

Perry Public Library

Strategic Plan 2022-2026

The State Library of Iowa likens a strategic plan to a road map to assist the library director and board in making decisions that are in the best interests of the community. A clearer comparison would be that a strategic plan is a flight plan made before the journey has begun and, perhaps, unforeseen events or opportunities have not presented themselves. Thus, our strategic plan may change as unforeseen hurdles or opportunities present themselves in the next 5 years.

The plan also publicizes the library's priorities and its vision of the future to the community and starts with these basic questions:

- What are the needs in the community?
- What is the purpose of the library related to community needs?
- Where are we now?
- Where do we want to go?
- How will we get there?
- How will we know what we accomplished?

As required for accreditation by the State Library of Iowa, a formal planning process must be undertaken every three to five years to reevaluate the library's service to the community and its future. Planning involves looking at what is possible and considering a wide range of alternatives. Open-mindedness and creativity will help develop a plan that will make the most effective use of library resources while keeping in mind the present and future needs of the entire community that is served by the library.

Planning is most effective when it involves a partnership between the director and board and includes input from the members of the public, as well as from staff. The Perry Community Phone Survey by State Library Consultant, Maryann Mori, was conducted to meet the "gather community input" requirement.

A Required Standard

The [Iowa Public Library Standards](#) include standard #17 on planning, which states: *"The library has a written plan...projecting up to 5 years into the future and outlines the library's goals and objectives to meet community needs. Developing a plan involves the staff, the board, and the public.* To meet standard #17, the plan must:

- Be current at the time of submission,
- Address community needs based on community data,
- Contain a mission statement, which describes the library's purpose in the community, and
- Include goals and measurable objectives.

<https://www.statelibraryofiaowa.gov/index.php/libraries/training-consulting/planning>

Strategic Plan for 2022 -2026

I. Demographics & Community Input

Gather information about the community and involve stakeholders such as city officials, business leaders, along with cultural, educational, human service, and social organizations. This could involve focus groups, surveys, and studying city demographic data and census data.

Perry Community Phone Survey by State Library Consultant, Maryann Mori.

II. Reflective Mission Statement

**Enabling our community to thrive
by offering lifelong opportunities
to connect, learn, and create.**

III. Core Values

Community – Fostering and Strengthening connections.

Access/Inclusion – Free and equal access to resources, collections, information, and programs.

Discovery – Connecting people with information, resources, and cultural experiences.

Service – Providing highest possible service through welcoming and approachable team members.

Innovation – Encouraging forward thinking and responding to the changing needs of the community.

IV. LIBRARY SERVICE RESPONSES / Goals / Objectives / Activities

#1 Create a PLACE that is Comfortable Both in Physical Wellbeing and Psychological Wellbeing.

Goal #1 : The Community will Benefit from the Library Employing a Fulltime or Part-time Bilingual Employee.

- I. What Perry will receive:
 - a. The Hispanic community (37% of population) will have a library employee speaking their language for the purpose of better understanding their wants and needs.

- II. How the Library will accomplish:
 - a. When the library has an open position, we will publicize the position available in both English and Spanish in every single place we advertise.
 - i. The Youth Services Position will open at the end of 2022. This will be the first opportunity to advertise aggressively to Perry community, Iowa community, and national community for a bilingual candidate.
Responsible: Director, 2022-2026
 - b. Staff to personally recruit Hispanic applicants.
 - i. Utilize all staff to contact their circle of Perry residents about this position.
Responsible: Staff, 2022-2026
 - c. Utilize Hispanics United for Perry contacts to disseminate information about the open position.
Responsible: Director, 2022-2026
 - d. Staff to use electronic interpreter until we hire bilingual employee.
 - i. Order electronic Interpreter.
Responsible: Director, February, 2022-2026
 - e. Ongoing advertisements when positions become available will have preferred requirement of speaking English and Spanish.
Responsible: Director and Deputy Director, 2022 – 2026

Goal #2 : The Community will Enjoy being Welcomed into Library Space and Offered Library Services.

- I. What Perry receives:
 - a. Patrons will be welcomed consumers in the physical and virtual spaces.

- II. How the Library will accomplish:
 - a. Welcome sign or message.
 - i. New Standing Welcome signs for both entrances.
Responsible: Director, 2022
 - b. Train staff to greet each patron, and by name -- if they know it.
 - i. Customer Service Training - once per year.
Responsible: Director and Deputy Director, 2022 - 2026
 - c. Train staff to always ask how they can help patrons.
 - i. Customer Service Training - once per year.
Responsible: Director and Deputy Director, 2022 – 2026
 - d. Train Staff to be knowledgeable about all services, databases, and readers' advisory.
 - i. Staff Meetings to be used as hands-on work sessions for all services, databases, and readers' advisory.
Responsible: Director and Deputy Director, 2022 – 2026

Goal #3 : The Community will Enjoy and Value a Continuous Review of Physical and Virtual Spaces for Improvement.

- I. What Perry will receive:
 - a. Patrons will have the most up-to-date library to enjoy and use.

- II. How the Library will accomplish:
 - a. Review physical and virtual library spaces for appearance, safety, and functionality.
 - i. Monthly Staff Meetings to be used twice per year to inspect the library thoroughly for appearance, safety, and functionality.
Responsible: All Staff, March and September 2022 – 2026
 - ii. Stains, tears, chips reported will be addressed immediately.
Responsible: Director, 2022-2026
 - b. Staff will research what the state-of-art or best practices are for libraries and library services offered to their communities by reading industry journals,

networking at workshops, webinars, professional associations, conferences, and visiting other libraries.

- i. Managerial Team to receive and review Library Journal and American Libraries, attend webinars and roundtables, and hold memberships in local, state, and national library professional associations.

Responsible: Director and Deputy Director, 2022 - 2026

- ii. Managerial Team to visit one newly renovated public library each year to access new technology, safety, and furnishings adopted and implemented.

Responsible: Director and Deputy Director, 2022 - 2026

- iii. Director to Order and Replace worn or broken furnishings.

Responsible: Director, 2022 - 2026

#2 Offer High Quality Access to the Digital World

Goal #1: The Community will Enjoy, Benefit, and Value the Best Continuous Internet Access.

- I. What Community will receive:
 - a. Patrons will have high-speed access to the digital world with no fees or restrictions.

- II. How the Library will accomplish:
 - a. Staff to use a five-year depreciation schedule to replace all desktops in Library.
Responsible: Director and Deputy Director, 2022 - 2026
 - b. Staff to annually review network infrastructure for replacement.
Responsible: Director and Deputy Director, 2022 - 2026
 - c. Staff to research and implement efficient, up-to-date software, and hardware to manage self-serve printing, use of public computers, patron account management, and other electronic services.
Responsible: Director and Deputy Director, 2022 - 2026
 - d. Staff to give tutorials or classes on basic computer skills.
Responsible: All Staff, 2022-2026
 - e. Staff to monitor seating, internet, and wireless capacity to ensure that as use increases, access and performance keep pace.
Responsible: All Staff, 2022-2026
 - f. Train staff to assist patrons in the use of all aspects of technology services offered by the Library.
Responsible: Director and Deputy Director, 2022 - 2026

- g. Library to sustain the Hotspot lending program to patrons.
Responsible: All Staff, 2022-2026
- h. Staff to explore if public internet access areas in Perry are feasible.
Responsible: Director and Deputy Director, 2022 - 2026

#3 Provide Robust Collections, Services, and Programs that Support and Promote Reading and Literacy.

Goal #1: The Community will Benefit from the Little Libraries Program.

- I. What Perry receives:
 - a. Access to free books within neighborhoods currently not reached by regular library services and for residents to build personal libraries, read free books, and promote sharing free books.

- II. How the Library will accomplish:
 - a. Staff to maintain the Little Libraries we have put in place.
 - i. Existing Little Libraries: Fareway, Eden Acres, Pearl Valley, the Lutheran Home, Spring Valley, the McCreary Building, Perry Perk, Perry Elementary School, Perry Middle School, and Laundromat.
Responsible: Staff assigned responsibility, 2022-2026
 - ii. Initiate and sustain 'Wee Wonder" Little Library placed at east door of the Library.
Responsible: Youth Services Librarian, 2022-2026
 - iii. Check all Little Libraries once per week if books need to be replenished.
Responsible: Staff assigned responsibility, 2022-2026
 - iv. Examine for maintenance problems for those exposed to the elements.
Responsible: Staff assigned responsibility, 2022-2026
 - b. Staff to add a Little Library at St. Patrick's Elementary School.
Responsible: Director, By End of 2022
 - c. Staff to write grants to continue and sustain this program.
Responsible: Director and Youth Services Librarian, 2022-2026

Goal #2 : The Community will Benefit from the StoryWalk™ Program.

- I. What Perry Receives:
 - a. Access to family-oriented activity that promotes a healthy activity (walking) and literacy.

- II. How the Library will accomplish:
 - a. Staff to select bilingual storybooks, prepare pages for StoryWalk™ stations, place the new story pages in stations at monthly intervals - year-round, and examine stations for maintenance or repair.
Responsible: Staff assigned responsibility, 2022-2026
 - b. Staff to promote StoryWalk™ as the storybook changes.
Responsible: Staff assigned responsibility, 2022-2026

Goal #3 : The Community will Enjoy Up-to-date Collections.

- I. What Perry receives:
 - a. Patrons to receive up-to-date collections in many formats.

- II. How the Library will accomplish:
 - a. Staff to purchase 100 % of New York Times Best Selling fiction list.
Responsible: Deputy Director, 2022-2026
 - b. Library to replace children's shelving with topical, book face-out shelving.
Responsible: Director and Youth Services Librarian, By End of 2023
 - c. Staff to promote collections with displays, reader's assistance, newsletters, public service announcements, radio spots, social media, book discussions, reader's advisory, and the Library website.
Responsible: Director, Deputy Director, and all Staff, 2022-2026

Goal #4 : The Community will Benefit from Storytimes for Working Parents Programs.

- I. What Perry Receives:
 - a. Working parents and their children will have an opportunity to attend a Saturday storytime at a convenient time for their schedules.

- II. How will the Library accomplish?
 - a. Schedule and Staff Saturday Storytimes.
Responsible: Director, Youth Services Librarian and Staff delegated responsibility, 2022- 2026
 - b. Schedule and staff Saturday Bilingual Storytimes.
Responsible: Director, Youth Services Librarian and staff assigned responsibility, 2022- 2026
 - c. Staff to market and promote these Saturdays Storytimes.
 - i. Website, social media, radio, electric sign, in the library, notes going home with elementary students, notes going home to current outreach preschools and daycares, laundromat, flyers at churches, Hispanic grocery stores, and Hispanic restaurants, and put in water bill.
Responsible: Director, Youth Services Librarian and staff assigned responsibility, 2022- 2026
 - ii. Continue to promote during the pilot program period of one year for this new program.
Responsible: Director, Youth Services Librarian and staff assigned responsibility, 2022- 2026

#3 Promote Lifelong Learning

Goal #1 : The Community will Enjoy Traveling Exhibits.

- I. What Perry receives:
 - a. The community will be able to visit a new exhibit and be stimulated on an informational, educational and entertainment level.
- II. How the Library will accomplish:
 - a. Staff person to research travelling exhibits for quality, presentation, and costs.
Responsible: Director, Librarian and staff assigned responsibility, 2022-2026
 - b. Schedule at least one in 2022.
Responsible: Director, Librarian and staff assigned responsibility, 2022-2026

- c. Increase number of traveling exhibits to two in 2023, two in 2024, two – three in 2025, and two – three in 2026.
Responsible: Director, Librarian and staff assigned responsibility, 2022-2026

Goal #2 : The Community will Enjoy More Programming for 20s and 30s.

- I. What Perry receives:
 - a. The 20s and 30s in the Perry community will be offered programs with their age group in mind.

- II. How the Library will accomplish:
 - a. Staff person to research what other libraries are offering for their 20s and 30s for programming.
Responsible: Staff assigned responsibility, 2022-2026
 - b. Staff to take one idea and create a program for this age group. Responsible: Staff assigned responsibility, 2022
 - c. At this first program, use this group as a focus group and ask questions about what they would want in library programming and how often.
Responsible: Staff assigned responsibility, 2022-2026
 - d. Using the feedback from initial program, plan and implement two program series tailored to this age group in 2023.
Responsible: Staff assigned responsibility, 2022-2026
 - e. Maintain programming for this age group in subsequent years.
Responsible: Staff assigned responsibility, 2022-2026
 - f. Allocate budget for programming.
Responsible: Director, 2022-2026

Goal #3 : The Community will Enjoy Adult Learning and High Interest Programs.

- I. What Perry receives:
 - a. The community will enjoy entertaining, educational, and informative programs.

- II. How the Library will accomplish?

- a. Staff will research high interest topics, explore home-grown hobbyists ready to share their interest, look to see what other libraries are presenting as programs.

Responsible: Director, Librarian, Staff delegated responsibility,

-12 programs in 2022

-14 programs in 2023

-16 programs in 2024

-18 programs in 2025

-20 programs in 2026

- b. Allocate budget for programming

Responsibility: Director, 2022-2026

#4 Provide Cultural Awareness, Genealogy, and Local History Programming

Goal #1 : The Community will Enjoy, Benefit, and Value Hometown Heritage at the Carnegie Library Museum (HH@CLM, hereafter).

- I. What Perry receives:
 - a. Perry and surrounding community will have access to:
 - I. the Carnegie Library Museum,
 - II. Carnegie Library Museum Collection – Books,
 - III. Hometown Heritage Collection – Oral Histories and Images (photos),
 - IV. Genealogy Programs,
 - V. Hometown Heritage Programs, and
 - VI. Cultural and Humanities Programming.
- II. How the Library will accomplish:
 - a. Director to hire and train staff.
Responsibility: Director, 2022
 - b. Reopen HH@CLM with standard hours.
Responsibility: Director, 2022
 - c. Bring CLM back to professional level in looks and functionality
Responsibility: Director, Museum Librarian, Museum Library Assistants, 2022-2026

- d. Initiate New programs
 - i. Genealogy Workshops
Responsible: Museum Library Assistant, Volunteers, 2022-2026
 - ii. Add Genealogy Databases
Responsible: Director, 2022-2026
 - iii. HH Programs on “Reawakening History by Telling Our Stories”
Responsible: Hometown Heritage Programming Committee, 2022
 - iv. Resurrect Blog
Responsible: Museum Librarian, 2022-2026
 - v. Create monthly 3rd Sunday Program – High Interest Programming
Responsible: Museum Library Assistant, 2022-2026
 - vi. Remain Open
Responsible: Director, Hometown Heritage Board, 2022-2026

#5 Sustain the Library’s Outreach Programming

Goal #1 : The Community will Value, Benefit, and Enjoy the Library’s Outreach Programs.

- I. What Perry receives:
 - a. The Perry community will be offered outreach programming. An outreach program aims to help, uplift, and support any population that might not otherwise have access to those services.

- II. How the Library will accomplish:
 - a. Staff to maintain *Homebound Delivery Program* for those that cannot journey to the library building.
Responsible: Staff assigned responsibility, 2022-2026
 - b. Staff to maintain and expand the *Food Recovery Program* for those that are food vulnerable in our community.
Responsible: Staff assigned responsibility, 2022-2026
 - c. Staff to maintain *Outreach Storytime Programming* for those children in preschools that have difficulty coming to the Library building.
Responsible: Youth Services Librarian, 2022-2026
 - d. Staff to research purchasing a Bookmobile for the purpose of *Outreach Book Delivery / Storytime Programming*.
Responsible: Director, Deputy Director, Youth Services Librarian, Librarian, 2022-2026

#6 Sustain a high-performance organization that strives for excellence in operations, fiscal management, and professional development.

Goal #1 : The Community will Benefit, Value, and Enjoy an Economically Efficient, Well-Managed Library while delivering the Best Library Services to the Community

III. What Perry will receive:

- a. The community will be offered a well-run, customer-oriented organization with cost efficiency and transparency primary to its leadership that actively keeps abreast of library concerns on a local, state, and national level.

IV. How the Library will accomplish:

- a. Staff to be trained on serving the public with respect and attention to their needs.
Responsible: All Staff, 2022-2026
- b. Staff to continuously review purchasing procedure and comparison pricing with quality and cost foremost.
Responsible: All Staff, 2022-2026
- c. All expenses and income published in Board packet each month.
Responsible: Director, 2022-2026
- d. Staff to belong and participate in local, state, and national professional library associations and other critical professional organizations and conferences.
Responsible: Fulltime Staff, 2022-2026
- e. All staff participate in continuing education opportunities to improve knowledge and performance of responsibilities.
Responsible: All Staff, 2022-2026

i. Fulltime staff to attend at least one conference per year, attending sessions in their area of focus. For example:

1. Youth Services Librarian – Youth, Youth Programming
2. Librarian – Media Creation, Media Distribution, Adult Programming
3. Deputy Director – Websites, Cataloging, Management, Leadership
4. Director – Management, Budgeting, Communications, Public Finance, Leadership
5. Part-time Staff – area of delegated duties

Responsible: All Fulltime Staff and possibly part-time, 2022 - 2026

Plan Evaluation

The Strategic Plan will be reviewed and updated annually by the Library Board at the July Board meeting, the beginning of the fiscal year. The review will include an evaluation of the library's progress toward the plan's goals and objectives. Plan evaluation will include any plan adjustments for the future year's goals while reviewing the past year's accomplishments.