



North Liberty
LIBRARY

STRATEGIC PLAN

FY23-FY25

FY23-FY25: Goals and Objectives

The Process

Staff, volunteers, and board members teamed up in an inclusive and open process to develop our service priorities and create a flexible path to achieving them. The plan was developed based on information gathered by library staff including:

- community surveys
- patron feedback and word of mouth reports
- a summary of stakeholder interviews conducted by a consultant from the State Library of Iowa

Applying professional knowledge and best practices, library staff worked with the library board and a volunteer social work intern to identify themes and trends based on that information to chart the library's future.

Mission

Your Library: A place to be, connect, enrich, create, thrive.

Defining Principles

Access

We provide information and resources equally and equitably to all individuals through a variety of delivery methods.

Diversity

We value a diverse world and strive to both mirror and reflect that diversity by providing a full range of resources and services to the communities we serve.

Service

We provide service with empathy, compassion, and excellence. We continually seek to enhance our professional knowledge and skills through learning opportunities for all library staff. So that we might give our best to the community, library staff are supported so they might achieve a work-life balance that looks like success for their individual lives.

Values

Civic Commons

Our library is a safe and welcoming space where all people belong, whether to meet and interact with others or to experience whatever they are seeking when they visit. We know that investing in our civic assets (libraries, parks, plazas, and trails) creates opportunities for connecting people of all backgrounds, cultivates trust and counters the trends of social and economic fragmentation in cities and neighborhoods.

Literacy

We believe in providing avenues for patrons to improve their literacy skills in order to meet their personal goals and fulfill their roles as caregivers, citizens, and workers which in turn creates an informed citizenry. By providing free and equal access to information for all people in the communities we serve, we uphold the first amendment right of free expression.

Social Responsibility

Libraries are fundamental to democratic societies with broad social responsibilities to support efforts to inform and educate people on these critical issues of society, to encourage people to examine the many views on and the facts regarding each problem, and to assist in bettering or solving these problems. Our library is an essential public good.

Definitions:

Actions: single items under each goal

Goal: Specific target or end-result desired to support a value/strategic priority – purposeful, actionable, measurable

Measure(s): how will library staff determine success of the plan and be clear that a goal or specific action is accomplished or underway

Responsibility: one person/group (programmers, admins, collection development, etc.) who will take lead on an activity to ensure it's updated and completed

Target group: refers broadly to specific audiences this goal is meant to reach/serve, however, it should be noted that all citizens may be served by any goals in this plan that meets their individual interests and needs

Timeframe: Q1 = Jul-Sep, Q2 = Oct-Dec, Q3 = Jan – Mar, Q4 = Apr – Jun ; FY = fiscal year

Social Responsibility

Goal 1: Members of the community and staff have opportunities & platforms for EDI issues to be acknowledged (internally and externally)

Actions
1. Join and participate in the Change Network, Q1 FY25
2. Host minority-owned business spotlights, Q4 FY23
3. Increase/expand partnerships with organizations to provide services for individuals who have limited access to the library, immediate and ongoing, Q1 FY23 and ongoing
4. Increase services to incarcerated/returning citizens and families, Q2 FY23
Target Group: marginalized and oppressed individuals and communities
Measures: staff is actively centering on underrepresented individual and consciously decentering dominant cultures and groups, program statistics, informal feedback
Responsibility: IDEA (Inclusion, Diversity, Equity, and Access) Committee Chair and members

Goal 2: The library acts as a community outpost

Action
1. Create basic needs kits (hygiene necessities) based throughout the community and provide oversight of upkeep, Q1 FY24 stocked and open for use
Target group: Area teens and adults in need of supplies
Measures: in place and utilized, requests being generated for additional materials
Responsibility: Teen and adult services

Goal 3: The library has a full-time social worker on staff

Actions
1. Seek partnerships/grants to initially fund position, Q3 FY23
2. Gather data and propose budget to City Administration for permanent paid position, funded for FY26
Target group: unserved/underserved populations, individuals in need of social services
Measure: position approved and hired
Responsibility: Director

Goal 4: Citizens are aware and informed about available library services

Actions
1. Host an in-person town hall/information gathering at the library with outside moderator, Q2 FY23
2. Conduct regular patron surveys, currently conducting, next set for Q3 FY24
Target group: underrepresented ages/groups/communities
Measures: patrons/community members feel a greater sense of ownership with library staff

Responsibility: Program Staff
3. Outreach to schools dispersing information and gathering information and gathering informal knowledge, Q2 FY22 (depending on schools allowing outside visitors)
Target group: elementary, junior high and high school students in North Liberty
Measures: increased usage of materials, increased attendance at programs
Responsibility: Youth & Teen Services staff
4. Relaunch Youth Impact initiative with a series of life skills classes, Q3 FY23
Target group: tweens/teens in grades 5th-8th grades
Measures: number of kids signed up, number of kids on waitlist, follow-survey about the experience
Responsibility: Youth & Teen Services Staff

Literacy

Goal 1: Community members have access to a variety of unique library materials featuring interactive activities and 3D object through a library of things collection

Actions
1. Expand non-book materials, Q4 FY24
2. Current library of things materials are all out and in one location, Q1 FY23
3. Offer laptops with hotspots for checkout, Q4 FY23
4. Create a loanable technology program featuring Raspberry Pi's
5. Add adult subscription boxes (modeled after teen subscription boxes)
Target Group: Patrons with specific interests/needs, underserved/unserved patrons
Measures: materials are cataloged and displayed, circulation statistics, survey of interest
Responsibility: Collection Development Librarian

Goal 2: The community views library as a center for service opportunities

Actions
1. Provide opportunities for individuals to get involved in community service events and volunteering
2. Create programs for individuals to share their expertise
3. Establish Community Navigators' program (health and wellness, community)

Target Group: All Citizen
Timeframe: Consistent schedule created by Q1 FY24
Measures: statistics/number of people served by the project, projects and programs that are established
Responsibility: Youth & Teen and Adult Services

Goal 3: Newcomers, special populations, and unserved/underserved populations feel a sense of welcome and belonging at the library

Actions
1. Return of programming for people with disabilities (Autism Browsing night, Integration in Motion) that was halted with pandemic, timeline dependent on groups' guidelines and willingness/ability to attend
2. Launch language practice programs
3. Establish Community Navigators' program (health and wellness, welcome)
Target Group: All ages, new residents
Timeframe: Q3 FY22 (New Year kickoff)
Measures: building social capital, branching out of skills (learned and used) in library outside of programming, stories/word-of-mouth, statistics
Responsibility: Programming/Marketing

Goal 4: Non-English speakers and multilingual individuals find what they need at the library

Actions
1. Add Spanish language materials (multiple formats) for all ages, Q2 FY23
2. Begin to investigate additional languages, Q1 FY24
Target group: non-English speakers and multilingual persons
Measure: increased requests for these materials, increase in multilingual users, circulation statistics
Responsibility: Collection Development Librarian

Goal 5: The library makes it easy for people to find what they want

Actions
1. Utilize model developed with consultant for ensuring high demand titles are readily available at the library
2. Refine subject headings in library OPAC using statistical analysis and research
Target group: patrons of all ages and with varying interests

Timeframe: Q1 FY23 (started FY22, ongoing)
Measures: number of titles with diverse search terms increases, increased circulation statistics, time/fulfillment of requests/holds meets set criteria
Responsibility: Collection Development Librarian

Goal 6: The library is a community center for literacy, early childhood development, care-giver education and family support

Actions
1. Set up Family Place Library equipment for regular use in children’s area and learning center, Q4 FY22
2. Launch Family Place Playful Parenting Group with community experts in place, Q2 FY23
Target group: children age 0-5, unserved populations with young children
Measures: oversight of use of equipment, increase in BIPOC/BIYOC patrons, expanded partnerships, informal feedback
Responsibility: Family Services Librarian

Civic Commons and Place

Goal 1: People are able to find the library

Actions
1. Ensure placement of universal signs from all directions, immediate, Q4 FY22
2. Enhance presentation of east and west entrance for visibility, Q3 FY24
3. Increase visibility of kids’ area (art on clouds), Q4 FY25
Target Group: Area residents and visitors
Measures: Tasks completed, increased use, word of mouth
Responsibility: Administration

Goal 2: All library staff and our community member are aware of library services

Actions
1. Develop a marketing toolkit and procedures for promotions and cross promotion of programs and service, Q3 FY23 (ongoing)
2. Create a marketing plan to increase patron participation/use of library, Q2 FY23
3. Launch patron of the month program to highlight use, Q1 FY24
4. Highlight technology resources available at the library for patron use

Target Group: library staff and all community members (patrons and underserved)
Measures: increased patron use, increase in library card registrations, increase programming attendance
Responsibility: Programming/Marketing

Goal 3: Working professionals use the library as a collaborative meeting space

Actions
1. Establish co-working space and schedule in library, Q4 FY23
2. Host emerging professionals networking mixers, Q3 FY23
Target group: Working professionals/remote workers, any user needing meeting space
Measures: User feedback (formal and informal), attendance and statistics from use of space, presenter feedback, meeting room update completed
Responsibility: Public Services Librarian

Goal 4: All people are able to meet, learn, collaborate and create at the library

Actions
1. Improve meeting room experience with updated A/V, Q4 FY23
2. Continue to use available technology to offer hybrid programs, ongoing
3. Develop programming to offer patrons opportunities for self-expression and creativity (Biblioboard), Q2 FY23 and ongoing
4. Offer in-library technology skills classes, Q4 FY23
5. Purchase a Farmbot for the library or a gardening 3D printer, Q1 FY24
6. Pursue Kulture City Certification for Community Center to be sensory inclusive, Q1 FY25 - funded and all staff trained
Target Group: All library cardholders, area residents and visitors, persons with sensory or sensitivity needs
Measures: Tasks completed, word of mouth, feedback from meeting room users, attendance at classes, noted reduction in tech questions and/or staff time in supporting technology needs of patrons, increased partnerships with Food Pantry, schools, daycares, interest groups, increased use of seed library and kits
Responsibility: Programmers/Admin

Goal 5: The library is a space to plug-in and unplug

Actions
1. Provide space for charging devices in adult area and youth & teen area(s), Q2 FY23

2. Encourage people to unplug from devices by offering activities that balance opportunities to unplug with tech needs, Q4 FY23
Target Group: Adults, teens, and youth in the library
Measures: Charging options installed, monitor use and increased non-tech activities available, observation
Responsibility: Adult and Youth & Teen Services

Goal 6: The library offers a space for people to gather, experience nature, and be active outdoors

Actions
1. Further boost outdoor wi-fi and install solar charging benches for public use, Q2 FY23
2. Create and utilize outdoor gathering spaces, Q3 FY23 research and planning, Q2 FY25 completion of spaces
Target Group: adults, people with devices
Measures: wi-fi stats increase, number of programs offered, attendance statistics
Responsibility: Adult Services/IT