



URBANDALE PUBLIC LIBRARY

STRATEGIC PLAN

2016-2021

ACKNOWLEDGEMENTS

Thank you to everyone who contributed to the creation of the *Urbandale Public Library's Strategic Plan, 2016-2021* and to those who will participate in its implementation.

Consultant

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Community Committee

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Michael Brown	Callie Hippler	Jean Pierre Namink	Mary Weber
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Joan Casey	Mary Kathleen Linn	Greg Robinson	

Library Board of Trustees

Diana Ripperger, President	Tom Graves	Greg Ward
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Library Management

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Library Staff

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Community Committee

A committee of 24 Urbandale residents participated in the development of the *Urbandale Public Library's Strategic Plan, 2016-2021*. Their identification of challenges and opportunities facing the library contributed to a progressive and achievable plan. Following is a summary of the committee's input:

Challenges

Community Spirit

- important to develop and maintain

Communication

- how to find out about organizations and what services they provide, what's occurring in town and metro area, and about the various school districts and activities
- desire for more community activities—need to communicate those activities

Economic Growth

- not neglect the old business district

Location

- geography prevents inclusiveness—east vs. west, old vs. new
- Urbandale is not an isolated community—runs into surrounding communities, no distinct borders

Schools

- multiple school districts within Urbandale prevents community unity

Knowledge

- lack of knowledge of available services, organizations, and opportunities

Transportation

- no bus service and many areas not accessible by bike or walking
- inability of seniors to get to library and elsewhere

\$\$\$ and Investors

- for communication, activities, etc.
- investors in businesses

Knowledge and Communication

- lack of knowledge of available services, groups, organizations, etc. assisting minority populations
- lack of communication
- unsure of whom to contact regarding city issues
- how to communicate needs and opportunities is hard to determine
- language barriers
- communicating across city geographic divisions—east vs. west, school systems, etc.
- U-Can has had difficulty coordinating city-wide events

Opportunities

Committee members were provided a list of eighteen service responses outlining ways the library could address identified challenges and opportunities. Each member was asked to select three responses:

Service Responses	Committee Selections
Know your community	9
Stimulate imagination	8
Visit a comfortable place	6
Celebrate diversity	6
Be informed citizens	5
Learn to read and write	4
Satisfy curiosity	4
Build successful enterprises	4
Welcome to the U.S.	3
Connect to the online world	2
Express creativity	2
Make career choices	1
Make informed decisions	1
Create young readers	1
Know how to find and use information	0
Succeed in school	0
Discover your roots	0
Get fast facts	0

Goal 1: Deliver Exceptional Service and Services

Objective 1: Improve current service, services, and collections.

- Activity 1: Community staff will re-structure the website to simplify the interface, remove unnecessary information, better incorporate social media, and update the design by 2020.
- Activity 2: Collections staff will use CollectionHQ to assess the library's non-fiction collection and identify which areas are most popular. This data will be used to weed and to purchase new items. This process will begin in 2016 and be completed by 2018.
- Activity 3: Collections staff will find methods to reduce the average amount of time that customers have to wait for items on hold by 2017.
- Activity 4: Collections and services staff will assess the current state of all library digital collections, work with community staff to better advertise current collections, and recommend new digital products that might be of interest to our customers by 2020.
- Activity 5: Collections staff will assess all fiction collections to ensure that series are as complete as possible. This process will be completed and all print collections evaluated by 2021.

Objective 2: Implement new services and collections.

- Activity 1: The Youth Services manager will investigate and, if feasible, introduce more technology and activity options to the children's area by 2019.
- Activity 2: Collections staff will explore the feasibility of creating an Iowa collection of materials of local interest by the end of 2016. The assistant director and director will discuss whether it would be possible to create such a collection, how it would be cataloged, and where it would be located. If it is agreed that this collection would be beneficial, it will be created by the end of 2018.
- Activity 3: Community, services, and IT staff will explore and automate ways for customers to use our website or a mobile app to reserve study rooms, request materials, register for programs including the summer reading program, and check out materials. This will begin by 2017 and be completed by 2020.

Objective 3: Investigate ways to deliver service more efficiently and effectively.

- Activity 1: Department managers will investigate ways to automate library staff tasks, such as RFID, automated materials delivery systems, library vending machines, etc. The results will be reported to the library director by 2017.
- Activity 2: The library director will add at least one additional self-checkout terminal by the beginning of 2017.
- Activity 3: Department managers will work with the mentor committee to identify staff interests and skills so that they can be utilized in all departments. The services manager will re-structure the schedule to give staff off-desk time to work on these projects. This will be implemented by 2017.
- Activity 4: Department managers will investigate the use of technology and "outside the box" delivery options for homebound patrons, busy adults, and parents with children. Results of this investigation will be reported to the library director by 2018 for possible inclusion in the 2019/2020 budget.
- Activity 5: IT staff will improve the speed of the library's internet service and implement the ability for patrons to print from any device that they bring to the library by the end of 2017.

Goal 2: Impact Lives Through Collaboration and Connection

Objective 1: Establish partnerships to promote and facilitate access to both library and community services and programs.

Activity 1: Library director and department managers will meet at least twice per year with community organizations and service agencies to explore and implement partnering opportunities. Meetings will begin in 2016 and continue every year until 2021.

Activity 2: Department managers will meet semi-annually with administration and staff from Urbandale schools to register students for library cards, to offer resource assistance and volunteer opportunities, and to establish a system to circulate materials to students at Urbandale schools. Meetings will begin in 2016 and continue every year until 2021.

Objective 2: Develop and implement resources, programs, and services for diverse segments of the population and to attract non-users.

Activity 1: Services staff will coordinate translating library registration forms, promotional brochures, and other core documents into 2 languages other than English by the end of 2016.

Activity 2: Youth, community, and services staff will develop a partnership with Urbandale High School and other service organizations to create a tutoring program for customers. Volunteers will provide one-on-one tutoring for technology, Spanish/English classes, job searching, and other topics. This will be completed by the end of 2019.

Activity 3: Youth services staff will use CollectionHQ to evaluate the juvenile nonfiction world languages collection and select new materials by 2017.

Activity 4: Community staff will provide at least one program per year to highlight a diverse cultural group, beginning by 2018 and continuing through 2021.

Goal 3: Take the Library to the Community

Objective 1: Promote the Library and its mission outside of its physical location.

- Activity 1: Community and services staff will prepare a *Welcome to the Library* packet for distribution to new residents of Urbandale. The packet will be assembled and ready to distribute by the end of 2017.
- Activity 2: Community staff will coordinate and schedule staff member attendance at 4 community events per year to promote library collections, services, and programs and to register non-users for library cards. This will begin by 2018.
- Activity 3: The community manager will utilize diverse advertising mediums to promote library collections, programs, and services outside of the facility--billboards, radio, television, etc. New advertising will begin in 2016.
- Activity 4: Services and community staff will investigate the possibility of video recording 4 library programs, events, or story times per year and make the videos accessible through the library's website. Investigation will begin in 2016 and, if feasible, videos will be added to the website by 2019.
- Activity 5: Community staff will develop and implement one community event per year to be held at a location in the western section of Urbandale. Events will begin in 2019.
- Activity 6: The library director will explore establishing off-site locations or the possibility of purchasing a bookmobile to make accessing library materials more convenient for Urbandale's geographically dispersed residents. New methods will be implemented by 2020 if geographically and financially feasible.
- Activity 7: The library director and community manager, in partnership with Urbandale Parks & Recreation Department, will establish a StoryWalk in a park located in the western section of Urbandale by the summer of 2018.

Goal 4: Offer a Welcoming, Useful, and Destination Environment

Objective 1: Create spaces where the community can interact, explore, learn, and imagine.

- Activity 1: The library director will seek funding to complete original reconfiguration plans, including new meeting spaces, an entry feature for the children's area, and additional seating and interactive features, including white boards in the study rooms. Options for funding will be identified by 2020.
- Activity 2: Department managers and library director will explore the possibility of adding additional meeting spaces or repurposing current spaces, including other options for the ICN classroom, by 2021.
- Activity 3: Community and youth services staff will collaborate to create a StoryWalk for the butterfly garden by 2019.
- Activity 4: Services staff will explore additional options for adult interaction in the library, such as puzzles, community crosswords, adult coloring stations, and niche display areas by 2021.