

Approved on February 21, 2022.

Learn.  
Play.  
Grow.

Anamosa Library &  
Learning Center Strategic  
Plan 2022-2024

ALLC Board of Trustees

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# MISSION

The mission of the Anamosa Library and Learning Center is to provide opportunities through services and resources, supporting creativity and bringing people and information together.



The strategic planning process began in April 2021 with Becky Heil of the State Library of Iowa facilitating. The Board of Trustees discussed a plan of action for getting community feedback to develop the plan around community needs. They brainstormed a list of community stakeholders that agreed to a phone survey with Becky Heil to determine community perception, needs, and attitudes about Anamosa and the library specifically. Based on those responses, the library staff chose 9 of the Library Service responses the library could focus on to address community needs. The Board of Trustees then met and chose 3 service responses to focus on and developed goals to meet for each response. The library staff then met to create objectives that could be accomplished within the next three years to meet those goals. The 2022-2024 strategic plan is the result of the library's insight into community needs and how it plans to address them in the next three years. Thank you to the Library Board of Trustees, staff members, and especially the community members who gave their time and input into the Anamosa community.

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# SERVICE RESPONSES

## I. KNOW YOUR COMMUNITY

### GOAL 1:

PEOPLE IN NEED FIND INFORMATION ABOUT COMMUNITY RESOURCES.

#### OBJECTIVES:

1. Communication policies will be reviewed to determine what community resources can be posted and where.  
Activities:
  - a. Staff will bring communication policies to board meetings for review by the end of fiscal year 2022.
  - b. Staff will check current policies for what can currently be posted on the digital sign, social media, and in the building.
  - c. If policy is changed, community resources will be added to the library webpage, digital sign, social media, camera corner, and other relevant places.
2. Create space for community resources and highlight specific ideas each month.
3. Utilize teens to help with updating and promoting the community through the camera corner during fiscal year 2023.

### GOAL 2:

POLICIES WILL BE REVIEWED IN ORDER TO REDUCE BARRIERS TO LIBRARY USE.

#### OBJECTIVES:

1. Identify policies to be reviewed, especially fines and program room use by the end of fiscal year 2022.
2. During the next several fiscal years, use storytelling and data to emphasize why removal of fines is essential.  
Activities:
  - a. Gather data from other libraries.
  - b. Collect stories from current patrons.
3. Based on community input, evaluate meeting room use policy by the end of fiscal year 2022.  
Activities:
  - a. Look especially at rules for non-profits and community organizations.
4. Determine changes to other policies identified by end of fiscal year 2023.  
Activities:
  - a. Look especially at home delivery, curbside delivery, and credit card use.

### GOAL 3:

COMMUNITY ORGANIZATIONS WILL BE INVOLVED AND CONNECTED AS THE LIBRARY PROMOTES BETTER UNDERSTANDING AND FACILITATES COMMUNICATION.

## OBJECTIVES:

1. Staff will identify/investigate what community resources are available.  
Activities:
  - a. Staff will reach out to community organizations and involved community members.
  - b. Staff will compile a list or bank of resources by the end of fiscal year 2023.
2. Staff will work to prioritize their interactions with various local organizations.  
Activities:
  - a. Staff will look locally for partnerships and agree to participation in community events.
3. The library will reach out to individual organizations to explain what the library can provide for them.

## II. EXPRESS CREATIVITY

### GOAL 1:

PEOPLE OF ALL AGES WILL HAVE THE SERVICES AND SUPPORT TO EXPRESS THEMSELVES.

#### OBJECTIVES:

1. Develop programs of interest for the new adults in the community.  
Activities:
  - a. Review policies and requirements for allowing alcohol on site.
  - b. Partner with local businesses to provide programs off site and outreach.
2. Create a Library of Things and/or Maker Space to support the creative needs of the community by the end of fiscal year 2024.  
Activities:
  - a. Evaluate space needs and best cataloging practices for non-traditional items.
  - b. Begin accepting donations of selected items in 2022.
3. Utilize display case to promote community creativity and expression.  
Activities:
  - a. Reach out to schools to display artwork or student projects.
  - b. Market and promote use of display case for personal expression of collections, art, etc.
  - c. Create contests and programs where result is posted in display case.
4. By fiscal year 2024, determine other age or target groups whose needs are not being met.

## III. MAKE INFORMED DECISIONS/INFORMATION LITERACY

### GOAL 1:

THE COMMUNITY WILL BE STRENGTHENED BECAUSE THE LIBRARY WILL PROVIDE SUPPORT FOR BUSINESSES AND A POTENTIAL WORKFORCE.

#### OBJECTIVES

1. Investigate who the library should connect with and what makes a good partnership.
2. Utilize teens to introduce businesses and careers via a series of videos.

## GOAL 2:

### RESIDENTS WILL FIND RESOURCES AT THE LIBRARY, PROMOTING A HEALTHIER ANAMOSA.

#### OBJECTIVES

1. Work to promote a healthier Anamosa through programs and participating in community initiatives.

Activities:

- a. Incorporate healthy activities into programs such as:
  - i. Eating healthy
  - ii. Exercise
  - iii. Health education
2. Figure out the library's role in partnering with 5210 during fiscal year 2022.

Activities:

- a. Research more on what 5210 needs from the library.
- b. Determine a staff member to coordinate efforts.
3. Investigate outdoor library space. Look at incorporating a Storywalk and adding walking trails and paths.

Activities:

- a. Determine what grants are currently available for large projects, locally, state-wide, and nationally.
- b. During summers of 2022, 2023, and 2024, partner with Parks and Recreation and/or State Park to determine temporary locations for outdoor Summer Reading opportunities.

## GOAL 3:

### COMMUNITY MEMBERS WILL GAIN THE SKILLS THEY NEED TO SEARCH FOR, LOCATE, AND ANALYZE INFORMATION TO MAKE INFORMED DECISIONS.

#### OBJECTIVES

1. Get staff training for online resources starting in fiscal year 2022 and continuing consistent training.
2. Determine the best way to promote resources for the general public, possibly including the following activities:

Activities:

- a. Add short promotions of resources into relevant programming.
- b. Include resources in marketing efforts.
- c. Provide classes or education on resources or evaluating information using our resources.