

Approved on June 15, 2015.
Revised April 16, 2018.

Growing for the Future

Anamosa Library &
Learning Center Strategic
Plan 2015-2020

ALLC Board of Trustees

MISSION

To provide excellence in services and resources to bring people and information together.



Community based input has been sought and received via two brainstorming meetings of community representatives to arrive at four library service responses for the Anamosa Library and Learning Center. The Library Board and Library Staff have endorsed these service responses and updated the library mission statement to reflect new priorities. Goals and objectives have been formulated to guide library staff in achieving the best service possible for our community.

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SERVICE RESPONSES

I. SUCCEED IN SCHOOL/LEARN TO READ AND WRITE

SUCCEED IN SCHOOL: HOMEWORK HELP

Students will have the resources they need to succeed in school.

LEARN TO READ AND WRITE: ADULT, TEEN, AND FAMILY LITERACY

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

GOAL 1

Children, teens, and their parents will find the same or better level of programs and services offered at the library during and after the transition to a new Youth Services Librarian.

OBJECTIVES:

1. Hire a new Youth Services Librarian by June 2018.

Activities:

- a. Review the Job Description
 - b. Create and distribute the job opening Advertisement
 - c. Select candidates to interview
 - d. Interview potential candidates
 - e. Present final candidate to the Board of Trustees for final approval
 - f. Offer the selected candidate the position
2. Train the new Youth Services Librarian throughout his/her first year of employment.

Activities:

- a. Conduct initial employee orientation, including reviewing library policies and operating procedures, the weekly work schedule, and tour the library.
- b. Review expectations of the position, including programming, book purchasing, outreach, and front desk assistance
- c. Provide support as needed throughout the year

II. SATISFY CURIOSITY/STIMULATE IMAGINATION

SATISFY CURIOSITY: LIFELONG LEARNING

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

STIMULATE IMAGINATION: READING, VIEWING, AND LISTENING FOR PLEASURE

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

GOAL 1

Patrons who want leisure materials will find services available to help them find what they are looking for and explore new possibilities at the library.

OBJECTIVES

1. The library will offer Suggestion forms for patrons to make purchasing requests and consider these suggestions when making monthly purchases starting November 2016.

Activities:

- a. Consider ways the website can offer an easy suggestion submission
 - b. Design print and online form
 - c. Implement new patron suggestion system
2. All staff will be retrained in Reader's Advisory in order to better provide Reader's Advisory services to patrons by July 2020.

Activities:

- a. Offer classes for staff.
 - b. Practice Reader's Advisory skills through mock situations and sharing books read.
3. Implement passive Reader's Advisory services to provide ways readers may decide on their own what to read next by July 2020.

Activities:

- a. Provide monthly themed book displays.
- b. Set up Reader's Advisory links to helpful resources organized in an easy to navigate manner on all computers.
- c. Evaluate the links on the computer station every 6 months to remove any dead links.
- d. Install and use slat shelving at the end of the bookshelves to showcase books.

GOAL 2

Patrons will have choices of programs provided through collaboration with community members and organizations.

OBJECTIVES

1. Provide four new and varied programs each year for three years, beginning in 2016.

Activities:

- a. Possible ideas and topics include: Health, Finance, Estate planning, Wii bowling for seniors or seniors and kids, Genealogy programming

2. Conduct a survey about the library's program offerings for adults, teenagers, and children by November 2017.
 - a. Identify the scope and purpose of the survey
 - b. Create the survey
 - c. Distribute the survey to collect responses
 - d. Review and summarize the results of the survey
 - e. Look for ideas and suggestions that can be implemented
3. Continue library involvement with Anamosa Lunches for Youth (ALY) starting May 2016.

Activities:

 - a. Provide books and other types of materials.
4. Have volunteer involvement in planning, organizing, and or help providing at least 2 library programs per year for three years, beginning in 2016.

Activities:

 - a. Review and update the volunteer policy.
 - b. Continue to seek experts in the community willing to help with specialized programs.
 - c. Work to increase the advertising budget for all programs.

GOAL 3

Citizens will know how to access online resources available through the library.

OBJECTIVES

1. Beginning in May 2015, all staff will participate in ongoing training on library services and products to increase staff knowledge of and skills at these services and products.

Activities:

 - a. Identify the resources to promote (Ancestry, Gale, etc.).
 - b. Provide training opportunities for staff members to review and practice using the resources on their own time while at work.
2. Beginning in the fall of 2015, staff will implement services to increase patron knowledge of library services and resources both inside and outside of the library building.

Activities:

 - a. Offer training at the library, either in a classroom format or informally at the circulation desk.
 - b. Prominently feature one service a month using the features available through the website.
 - c. Feature services in the monthly newsletter and distribute the newsletter to places around town.

GOAL 4

Library browsers will find comfortable seating and spaces to make their reading and viewing choices.

OBJECTIVES

1. Rearrange the layout of the library shelves in July 2020.

Activities:

 - a. Come up with a layout that adds more seating space and welcoming areas that are visible upon immediately entering the main library space.

- b. Evaluate the current collection to see if any changes need to be made to the organization, labelling, layout, and number of materials before the move.
 - c. Recruit volunteers to help move books and shelves.
2. Continue the purchase of seating, tables, and decorative elements to make the space more user-friendly and inviting by July 2020.

Activities:

- a. Tour other libraries and do research to get ideas for possible seating options.
 - b. Look into possible decorative elements, including decorative shelving areas, quotes, paintings, rugs, etc.
 - c. Purchase charging stations for each table/workstation around the library.
3. Evaluate options for reducing the echoing and noise problem in the main room of the library by November 2018.

III. KNOW YOUR COMMUNITY/BE AN INFORMED CITIZEN

KNOW YOUR COMMUNITY: COMMUNITY RESOURCES AND SERVICES

Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

BE AN INFORMED CITIZEN: LOCAL, NATIONAL, AND WORLD AFFAIRS

Residents will have the information they need to support and promote democracy; fulfill their civic responsibilities at the local, state, and national levels; and fully participate in community decision-making.

GOAL 1

New residents will receive information about the library and its services.

OBJECTIVES

1. Provide each new patron at the library with a brochure about the library's offerings, beginning in May 2015.
Activities:
 - a. Review and/or edit the brochure every year to keep the information relevant.
2. Provide library information at city hall for new residents beginning in June 2015.
Activities:
 - a. Provide brochures to be distributed when new residents sign up for water.
 - b. Investigate the possibility of a permanent informational sign hanging in the entry.
3. Make brochures and/or table toppers available at a variety of community places by Fall 2015.
Activities:
 - a. Create table toppers for programs
 - b. Distribute table toppers around the community

GOAL 2

Residents will have a variety of ways to find information about city services, community events and local organizations.

OBJECTIVES

1. Explore, design, fund, and build an outside sign that would promote library and community events on library property by April 2019.
Activities:
 - a. Do research on the best sign options for the library' situation
 - b. Discuss funding options
 - c. Request bids for the construction on the sign
2. Keep the community and library tables and bulletin boards of pamphlets/brochures stocked with relevant and helpful information, beginning in 2015.
Activities:
 - a. Checking community bulletin board and table once a month to keep events up-to-date.
 - b. Checking the library table once a week to ensure it is well-stocked.

IV. VISIT A COMFORTABLE PLACE

VISIT A COMFORTABLE PLACE: PHYSICAL AND VIRTUAL SPACES

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

GOAL 1

Website users will find information about the community at large, as well as library services, in an easy to navigate format.

OBJECTIVES

1. Monitor, edit, and review Anamosa and Jones County links of interest on the library's community information webpage by December 2018 and again by December 2019.

GOAL 2

Website users will find an interactive, informative, and accurate environment on the Anamosa Library and Learning Center website.

OBJECTIVES

1. Develop and approve a Social Media and Website Policy by January 2017.
2. Review the website every 2 months beginning in January 2017 to ensure the accuracy of the website's content.
3. Respond to Messages on Facebook and emails sent through the "Contact Us" form on the website in a timely manner beginning in June 2018.