budget for replacement.

**Goal 7: Staffing**

1. Assist the Board as needed in the hiring of a new library director.
2. Survey staff on training needs, offer training.

**Goal 8: Funding**

1. Advocate for public and private funding support.
2. Joint fundraising golf event with Parks & Police for children's benefit.