

# Discover Connect Learn



## Drake Community Library Strategic Plan 2013-2017

approved by DCL Board of Trustees  
September 25, 2013

Community based input has been sought and received via a community survey as well as a task force of community representatives to arrive at four key service responses for Drake Community Library. 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.



### **Trustees**

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## Mission & Core Values

Drake Community Library will be a community resource center striving to inform and empower every person in the community through responsive services, collections and programs. DCL will be a place where people have open access to the power of information and the joy of reading; a crossroads for social interactions, the exchange of ideas, and cultural enrichment.

– approved by the Board of Trustees, July 2013

### **Drake Community Library –its Board of Trustees, staff, and volunteers– is driven by a commitment to these core values:**

We value ethical, fiscally responsible stewardship of public resources.

We value technological literacy by providing public access to appropriate technology and educational venues to encourage its use by all.

We value intellectual freedom for all by providing access to all types of literature and viewpoints.

We value our employees by providing a safe workplace and opportunities for professional and personal growth.

We value our volunteers by providing meaningful instruction, tasks and objectives and by recognizing their work before the greater community.

We value our children and young people by offering special programs and resources designed to open the doors to lifelong learning, the pleasures of reading, and the love of libraries.

We value our users' right to privacy by keeping records of their library use strictly confidential.

We value our library users by providing them with our services in a nonpartisan and non-judgmental manner that is sensitive to and supportive of human differences.

We value learning for all ages by providing a wide range of books and other resources along with skilled assistance in using these resources to their fullest extent.

We value our community by providing a public place for the exchange of ideas and personal expression.

### **New tag line developed, allowing for new logo use.**

Discover – Connect – Learn



# Service Responses

## I. Know Your Community and Your World

DCL will be the place to discover the wide variety of programs, services, and activities offered by community agencies and organizations. Library users will have access to information, resources, and programming that will enhance their opportunities for civic engagement, social interaction, and cultural enrichment.

### **Goal 1 - Provide opportunities to participate in informed public discourse**

*Objective:* Partner with agencies, organizations, and interest groups to sponsor or co-sponsor public forums or displays at the library on local, national, and world affairs

*Objective:* Create webpage specific to each forum

*Objective:* Promote availability of lobby display cases for use by outside organizations

### **Goal 2 - Create better awareness of civic opportunities**

*Objective:* Improve organization of lobby bulletin board and brochure display space

*Objective:* Establish a “Civic Engagement” page linking to local, state, and national information resources

*Objective:* Collaborate with Grinnell Chamber of Commerce to ensure all library events are reflected on Chamber calendar

### **Goal 3 - Enhance access to local archival resources**

*Objective:* Create a succession plan for archivist position

*Objective:* Continue digitization of community stories [Poweshiek History Preservation Project]

*Objective:* Train additional staff on PHPP scanning process

*Objective:* Continue cataloging of archival collections

*Objective:* Pursue grant funding to complete fundraising goal for Grinnell Room compact shelving

*Objective:* Install compact shelving in Grinnell Room

*Objective:* Digitize the Grinnell Herald Register newspaper collection

## Desired Results:

-  Sponsor or co-sponsor one public forum per year; after the initial baseline year, the number of people attending the public forum will increase annually
-  After the initial baseline year, the amount of inactive display space in the lobby will decrease annually
-  Lobby bulletin board and display spaces will be monitored weekly
-  Website information of a static nature will be monitored /updated quarterly
-  Create part-time archivist position, timing to be determined
-  Have compact shelving in place by December 2014
-  Be current with cataloging of archival collections by June 2017
-  Digitization of Grinnell Herald Register collection by December 2016

## II. Connect to the Online World

The power of information will be readily accessible via a high-speed Internet connection with no unnecessary restrictions or fees to ensure that everyone can take advantage of the growing number of resources and services available through the Internet.

### **Goal 1 - Improve computer user experience**

*Objective:* Investigate color printing

*Objective:* Investigate wireless printing

*Objective:* Develop technology instructional program

*Objective:* Improve online catalog and website interfaces and social media presence to enhance user experience

*Objective:* Maintain adequate bandwidth in order to provide free public computer and Internet access to office suite software and popular services

### **Goal 2 - Improve information fluency of library users**

*Objective:* Improve public awareness of information privacy issues

*Objective:* Increase awareness and use of online resources (DCL cardholder-only resources and those offered by other governmental and open learning sites)

*Objective:* Collaborate with other area educational organizations to complement and support their programming

## Desired Results:

-  Implement wireless printing service by July 2014
-  Monitor income from printing
-  Monitor unclaimed printing
-  Incorporate color printing if budget and technology allows
-  Create publicity for scheduled “one-on-one” device-specific technology sessions with users
-  Track usage of this service
-  Launch eResource Central (updated online catalog) by July 2014
-  Parallel publicity drive to highlight DCL online resources
-  Track eResource usage
-  Produce information privacy brochure for inclusion in new card holder packets by December 2014
-  Collaborate with Iowa Valley Community College “Get Mobile” classes to connect users to DCL eResources
-  Create marketing plan showing examples of online resource use in everyday life

### **III. Engage Readers and Learners of All Ages**

DCL will be a place to expand minds and transform lives through its responsive collections, programs, and services designed to ensure that everyone has free and open access to the world of ideas and knowledge.

#### **Goal 1 - Bring library information to expectant families**

*Objective:* Create going home packet of library information for distribution to new parents

*Objective:* Establish connections through Mid-Iowa Community Action for Storytime outreach

#### **Goal 2 - Create a positive space for school age children to develop and explore the joy of learning and information literacy**

*Objective:* Create information literacy games to encourage and enhance library skills

*Objective:* Build upon youth book clubs to foster a joy of reading while encouraging social interaction

*Objective:* Create opportunities for mentoring readers with Book Buddies programming

*Objective:* Provide meaningful programming for after school students

*Objective:* Encourage training for all staff to maintain professionalism and increase skills

*Objective:* Create opportunities for intergenerational experiences to enrich people's lives

#### **Goal 3 - Foster partnerships with educational institutions, social services and community volunteers targeting under-served populations**

*Objective:* Improve continuity of the Drake Tutors Homework Help program to better serve students

*Objective:* Explore opportunities for collaboration with Iowa Valley Community College to benefit area residents

*Objective:* Explore opportunities for collaboration with Grinnell-Newburg School District to benefit area students

*Objective:* Be the place for Tiger Packs pick up in the summertime to facilitate continuity of program for area youth

#### **Goal 4 - Build Community around books**

*Objective:* Establish a book discussion group for adult audience

*Objective:* Offer mini-library of topical titles to outside groups meeting at the library

*Objective:* Continue Books in Baskets delivery service to schools and book delivery service to the homebound

#### **Goal 5 - Improve access to collections**

*Objective:* Research new methods of genre labeling for adult fiction

*Objective:* Create a timeline for weeding of adult collections

*Objective:* Update children's non-fiction collection

*Objective:* Improve analysis and presentation of circulation statistics to improve resource allocation

## Desired Results:

-  Going home packets ready for distribution by Grinnell Regional Medical Center and/or Stork's Nest by March 2014
-  Program success measured by number of new library cards generated as direct result of packets and Mid-Iowa Community Action outreach
-  Information literacy games will be offered on Mondays during the summer library program and on occasion during the school year
-  Continue offering quarterly book clubs for children and occasional book clubs for teens
-  Provide at least one session of book buddies each year beginning with 2014
-  Maintain current quality programming schedule and begin serving after school students in a meaningful way by the end of 2014
-  Provide ongoing staff training in the areas of reader's advisory, online resource utilization, and other relevant topics, beginning in 2014
-  Patrons of all ages will connect to one another through library programming and utilization of library spaces
-  Exploration of Grinnell -Newburg school district encompassing the Drake Tutors program into local schools
-  Ongoing dialogue with Iowa Valley Community College for integration of programs and efforts when possible
-  Ongoing dialogue with Grinnell-Newburg school teachers related to student resources for homework and Book Buddies
-  Collaboration with Tiger Packs facilitator
-  Hold regular adult book discussion groups by 4th quarter 2013
-  Outside groups arranging for meeting room space will offer a book selection service
-  Books in Baskets delivery service and book delivery to homebound will be maintained
-  Access to adult genre fiction will be improved
-  Percentage of adult collections circulating will increase
-  Gaps in children's non-fiction collection will be identified and resolved
-  Implementation of "BlueCloud" Syrsi Dynix circulation system interface

## IV. Empower Job Seekers, Business Entrepreneurs and Non-profits

DCL will contribute to the success of our community by offering instruction and resources to support personal growth, business opportunities, and non-profit collaborations. DCL will strive to integrate learning into daily life by offering reliable information on topics of common interest.

### **Goal 1 - Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests**

- Objective:* Connect under-employed and unemployed to available resources and employment tools
- Objective:* Offer workshops on resume writing, job searching, interviewing, and basic computer training
- Objective:* Schedule helpers for Iowa Work Force Development computer station
- Objective:* Increase awareness of library career and business resources
- Objective:* Develop resume resource page on library website
- Objective:* Promote Learning Express test preparation resource
- Objective:* Collaborate with Mid-Iowa Community Action to create awareness of “interview clothes closet”

### **Goal 2 - Non-profits and businesses will have the resources they need to develop and maintain strong, viable organizations**

- Objective:* Offer community groups meeting spaces
- Objective:* Offer community groups display space to publicize their mission and needs
- Objective:* Promote library resources to outside groups
- Objective:* Investigate availability and feasibility of a grant sourcing database accessible to library cardholders

### **Desired Results:**

-  Have 1 workshop in place by end of 2013
-  Develop new and improve existing related website information by June 2014
-  By end of 2015 offer quarterly workshops with practical information
-  Measure success with participant statistics and workshop evaluation surveys
-  Determine how people are affected, influenced or changed by gathering participant stories