



**Winterset Public Library
Strategic Plan 2019-2024**

Approved by Library Board of Trustees February 20, 2019

Development of Plan: The library board and director met with State Library of Iowa Consultant Maryann Mori in October 2018 to review demographic information from the State Data Center, comparison of library statistics, and information from various city/county surveys and reports (i.e. Madison County Heart and Soul; City Comprehensive Development Plan, ISU Madison County report). From that data, we completed worksheets allowing us to consider this information in light of current and prospective library services. These considerations allowed us to determine our strategic plan. Library Director Jean Bosch brainstormed ideas with library staff in December 2018 and sent a draft to the library board members in early January 2019.

Mission Statement: Winterset Public Library provides a place where people of all ages can gather to learn, grow, and create – intellectually, socially, and as a community.

Service Response #1: Programs & Services

Goal 1: Early childhood literacy will include new opportunities.

Objective 1: Children ages birth through 5-years-old and their parents/caregivers will have one new opportunity for learning annually.

Activity 1: The Director and Youth Services Librarian will assess current offerings by surveying area parents and care providers in fall 2022.

Activity 2: The Youth Services Librarian will use listservs, websites, etc., to learn about possible program and service opportunities in spring 2023.

Activity 3: The Director will re-allocate staffing and resources as necessary for implementation of potential new opportunities by fall 2023.

Goal 2: Seniors will have access to library services at non-library locations.

Objective 1: The library will reach out to area senior facilities to provide two activities or services annually.

Activity 1: The Director and Adult Services Librarians will assess needs and availability of sites.

Activity 2: Director will survey area care providers in fall 2019.

Activity 3: Director and Adult Services Librarians will research program and service possibilities that have been successful at other libraries.

Activity 4: The Director and Adult Services Librarians will use listservs, websites, etc., to learn about opportunities in fall 2020.

Activity 5: The Director will re-allocate staffing and resources as necessary for implementation of services in fall 2020.

Objective 2: The library will consider formalization of the Homebound Delivery program.

Activity 1: The Director will research other libraries' homebound services in spring 2023.

Activity 2: The Director and Adult Services Librarians will re-allocate staffing and resources in fall 2023.

Goal 3: County residents will receive increased library service and outreach.

Objective 1: The library will find ways to meet the county residents outside of the library to provide one contact annually.

Activity 1: The Director will survey needs and interests of service area in summer 2020.

Activity 2: The Director and staff will research events, facilities, and possible partnerships in summer 2020.

Activity 3: The Director will re-allocate resources as necessary for implementation of services in spring 2021.

Service Response #2: Technology

Goal 1: Offer opportunities for patrons to access new technologies.

Objective 1: The Library of Things will add a minimum of ten items annually to meet high- and low-technology needs.

Activity 1: The Director and staff will assess current offerings.

Activity 2: The staff will research possible additions to the collection in fall 2019.

Activity 3: Staff will survey library users to gauge interest in fall 2019.

Activity 4: The Director will re-allocate resources and seek additional funding to add materials in spring 2020.

Objective 2: The library will offer new platforms/services such as Acorn TV; Hoopla; hot spots; etc.

Activity 1: The Director and staff will assess current offerings.

Activity 2: The staff will research possible additions to the collection in fall 2021.

Activity 3: Staff will survey library users to gauge interest in fall 2021.

Activity 4: The Director will re-allocate resources and seek additional funding to add materials beginning spring 2022.

Goal 2: Ensure collection is easily accessible.

Objective 1: The physical collection will be inventoried to organize the holdings on the shelves and the online catalog by summer 2021.

Activity 1: The Director and Adult Services Librarians will contact State Library consultants for advice and best practices for implementing the inventory process in spring 2020.

Activity 2: The Director will formulate a written plan and timeline for the project in spring 2020.

Activity 3: Volunteers and staff will begin to inventory the collection and clean up the online catalog in fall 2020.

Objective 2: Determine need for upgrade to integrated library system (ILS) by summer 2024.

Activity 1: The Director will contact current ILS provider to determine present system's capabilities, feasibility, and longevity in fall 2022.

Activity 2: The Director will consult with State Library consultants and other libraries to gather research on other ILS providers in fall 2022.

Activity 3: The Director will seek funding for new ILS system in spring 2023.

Activity 4: The Director will write RFP for new ILS system (pending funding) in summer 2023.

Activity 5: Staff will implement system upgrade in fall 2023.

Objective 3: Determine need for upgrade to security gates by fall 2024.

Activity 1: The Director will contact current materials security gate system provider to determine present system's capabilities, feasibility, and longevity in fall 2023.

Activity 2: The Director will consult with State Library consultants and other libraries to gather research on other security gate system providers in fall 2023.

Activity 3: The Director will seek funding for new security gate system in spring 2024.

Activity 4: The Director will write RFP for new security gate system (pending funding) in summer 2024.

Activity 5: Staff will implement security gate system upgrade in fall 2024.

Goal 3: Patrons will be able to pay for services in a convenient format.

Objective 1: The library will offer fine and fee payments by credit/debit card by spring 2020.

Activity 1: The Director will research payment methods with greatest benefits and ease of implementation in fall 2019.

Activity 2: System will be selected and implemented in spring 2020.

Service Response #3: Spaces/Places

Goal 1: Library users will experience quieter spaces in the library.

Objective 1: Install acoustic panels; white noise machines; and/or other noise-reducing tools to enhance user experience by 75%.

Activity 1: Visit other facilities with these devices.

Activity 2: Contact vendors for pricing and other options by summer 2022.

Activity 3: Obtain funding for installation by fall 2022.

Activity 4: Survey users to determine their level of satisfaction with noise reduction.

Objective 2: Develop and implement quiet hours and/or a quiet space.

Activity 1: Research other libraries to learn options and ideas

Activity 2: Implement ideas as needed by fall 2022.

Objective 3: Examine need for internet/computer access in youth areas and improve user experience by 80%.

Activity 1: Discuss space and user need options with staff and users in spring 2023.

Activity 2: Obtain funding for installation in youth areas by fall 2023.

Activity 3: Survey users to determine their level of satisfaction with internet/computer access.

Objective 4: Research feasibility of study rooms/cubicles.

Activity 1: Visit other libraries with study rooms/cubicles by spring 2022.

Activity 2: Work with architect/designer to create floor plan and related drawings in summer 2022.

Activity 3: Obtain funding for construction by fall 2024.

Goal 2: Accessibility to the library will be enhanced.

Objective 1: The library will provide parking options for eight bicycles for users and staff by summer 2019.

Activity 1: The Director will work with the City of Winterset to install bicycle parking in a safe and convenient location by summer 2019.

Objective 2: The library will add twelve motor vehicle parking spaces for users and staff.

Activity 1: Director will ensure City of Winterset has CIP funding for the project in spring 2019.

Activity 2: The Director will collaborate with City of Winterset and engineering staff to build parking lot east of library by fall 2021.

Goal 3: Library users and staff will experience a safer and more secure environment so that users and staff feel 80% safer.

Objective 1: The library will achieve improved lighting and higher energy efficiency through LED lighting.

Activity 1: The Director will research costs and vendors in fall 2022.

Activity 2: Obtain funding for installation by fall 2023.

Activity 3: Survey staff and users to determine their level of satisfaction with safety and security measures.

Objective 2: The library's security camera system will be updated and maintained.

Activity 1: The Director will consult with vendor for needs and updates in fall 2023.

Activity 2: Funding will be obtained for installation in fall 2024.

Objective 3: The library will be prepared for emergency situations by providing one staff training and one audit annually.

Activity 1: The Director and staff will compile and maintain an emergency procedure manual in fall 2019.

Activity 2: The library staff will participate in ongoing emergency training and drills beginning fall 2019.

Activity 3: The Director will work with the City of Winterset and vendors to conduct audits to be proactive about safety and security issues (ongoing).

Evaluation of Plan: The library board and director will review this plan at least twice a year for relevancy and completion of goals.