

## **City of Fort Dodge Vision Statement**

We are becoming the top-ranked municipal government in Iowa by consistently delivering high quality, user-friendly services:

- Within Budget Constraints
- To Pleasantly Surprised Citizens
- By Our Team Of Proud Employees Working In A Great Environment

## **Fort Dodge Public Library Mission Statement**

Our Library provides a welcoming space to get connected, satisfy your curiosity, and learn more about your place within the global community.

## **Strategic Plan Process History**

The Fort Dodge Public Library prepared this strategic plan with the assistance and oversight of the State Library of Iowa and their District Consultant, Maryann Mori.

The Library Board of Trustees met with Maryann Mori several times in 2018 to learn about the planning process, to review the resources listed below, to discuss the needs of the community, decide what service responses they felt should be the library's focus for the next five years and to draft and write a new plan.

In their efforts, the Board utilized the extensive demographic information available through the State Data Center of Iowa as well as the City of Fort Dodge Comprehensive Plan Existing Conditions Report (April 2015 - prepared by Houseal Lavigne Associates) and the Main Street Fort Dodge Downtown Public Survey (December 2017) to craft this plan.

# Fort Dodge Public Library Strategic Plan 2019-2024

## Service Area 1: Digital Learning

### ***Goal 1: Patrons will have access to staff members who are fully knowledgeable about the library's digital resources.***

**Objective 1:** By fall 2020, staff will show a basic level of competence when using, explaining, or recommending library databases.

Activity 1: Staff will take training for all databases before January 2020.

Activity 2: Starting in 2020, staff members will demonstrate basic competence in using the library's databases as part of their annual review.

**Objective 2:** By fall 2020, staff will show a basic level of competence when using, explaining, or recommending library apps.

Activity 1: Staff will take training for all apps before January 2020.

Activity 2: Starting in 2020, staff members will demonstrate basic competence in using the library's apps as part of their annual review.

### ***Goal 2: Adults will learn the value of the library's online resources.***

**Objective 1:** The library will promote its databases to the public beginning in January 2019.

Activity 1: Starting in spring 2019, library staff will post signage for Gale/new databases.

Activity 2: Staff will undertake a direct marketing campaign beginning in fall 2019 to promote a different database resource monthly.

Activity 3: Staff will utilize social media and the library's website to promote a different database resource monthly starting in fall 2019.

Activity 4: Beginning in spring 2020, the library will offer one training session quarterly for patrons.

### ***Goal 3: Library users will utilize the library's online resources.***

**Objective 1:** The library will see a 2% annual increase in usage of its digital resources beginning January 2021.

Activity 1: In January 2019, staff will begin monitoring/reporting monthly on digital resource use.

Activity 2: Staff will make a concerted effort to promote its digital resources through conversation, reference interviews, interactions, etc. starting in fall 2019.

**Objective 2:** Beginning spring 2020, library staff will develop training sessions for the public for its online resources.

Activity 1: Staff will develop/promote online scavenger hunts or contests biannually starting in spring 2020

Activity 2: Staff will offer a class such as “Searching the Deep Web”/website evaluation/basic online searching/etc. biannually starting in summer 2020.

#### ***Goal 4: Library users will utilize the library’s apps.***

**Objective 1:** The library will promote its apps to the public beginning in January 2020.

Activity 1: Starting in fall 2019, library staff will highlight one app each month on the library’s website and through social media.

Activity 2: Staff will make a concerted effort to promote its apps through conversation, reference interviews, interactions, etc. starting in fall 2019.

Activity 3: Starting in fall 2019, staff will undertake a direct marketing campaign to promote its apps.

**Objective 2:** Library staff will develop training sessions/videos about its apps.

Activity 1: Starting in spring 2020, staff will utilize resources such as Niche Academy/Facebook/YouTube to produce and post videos biannually about its apps and how to use them.

## **Service Area 2: Education/Lifelong Learning**

### ***Goal 1: Adults will have access to a variety of educational and entertaining programs.***

**Objective 1:** The library will host one new program quarterly starting in spring 2021.

Activity 1: Staff will glean ideas from available resources to develop programs beginning in spring 2020.

Activity 2: Staff will gather suggestions from patrons for new program ideas beginning in summer 2020.

**Objective 2:** The library will hold a joint program with another city department or service club annually beginning in summer 2021.

Activity 1: Starting in summer 2020, staff will network with other agencies/city department heads to develop relationships to better serve the community.

Activity 2: Beginning in fall 2020, staff will glean ideas from available resources to develop programs.

**Objective 3:** Starting in August 2019, library staff will create and maintain a master programming calendar.

Activity 1: Staff will update/add program ideas at weekly staff meetings beginning in August 2019.

Activity 2: Staff will communicate events/programs to area agencies’ community calendars beginning in August 2019.

**Objective 4:** Beginning in summer 2021, staff will network with area businesses to schedule programs offsite.

Activity 1: Library staff will investigate offsite programming possibilities starting in spring 2021.

***Goal 2: Teens will be able to attend teen-focused programs.***

**Objective 1:** In September 2019, library staff will create a teen advisory group.

Activity 1: Staff will contact area schools to identify possible recruits in fall 2019.

Activity 2: Staff will promote the teen advisory group on the library's website and through social media starting in fall 2019.

Activity 3: Staff will create a private social media page for the group to communicate starting in spring 2020.

**Objective 2:** The library will host one program focused on teens and their interests quarterly beginning in winter 2020.

Activity 1: Staff will work with the teen advisory group to plan at least two of the programs starting in spring 2020.

Activity 2: Staff will work with the teen advisory group to plan the summer reading program for young adults and to celebrate Teen Read Week and Teen Tech Week starting in spring 2020.

Activity 3: Staff will make a concerted effort to remind teens about programs through conversation, reference interviews, interactions, etc. starting in spring 2020.

Activity 4: Staff will promote its teen programs through the schools beginning fall 2020.

**Objective 3:** Starting in spring 2021, the library will hold an annual after-hours event for teens.

Activity 1: Staff will work with the teen advisory group beginning in fall 2020 to identify possible events.

Activity 2: Staff will work with the teen advisory group in winter 2020 to plan the event.

***Goal 3: Patrons of all ages will be able to interact at intergenerational and family programs.***

**Objective 1:** The library will hold an "all ages"/family program annually beginning in summer 2022.

Activity 1: Staff will glean ideas from available resources to develop programs starting in fall 2021.

Activity 2: Staff will gather suggestions from patrons for new program ideas starting in fall 2021.

**Objective 2:** The library will continue to partner with outside entities that promote family events.

Activity 1: The library will continue to volunteer its services and site for community events that promote the library, its services and resources.

Activity 2: The library will help promote these community events through various media.

***Goal 4: Seniors will have access to a variety of educational and entertaining programs both in the Library and off site.***

**Objective 1:** The library will hold a joint program with another city department or service club annually starting spring 2022.

Activity 1: Staff will network with other agencies/city department heads to develop relationships to better serve the community starting spring 2019.

Activity 2: Staff will glean ideas from available resources to develop programs beginning summer 2021.

Activity 3: Staff will be available for public speaking events in the community beginning spring 2019.

**Objective 2:** Beginning in spring 2022, the library will investigate off site programs for seniors.

Activity 1: Staff will contact local retirement communities and agencies serving senior citizens in fall 2021 to discuss their needs.

Activity 2: Staff will be available to area churches and veterans' groups for local programming starting fall 2019.

**Objective 3:** The library will increase participation in its Books on the Go program by 10% each year starting in spring 2022.

Activity 1: Staff will promote the service through fliers/brochures given to area agencies that serve older adults and those with disabilities starting spring 2019.

Activity 2: Staff will recruit volunteers to select and deliver items to participants starting fall 2020.

Activity 3: Staff will promote this service through conversations, reference interviews, and interactions with the public starting spring 2019.

***Goal 5: Library users will be able to participate in and learn from cultural activities.***

**Objective 1:** The library will increase patrons' cultural knowledge by focusing on different countries biannually starting in spring 2023.

Activity 1: Staff will choose a focus country in winter 2022.

Activity 2: Staff will develop a display area highlighting the country starting in spring 2023.

Activity 3: Beginning in winter 2022, staff will identify and work with cultural experts for the selected country to plan and then present one program on that country.

**Objective 2:** Beginning in spring 2023, the library will work toward integrating cultural diversity in its programming and services.

Activity 1: The library will provide access to multilingual apps beginning in spring 2023.

Activity 2: Staff will incorporate informative cultural programming for its patrons starting in summer 2023.

Activity 3: The library will participate in programs and services designed to foster the sister city relationship with Gjakova Kosovo beginning in 2019.

Activity 4: The staff will monitor the community's cultural demographics and will adapt to patrons' needs beginning in spring 2022.

## **Service Area 3: Spaces/Places**

### ***Goal 1: Teens will have a welcoming and designated area within the library.***

**Objective 1:** The library staff will choose a location and "look" for the area in fall 2020.

Activity 1: Beginning in fall 2020, staff will work with its teen advisory group to develop ideas for the teen space, collections and programming.

Activity 2: Staff will investigate funding for the creation of this space starting in fall 2020.

Activity 3: The staff will promote the area through conversations, social media, interactions, etc. starting in summer 2020.

**Objective 2:** In summer 2021, the library will host a celebration event for teens after the new space is completed.

Activity 1: Staff will work with its teen advisory group in spring 2021 to plan the event.

Activity 2: Staff will publicize the event via print and social media in spring 2021.

### ***Goal 2: Library users will see an improvement in the library's interior space.***

**Objective 1:** In fall 2020, the library will complete a space needs assessment.

Activity 1: In summer 2020, the library will work with professionals to perform a security review of the facility.

Activity 2: The library will identify the best professionals for a space needs assessment in spring 2020.

Activity 3: The library will investigate funding for the space needs assessment in spring 2020.

Activity 4: In July 2020, the library will apply for the State Library's Library Utilization Grant.

**Objective 2:** The library will update its interior space in spring and summer 2021.

Activity 1: The library director and board will investigate options and pricing for new carpet beginning in fall 2020.

Activity 2: The library director and board will investigate options and pricing for new furniture in fall 2020.

Activity 3: The Library director, staff and board will consider options for revising the current circulation/reference desk areas in summer 2020.

Activity 4: The library director will work with the city clerk and other city officials to secure funding.

***Goal 3: The public will have access to vibrant information through the library's website.***

**Objective 1:** Starting in spring 2019, staff will review and update the library's website annually.

Activity 1: Beginning in spring 2019, staff will glean ideas from other libraries' websites.

Activity 2: The library will train additional staff to maintain/update its website starting in fall 2019.

Activity 3: The library will start gathering community input on its website's usability in fall 2019 and adapt it as needed.

**Objective 2:** Staff will investigate better ways to utilize social media starting in spring 2019.

Activity 1: Staff will glean ideas from other libraries' social media pages beginning in spring 2019.

Activity 2: The library will train additional staff to maintain/update its social media pages starting in fall 2019.

Activity 3: Beginning in summer 2019, the library will work with other city departments and patrons to enhance its social media presence.

***Goal 4: The public will see activities at the Karl L. King Park (city square/green space).***

**Objective 1:** Beginning in fall 2023, the library will work with other city departments and agencies to provide/promote activities on the square.

Activity 1: Staff will network with relevant committees within city departments starting in spring 2019.

Activity 2: Staff will network with Main Street/CVB and other relevant agencies beginning in spring 2019.

**Objective 2:** Beginning in spring 2024, the library will hold one special event annually on the square.

Activity 1: Beginning in summer 2023, the library will develop an advisory group of patrons (all ages) and staff to brainstorm ideas.

Activity 2: The library will publicize the event through print and social media.