FY23-FY25: Goals and Objectives

The Process

Staff, volunteers, and board members teamed up in an inclusive and open process to develop our service priorities and create a flexible path to achieving them. The plan was developed based on information gathered by library staff including:

- community surveys
- patron feedback and word of mouth reports
- a summary of stakeholder interviews conducted by a consultant from the State Library of Iowa

Applying professional knowledge and best practices, library staff worked with the library board and a volunteer social work intern to identify themes and trends based on that information to chart the library’s future.

Mission

Your Library: A place to be, connect, enrich, create, thrive.

Defining Principles

Access

We provide information and resources equally and equitably to all individuals through a variety of delivery methods.

Diversity

We value a diverse world and strive to both mirror and reflect that diversity by providing a full range of resources and services to the communities we serve.

Service

We provide service with empathy, compassion, and excellence. We continually seek to enhance our professional knowledge and skills through learning opportunities for all library staff. So that we might give our best to the community, library staff are supported so they might achieve a work-life balance that looks like success for their individual lives.

Values

Civic Commons

Our library is a safe and welcoming space where all people belong, whether to meet and interact with others or to experience whatever they are seeking when they visit. We know that investing in our civic assets (libraries, parks, plazas, and trails) creates opportunities for connecting people of all backgrounds, cultivates trust and counters the trends of social and economic fragmentation in cities and neighborhoods.

Literacy

We believe in providing avenues for patrons to improve their literacy skills in order to meet their personal goals and fulfill their roles as caregivers, citizens, and workers which in turn creates an informed citizenry. By providing free and equal access to information for all people in the communities we serve, we uphold the first amendment right of free expression.
Social Responsibility

Libraries are fundamental to democratic societies with broad social responsibilities to support efforts to inform and educate people on these critical issues of society, to encourage people to examine the many views on and the facts regarding each problem, and to assist in bettering or solving these problems. Our library is an essential public good.

Definitions:

**Actions:** single items under each goal

**Goal:** Specific target or end-result desired to support a value/strategic priority – purposeful, actionable, measurable

**Measure(s):** how will library staff determine success of the plan and be clear that a goal or specific action is accomplished or underway

**Responsibility:** one person/group (programmers, admins, collection development, etc.) who will take lead on an activity to ensure it's updated and completed

**Target group:** refers broadly to specific audiences this goal is meant to reach/serve, however, it should be noted that all citizens may be served by any goals in this plan that meets their individual interests and needs

**Timeframe:** Q1 = Jul-Sep, Q2 = Oct-Dec, Q3 = Jan – Mar, Q4 = Apr – Jun ; FY = fiscal year
## Social Responsibility

### Goal 1: Members of the community and staff have opportunities & platforms for EDI issues to be acknowledged (internally and externally)

<table>
<thead>
<tr>
<th><strong>Actions</strong></th>
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<tbody>
<tr>
<td>1. Join and participate in the Change Network, Q1 FY25</td>
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<td>2. Host minority-owned business spotlights, Q4 FY23</td>
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<tr>
<td>3. Increase/expand partnerships with organizations to provide services for individuals who have limited access to the library, immediate and ongoing, Q1 FY23 and ongoing</td>
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<tr>
<td>4. Increase services to incarcerated/returning citizens and families, Q2 FY23</td>
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**Target Group:** marginalized and oppressed individuals and communities

**Measures:** staff is actively centering on underrepresented individual and consciously decentering dominant cultures and groups, program statistics, informal feedback

**Responsibility:** IDEA (Inclusion, Diversity, Equity, and Access) Committee Chair and members

### Goal 2: The library acts as a community outpost

<table>
<thead>
<tr>
<th><strong>Action</strong></th>
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<tr>
<td>1. Create basic needs kits (hygiene necessities) based throughout the community and provide oversight of upkeep, Q1 FY24 stocked and open for use</td>
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</table>

**Target group:** Area teens and adults in need of supplies

**Measures:** in place and utilized, requests being generated for additional materials

**Responsibility:** Teen and adult services

### Goal 3: The library has a full-time social worker on staff

<table>
<thead>
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<tbody>
<tr>
<td>1. Seek partnerships/grants to initially fund position, Q3 FY23</td>
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<tr>
<td>2. Gather data and propose budget to City Administration for permanent paid position, funded for FY26</td>
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**Target group:** unserved/underserved populations, individuals in need of social services

**Measure:** position approved and hired

**Responsibility:** Director

### Goal 4: Citizens are aware and informed about available library services

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<tr>
<td>1. Host an in-person town hall/information gathering at the library with outside moderator, Q2 FY23</td>
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<tr>
<td>2. Conduct regular patron surveys, currently conducting, next set for Q3 FY24</td>
</tr>
</tbody>
</table>

**Target group:** underrepresented ages/groups/communities

**Measures:** patrons/community members feel a greater sense of ownership with library staff
3. Outreach to schools dispersing information and gathering informal knowledge, Q2 FY22 (depending on schools allowing outside visitors)

Target group: elementary, junior high and high school students in North Liberty

Measures: increased usage of materials, increased attendance at programs

Responsibility: Youth & Teen Services Staff

4. Relaunch Youth Impact initiative with a series of life skills classes, Q3 FY23

Target group: tweens/teens in grades 5th-8th grades

Measures: number of kids signed up, number of kids on waitlist, follow-survey about the experience

Responsibility: Youth & Teen Services Staff

**Literacy**

**Goal 1:** Community members have access to a variety of unique library materials featuring interactive activities and 3D object through a library of things collection

**Actions**

1. Expand non-book materials, Q4 FY24

2. Current library of things materials are all out and in one location, Q1 FY23

3. Offer laptops with hotspots for checkout, Q4 FY23

4. Create a loanable technology program featuring Raspberry Pi’s

5. Add adult subscription boxes (modeled after teen subscription boxes)

Target Group: Patrons with specific interests/needs, underserved/unserved patrons

Measures: materials are cataloged and displayed, circulation statistics, survey of interest

Responsibility: Collection Development Librarian

**Goal 2:** The community views library as a center for service opportunities

**Actions**

1. Provide opportunities for individuals to get involved in community service events and volunteering

2. Create programs for individuals to share their expertise

3. Establish Community Navigators’ program (health and wellness, community)
Goal 3: Newcomers, special populations, and unserved/underserved populations feel a sense of welcome and belonging at the library

**Actions**

1. Return of programming for people with disabilities (Autism Browsing night, Integration in Motion) that was halted with pandemic, timeline dependent on groups’ guidelines and willingness/ability to attend
2. Launch language practice programs
3. Establish Community Navigators’ program (health and wellness, welcome)

**Target Group:** All ages, new residents

**Timeframe:** Q3 FY22 (New Year kickoff)

**Measures:** building social capital, branching out of skills (learned and used) in library outside of programming, stories/word-of-mouth, statistics

**Responsibility:** Programming/Marketing

Goal 4: Non-English speakers and multilingual individuals find what they need at the library

**Actions**

1. Add Spanish language materials (multiple formats) for all ages, Q2 FY23
2. Begin to investigate additional languages, Q1 FY24
   - **Target group:** non-English speakers and multilingual persons
   - **Measure:** increased requests for these materials, increase in multilingual users, circulation statistics
   - **Responsibility:** Collection Development Librarian

Goal 5: The library makes it easy for people to find what they want

**Actions**

1. Utilize model developed with consultant for ensuring high demand titles are readily available at the library
2. Refine subject headings in library OPAC using statistical analysis and research
   - **Target group:** patrons of all ages and with varying interests
Goal 6: The library is a community center for literacy, early childhood development, caregiver education and family support

**Actions**

1. Set up Family Place Library equipment for regular use in children’s area and learning center, Q4 FY22
2. Launch Family Place Playful Parenting Group with community experts in place, Q2 FY23

**Target group:** children age 0-5, unserved populations with young children

**Measures:** oversight of use of equipment, increase in BIPOC/BIYOC patrons, expanded partnerships, informal feedback

**Responsibility:** Family Services Librarian

Civic Commons and Place

**Goal 1: People are able to find the library**

**Actions**

1. Ensure placement of universal signs from all directions, immediate, Q4 FY22
2. Enhance presentation of east and west entrance for visibility, Q3 FY24
3. Increase visibility of kids’ area (art on clouds), Q4 FY25

**Target Group:** Area residents and visitors

**Measures:** Tasks completed, increased use, word of mouth

**Responsibility:** Administration

**Goal 2: All library staff and our community member are aware of library services**

**Actions**

1. Develop a marketing toolkit and procedures for promotions and cross promotion of programs and service, Q3 FY23 (ongoing)
2. Create a marketing plan to increase patron participation/use of library, Q2 FY23
3. Launch patron of the month program to highlight use, Q1 FY24
4. Highlight technology resources available at the library for patron use
Goal 3: Working professionals use the library as a collaborative meeting space

**Actions**

1. Establish co-working space and schedule in library, Q4 FY23
2. Host emerging professionals networking mixers, Q3 FY23

**Target group:** Working professionals/remote workers, any user needing meeting space

**Measures:** User feedback (formal and informal), attendance and statistics from use of space, presenter feedback, meeting room update completed

**Responsibility:** Public Services Librarian

Goal 4: All people are able to meet, learn, collaborate and create at the library

**Actions**

1. Improve meeting room experience with updated A/V, Q4 FY23
2. Continue to use available technology to offer hybrid programs, ongoing
3. Develop programming to offer patrons opportunities for self-expression and creativity (Biblioboard), Q2 FY23 and ongoing
4. Offer in-library technology skills classes, Q4 FY23
5. Purchase a Farmbot for the library or a gardening 3D printer, Q1 FY24
6. Pursue Kulture City Certification for Community Center to be sensory inclusive, Q1 FY25 - funded and all staff trained

**Target Group:** All library cardholders, area residents and visitors, persons with sensory or sensitivity needs

**Measures:** Tasks completed, word of mouth, feedback from meeting room users, attendance at classes, noted reduction in tech questions and/or staff time in supporting technology needs of patrons, increased partnerships with Food Pantry, schools, daycares, interest groups, increased use of seed library and kits

**Responsibility:** Programmers/Admin

Goal 5: The library is a space to plug-in and unplug

**Actions**

1. Provide space for charging devices in adult area and youth & teen area(s), Q2 FY23
Goal 6: The library offers a space for people to gather, experience nature, and be active outdoors

<table>
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<tr>
<th>Actions</th>
<th>Details</th>
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<tbody>
<tr>
<td>1. Further boost outdoor wi-fi and install solar charging benches for public use, Q2 FY23</td>
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<tr>
<td>2. Create and utilize outdoor gathering spaces, Q3 FY23 research and planning, Q2 FY25 completion of spaces</td>
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</tbody>
</table>

- **Target Group:** adults, people with devices
- **Measures:** wi-fi stats increase, number of programs offered, attendance statistics
- **Responsibility:** Adult Services/IT