

Grimes Public Library

2020-2025 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.

Through manual surveying of random community members at community events and businesses, we gathered 100 community comments from citizens. Many of the comments generated from the survey were based on needing more size and meeting spaces. The other common theme throughout the survey were technology related. We used that data to formulate goals based upon these findings.

With this in mind, we are honored to share with you our Strategic Plan for the Grimes Public Library for fiscal years 2020-2025. 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!

Gary Schroeder
Grimes Public Library Board President

Grimes Public Library Board of Trustees
Gary Schroeder, President
Ann Haugland, Vice President
Jeremy Hamp, Secretary
Erin Leifker, trustee
Charles Strutt, 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 20 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. 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



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.
2. By the end of each quarter, purchase at least new 20 movie selections.
3. By the end of 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 2021, 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 2023, 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.
5. Each quarter, 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.

2. By the end of the 2023 fiscal year, assure that three-fourths of the state accreditation standards are met.

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

1. By the end of fiscal year 2023 and consistent with the City of Grimes Comprehensive Plan, replace of the library's present physical space with a new library building.
2. By the end of the fiscal year 2020, consistent with plans to 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 one regularly scheduled DCG event to provide public information regarding library services and programs.
2. Continuously seek and, as appropriate partner with DSG schools for vocational education opportunities particularly those consisted with STEM initiatives.

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 2025, 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.
3. By the end of the 2022, the library will develop a partnership with the food bank benefiting patrons and the food bank.

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 end of 2023, evaluate and as appropriate, and purchase management software for the management of technology, meeting rooms, and passes.
2. 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.
3. Twice each fiscal year evaluate and, as appropriate implement new social media platforms.

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

1. By 2023, 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.

Goal D: *Expand services within our community.*

1. By the end of 2025, establish two free libraries if appropriate within the Grimes City limits.
2. By 2025, 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.