

Grimes Public Library

2016-2021 STRATEGIC PLAN



INSPIRE



EMPOWER



UNITE



A Message from the Grimes Public Library Board of Trustees:

Since our beginning in June 15, 1972, the Grimes Public Library has endeavored to be a highly valued resource in our community. As times change and our patrons change, so do the Grimes Public Library's goals, resources, and priorities. Planning for the future is essential in order to meet the needs and interests of our residents, as well as to keep up-to-date with rapidly changing technology. As trustees, we have listened to what our users and non-users told us, and have worked for months to create a new strategic plan formed around our community's wants and needs.

With this in mind, we are honored to share with you our Strategic Plan for the Grimes Public Library for fiscal years 2016-2021. This map for our future demonstrates our ongoing commitment to honing our services to best meet current needs as well as anticipate future demands. We have gathered input from a wide-range of community members and have taken into consideration some of the challenges in optimizing use of our library, including the changing need for outreach and electronic access. We look forward to strengthening our services with this guide.

Join us in strengthening our services over these next five years as we strive to Inspire, Connect, and Engage!

Wanda Armstrong
Grimes Public Library Board President

Grimes Public Library Board of Trustees
Wanda Armstrong, President
Dr. Kristin Williamson, Vice President
Andrew Borcharding, Secretary
Gary Schroeder, trustee
Ann Haugland, trustee

Message from the Grimes Public Library Director:

In the past several years, libraries change to meet the needs of the communities they serve. I have been fortunate enough to be a part of the library world for 16 years and have witnessed many changes. To keep up with these changes, every five years, we like to pause and take a look at our community, our community goals, and where our community would like the Library to be in five years. This process is called strategic planning.

The strategic planning process is exciting, revealing, and at times humbling. We are excited and energized by the responses we receive from the community and searching for solutions and new ways to solve issues and new ideas to meet new needs. It is always humbling to recognize where you fall short especially when comparing yourself to larger libraries. It is revealing to the board and library staff when community members share their needs with us. It is always a good idea for librarians and their boards to consider where we have been, where we are now, and where we want to be in five years.

The resulting five-year plan is intended to provide a guide for the future with themes and goals that will enhance our collection, services, and staff. As representatives for the Grimes community, we offer this map for the future.

Throughout the upcoming years, the Grimes Public Library will:

Inspire the public to discover, create, and grow

Connect the public to resources, information, and people

Strengthen the community bond

Support community needs

Thank you to all of the people who helped us shape this plan either through the community survey or the town meeting. A special thanks to the Friends of the Grimes Public Library and also to the dedicated Grimes Public Library board members.

As you walk through the doors of either our website, or through the doors of our building, the Library staff are committed to offer an outstanding library experience!

We look forward to serving you on the journey forward!

Cheryl Heid, Library Director



Who We Asked

In preparation for the development of a new strategic plan, the Grimes Public Library held a community meeting and conducted a community survey to learn more about how and why people use the Library. Questions were also asked of their priorities and preferences for future services, and their views of the Library's relative strengths and weaknesses.

The community meeting was conducted by a State Library Consultant who met with various community members of all ages. Various community members were invited to participate and an open invitation also went out via Facebook and the Library's website.

In addition to the community meeting, a community wide survey was also sent out via Facebook, city newsletters, and on both the City of Grimes's website and the Library's website. We had 458 respondents to the survey. The majority of survey respondents were between the ages of 30 to 49 with 44% having a bachelor's degree, and 21% having a masters.

24% of survey takers did not currently use the Grimes Public Library. Of the non-users, 15% purchase what they need; 9% download and pay for what they need; 6% do not find what they need and use other libraries; 3% do not use it because the hours and/or the location is not convenient for them; 2% stated the library was too noisy for use.

36% of survey takers also use other libraries to also help find what they need.

What They Said

We had 458 respondents to the survey. From the survey results, we discovered most patrons (respectively) use the library to check out materials, attend a program, use a public computer, and attend a meeting or to use a study room. The materials users most sought after were printed books, and DVD's, and downloadable eBooks, and audiobooks. People are most likely to hear about our events and library news via email, Facebook, and the Library website.

During their last library visit:

- 71% found the items they were looking for and satisfied with the selection;
- 73% stated they easily found their items;
- 81% were happy with their staff interaction;
- 70% stated they were happy with the Library's open hours;
- 82% feel the Library is well maintained
- 68% want a new building or addition to the existing building to allow for a larger collection, more quiet space, bigger programming space, and children's area.

The community meeting participants agreed a larger space was needed to meet the growing demands of the community. They also sought improvements with family and adult programming, needing a larger building, needing more quiet spaces, communication about programs and resources, a larger collection and a better website. The majority of participants stated customer service was important to them and they felt we should try and maintain a 'small town' feeling in the public library and community.

Our Mission

Unite Community. Empower People. Inspire Ideas.

Our Vision

The Grimes Public Library will enrich lives through knowledge and information. We will be the gateway to learning and information for all ages, by offering a wide spectrum of services, materials, and programming to enhance the quality of life in our community.

Our Values

We value our community of users:

- by providing a safe, welcoming environment with equal access to information, services, and programs for all.
- by providing friendly, professional staff, and personalized outstanding customer service at all times to all members of our growing community.

We value our relationships with users, staff, community, and volunteers:

- by being active and cooperative participants in community affairs.
- by respecting the public's investment in our institution.
- by recognizing and respecting the contributions of our staff, volunteers, trustees, and Friends members.

We value our role as an advocate for information and knowledge

- by seeking out and receiving information from all points of view.
- by leveraging technology to enhance our services.
- by supporting cultural activities and programs.
- by promoting reading, information literacy, and life-long learning.
- by sparking imaginations through free and equal access to all materials.
- by ensuring the right to privacy.

Strategic Theme One

Provide an exceptional library experience for a growing community of patrons

Goal A: *Offer up-to-date resources in a variety of formats – both physical and virtual.*

1. By the end of the fiscal year, add fifty new books to the library collection. [April 2016]
2. By the end of each quarter, purchase at least ten new movie selections. [April 2016]
3. By the end of the each fiscal year, investigate the feasibility of adding or ending subscriptions for new databases and/or other resources.
4. By the end of each fiscal year, complete weed the library's collection to assure that the collection remains current and relevant.

Goal B: *Support technology needs of the community.*

1. By April 2017, develop and implement a technology advancement plan to assure the library maintains, replaces and appropriately adds technology assets.
2. By the end of each fiscal year, obtain/replace one computer used by library patrons.
3. Annually, evaluate how the wireless internet needs of the community are being met by the library and implement changes as appropriate.
4. Twice yearly, offer a course to the public on Internet or computer use.
5. Continuously evaluate and at the end of each fiscal year, implement identified attainable opportunities to improve the ILS.

Goal C: *Offer programs that meet a range of ages and interests.*

1. Continuously evaluate and, as appropriate, implement programs which spark imagination and support learning initiatives and literacy for patrons of all ages.
2. When budget, space, and staffing support growth, implement two additional daytime, and one additional evening/weekend youth programs.
3. By 2019, offer six additional adult continuing education programs per year.
4. Evaluate opportunities and, as appropriate, collaborate with the city, community agencies and/or community businesses to provide one community sponsored programming event held at the library by 2019. [April 2016]
5. Each month, provide a new visual arts display at the library.

Goal D: *Meet standards of quality to maintain state accreditation.*

1. Annually, complete an evaluation of the library services to assure criteria for continued state accreditation are met. [January 2016]

2. By the end of the 2018 fiscal year, assure that three-fourths of the state accreditation standards are met. [April 2016]

Goal E: *In the next three years, begin to investigate expanding the physical space of the Library in correlation with the City of Grimes comprehensive plan.*

1. By the end of fiscal year 2018 and consistent with the City of Grimes Comprehensive Plan, begin formal planning for the expansion and/or replacement of the library's physical space.
2. By the end of the fiscal year 2018, consistent with plans to expand and/or replace the library's physical space, develop a plan for how to best expand our internal staff and services to best serve community needs.

Strategic Theme Two

Expand relationships that build community and support the Library's mission.

Goal A: *Develop and strengthen relationship with the Grimes Community School system.*

1. A library staff member will attend each regularly scheduled DCG open house to provide public information regarding library services as well as opportunities to sign up for library cards.
2. Continuously seek and, as appropriate partner with DSG schools for vocational education opportunities particularly those consisted with STEM initiatives.
3. Continuously seek opportunities to involve DCG school officials with library efforts to expand/replace the library's physical space.

Goal B: *Develop and strengthen relationship with the business community of Grimes.*

1. Annually, the library director and/or assistant director will attend at least six Chamber of Commerce events.
2. Continuously seek opportunities to patronize Grimes businesses when purchasing goods or services for the library. This also includes seeking incentives for library programs.
3. Seek opportunities to collaborate with the Chamber of Commerce to provide a space and programs such as, but not limited to, a business book club.

Goal C: *Develop and strengthen relationship with organizations.*

1. By the end of 2018, offer one technology program at a location offsite from the library.
2. Library staff or board members will seek out opportunities to attend a community event once a year to foster and make new community connections. [Oct 2106]

3. By the end of the 2017, the library will develop a partnership with the food bank benefiting patrons and the food bank. [April 2016]

Strategic Theme Three

Create thriving spaces where the community connects, accesses library resources, and shares their stories.

Goal A: *Continue to create, design and expand our virtual spaces.*

1. By the start of 2017, evaluate and if appropriate, establish a virtual book club.
2. By the end of 2018, evaluate and as appropriate, purchase management software for the management of technology.
3. On an ongoing basis, seek and evaluate opportunities to improve the library web site. At the end of each quarter of the fiscal year, improvements will be made to the website based on identified improvement opportunities.
4. Twice each fiscal year evaluate and, as appropriate implement new social media platforms.
5. By the end of the fiscal year, evaluate and, as appropriate, purchase meeting room management software. (Consider combining this with Goal A.2. above).

Goal B: *Ensure library spaces are functional and attractive.*

1. By 2017, evaluate and if appropriate implement, a "gaming area" outside the meeting room space.
2. Continuously evaluate and, as appropriate, implement changes to the library layout permitting more efficient and effective use of the physical space. [Feb 2016]

Goal D: *Expand services within our community.*

1. By the end of 2019, establish two free libraries within the Grimes City limits.
2. By 2019, evaluate and if appropriate establish a book return drop off facility remote from the library at a location determined to have the greatest likelihood of use within the community.