Our Strategic Priorities
2016 - 2018

Uniquely serving our community as a:

- Center for Information Access
- Hub of Community Connections
- Heart of Discovery and Creativity
- Place for Literacy and Lifelong Learning

Our Strategic Initiatives

1. **Encourage Early Literacy Skill Development**
   - by supporting families, childcare providers and educators
2. **Ensure Excellent Customer Service**
   - as our community needs evolve through continued investment in staff development and training
3. **Engage Community Members**
   - to connect as stakeholders
4. **Curate Responsive Collections and Programs**
   - that reflect the diversity of our community
5. **Develop Welcoming and Accessible Destinations**
   - to serve as a vibrant community space for all
6. **Enhance Strategic Partnerships**
   - to meet the unique needs of our community
7. **Advance Digital Literacy**
   - to enrich lives through technology
8. **Expand Access to Library Services**
   - through outreach, Bookmobile, and digital services
9. **Strengthen Relationship with ISU Community**
   - to provide mutually enriching opportunities
Ames Public Library’s Strategic Plan is designed to be interconnected. Each initiative connects to other initiatives and all support the four main priorities of the Library:

Be a Center for Information Access,
Hub of Community Connections,
Heart of Discovery and Creativity, and
Place for Literacy and Lifelong Learning.

When activities were identified for the ten initiatives, more interlocking and interconnectedness came to light. As tasks have been developed, an overall structure has arisen that is fundamental to all of the tasks. With this framework in place each activity will be able to be addressed in the same flexible, untethered, and nimble fashion that was a trademark of the success of the building project, staff re-organization, and technology implementation.

For each activity Library staff will:

- Create a specific goal that takes into consideration user experience and includes measurements of success
- Determine timeline completion
- Utilize appropriate information from Ames Public Library’s strategic planning public survey
- Benchmark and evaluate current practices
- Incorporate robust research of other libraries and similar entities, paying special attention to library trends
- Utilize staff experience from visits, webinars, vendor demonstrations, conference attendance, and research
- Consider the return on investment of suggested items
- Explore and evaluate appropriate community partners
- Incorporate community feedback
- Evaluate available resources including staff, space, and budget
- Determine post-implementation sustainability including training, delegation of tasks, promotion, and marketing
- Plan evaluation
- Develop a tool for regular feedback

1. ENCOURAGE EARLY LITERACY SKILL DEVELOPMENT

A. Support caregiver efforts to engage with children throughout early literacy skill development

- Maintain varied and robust program opportunities
- Train staff and volunteers to utilize opportunities to model early literacy skill development
- Explore creating an early literacy skill development page on the Library’s website
- Offer and promote early literacy skill development databases and web-based resources
- Develop early literacy skill development video resources for website and Channel 12
- Explore use of social media to send regular early literacy tips and suggestions to caregivers

B. Support early literacy through outreach connections with daycares and childcare centers

- Promote Project Smyles as the community’s premier early literacy skill development program
- Identify and pursue funding opportunities
- Develop and provide training targeted to preschool and daycare center providers
- Create a flier/packet for caregivers promoting Ames Public Library and Project Smyles services

C. Enhance community connections to promote early literacy to targeted populations

- Identify key partners
- Identify partners’ needs
- Identify best method for partnership
- Identify targeted populations
- Identify outreach opportunities to reach targeted populations
- Develop comprehensive searchable, updated list of non-profit organizations and their contacts for internal use
Establish regular schedule of communication with key audiences and connectors
Develop best practices/core competencies for staff responsible for cultivating relationships with non-profit organizations
Explore opportunities for providing early literacy skill development training for targeted populations via community partners

D. Implement Small Talk
- Secure funding opportunities
- Hire coordinator, parent educator, and childcare coordinator
- Create office space in Library for Small Talk program
- Develop promotional materials
- Purchase and maintain necessary equipment
- Educate all staff with awareness and knowledge of program
- Coordinate with key partners in the community to ensure compliance with grant requirements
- Recruit participants
- Recruit volunteers
- Evaluate success and sustainability of program

E. Create plan for dynamic literacy-related play opportunities
- Install interactive play wall
- Research funding sources
- Select, purchase, and install a variety of play equipment to spur conversation and play
- Explore creation of rotating early literacy skill development spots throughout the Youth area
- Update maintenance plan for play equipment to ensure cleanliness and safety
- Develop a replacement plan for play equipment
- Train staff to employ early literacy skill development techniques while engaging with Library customers
- Develop promotional/educational materials to direct caregivers on the use of play equipment

2. ENSURE EXCELLENT CUSTOMER SERVICE

A. Assist customers in being successful and responsible Library users
- Identify barriers to service
- Determine key areas of patron need throughout the Library and related to all services
- Determine best method for relaying information to customers
- Establish regular schedule of communication

B. Develop Core Competencies for staff
- Review Core Competencies draft
- Coordinate with intern on interviewing, development, training, and testing of Core Competencies
- Schedule Core Competencies management retreat
- Identify Core Competencies for each position by workgroup and ensure balance among workgroups
- Ensure consistency among public service staff concerning Core Competencies
- Identify pilot participants
- Evaluate Core Competencies pilot participants
- Develop manager specific Core Competencies
- Develop feedback tool for staff
- Roll out Core Competencies
- Develop manager calendar for updating protocols and HR/personnel documents
- Integrate Core Competencies into job descriptions
- Ensure continuity/relationship between job descriptions, training, goal-setting, and performance evaluation
- Create timeline for ongoing use

C. Expand staffing resources through internships, volunteers, and community partners
- Identify appropriate pressing needs throughout the Library
- Ensure appropriateness of task and duties
- Utilize software solution to manage workflow requests
- Determine consistent structure for working with interns, volunteers, and community partners on specified needs
Develop relationships with potential contacts/community connectors who can provide individuals to meet identified needs
Provide follow-up/feedback to participants
Solicit follow-up/feedback from participants

D. **Develop external communication plan**
   - Form external communication team
   - Create or update policy and procedures
   - Explore available communication tools
   - Design schedule for routine communications
   - Design protocols for “last minute” updates and changes

E. **Create comprehensive staff development plan**
   - Update Staff Orientation
   - Explore innovative methods for staff recruitment
   - Develop and implement staff survey tool and structure
   - Coordinate plan for regular staff celebration/morale-building experiences and staff recognition
   - Evaluate best practices for Manager Team to support staff development
   - Coordinate plan for initial and ongoing training
   - Develop plan for employee continuing education
   - Revise plan for staff meetings
   - Revise plan for staff professional involvement
   - Develop plan for organizational professional involvement
   - Evaluate process for handling long-term and unexpected leaves
   - Develop contingency documentation to ensure continuity in the event of staff absence
   - Identify opportunities to develop the ‘bench strength’ in each workgroup
   - Develop succession planning processes
   - Develop job description review plan
   - Develop Library exit interview process
   - Routinely evaluate staff resource allocation

F. **Enhance readers advisory and reference services**
   - Evaluate existing resources, patron behavior, and statistics
   - Track common questions
   - Determine key areas of patron need
   - Raise public awareness of Library as key community reference source
   - Determine best methods of providing readers advisory and reference
   - Develop relationships with potential contacts/community connectors who can provide individuals to meet identified needs
   - Develop relationships with potential contacts within the community to ‘tell our story’ and refer their customers to us
   - Develop feedback tool
   - Archive individual and community transformations

G. **Evaluate emerging technology and library trends**
   - Read journals, articles, blogs, web sites to keep current on new products and services for libraries
   - Maintain awareness of technology trends in other industries with an eye to library implementation
   - Commit to sending one staff member to the Computers in Libraries conference each year
   - Send staff to ILA, ALA, and/or PLA conferences
   - Schedule webinars and free trial memberships with companies that offer new products/services to learn more about them
   - Contact libraries who are early-adopters of technologies that might fit Ames community needs
   - Actively search for possible grants for technology advancement
   - Determine appropriate time to introduce and remove technology

H. **Increase use of self-service features**
   - Establish baseline of self-service use
   - Determine key areas of goals throughout the Library and related to all services
   - Determine best method for relaying information to customers to increase usage
   - Establish regular schedule of promotion and communication

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**3. STRENGTHEN RELATIONSHIPS WITH ISU COMMUNITY**
A. Explore opportunities to collaborate with Iowa State University Parks Library
   Explore opportunities for remote book drop
   Explore opportunities for collaboration on collections and programs
   Explore opportunities for Ames Public Library card sign up at Parks Library
   Explore opportunities for Bookmobile stops on campus
   Explore opportunities for participating in special library-related events
   Explore opportunities for joint staff development
   Evaluate interlibrary loan service
   Investigate opportunities for sharing resources

B. Create infrastructure for robust internship program
   Develop mission statement for internship program
   Identify Library needs
   Develop budget and funding sources for internship program
   Develop internal internship position proposal
   Develop lines of supervision and mentoring for interns
   Develop position descriptions
   Develop posting process for recruitment
   Develop promotional materials for recruitment
   Identify and recruit partners
   Develop interview questions and rating scales
   Develop orientation and evaluation process
   Identify appropriate work spaces and resources
   Develop internal internship project proposal process
   Evaluate pilot program

C. Collaborate with Iowa State University departments, faculty, staff, and retirees
   Identify needs of Iowa State University departments, faculty, staff, and retirees
   Identify specific faculty partners whose curriculum the Library can support
   Explore opportunities for participating in special events
   Identify grant opportunities
   Identify opportunities to call upon expertise of faculty to further the Library’s mission
   Develop contacts and relationships with faculty and staff to foster partnerships

D. Partner with Iowa State University students, classes, and organizations
   Determine needs of Iowa State University students, classes, and organizations
   Continue to seek opportunities to make the Library a welcoming space for students throughout the year
   Identify program collaboration opportunities
   Identify targeted volunteer opportunities
   Identify opportunities to call upon expertise of students and organizations to further the Library’s mission
   Make an organizational commitment for Library staff to participate in community conversations about service to ISU students

4. ENGAGE COMMUNITY MEMBERS

A. Evaluate Library’s use of social media
   Identify all Ames Public Library social media accounts, both active and inactive
   Create staff directory of logins and passwords for social media accounts
   Determine which current (or recently disabled) social media platforms to keep active
   Develop a public relations, programs, promotions, and marketing plan for social media
   Determine cost of enhanced services offered through social media platforms
   Design schedule for routine communications

B. Create robust and vibrant volunteer opportunities
   Develop spectrum of volunteer opportunities representing all skill levels
   Develop guidelines for volunteer job design and evaluation.
Establish plan for regular review of compliance with volunteer job
design and evaluation guidelines.
Increase use of volunteer resources in programs
Develop new guidelines and FAQ for new volunteer roles
Expand learning opportunities for volunteers
Expand staff awareness of volunteers
Raise awareness in the community of volunteer role in Library
successes

C. Provide public training to maximize use of Library
resources
Determine key areas of patron need throughout the Library and related
to all services
Determine best method of training in each area
Develop Library interns as trainers
Identify partners to assist with training
Establish regular schedule of communication

D. Develop process for soliciting ongoing community feedback
Determine comprehensive feedback plan
Determine audiences based on strategic planning
Determine appropriate format based on each stated goal
Determine schedule of communication
Determine staff roles in facilitating and analyzing community
feedback
Determine method for applying feedback to Library planning and
operations

E. Identify needs of multi-lingual community
Analyze demographics based on GIS, census data, and community
survey
Identify key community partners
Use feedback to identify best tools for reaching goals

F. Identify needs of—and evaluate service to—targeted
populations
Create and continue to update list of target populations

Create internal database of Library services/collections/programs/
referrals for targeted audiences
Identify community partners
Select one target population per quarter for thorough evaluation
Create surveys for target populations
Evaluate, create, and respond to program, service, and collection
opportunities

G. Explore ways to participate in and promote special
community events
Determine organizational goals regarding participation
Develop awareness of community calendar of events
Identify key community events
Develop planning checklist
Determine appropriate participation
Develop event request form for public use and Library decision-
making
Evaluate effectiveness of participation

5. CURATE RESPONSIVE COLLECTIONS AND PROGRAMS
A. Evaluate targeted collections to meet library standards and
community needs
Review Polaris reports
Review strategic plan survey results to determine targeted collections
Identify targeted collections as priorities
Develop standards for targeted collections
Maintain State Library of Iowa accreditation standards

B. Explore ways to improve access to e-resources
Explore vendor offerings and evaluate ease-of-use
Create easy-to-find and easy-to-identify links on web site
Research and utilize promotional tools created by vendors for libraries
Utilize website to highlight digital resources
Explore external communications means to push out and highlight
e-resources
Incorporate e-resources into Library promotional efforts
Develop public training methods

C. **Explore streaming services**
   Identify needs in Ames community
   Investigate vendor options for streaming services
   Demo possible products
   Identify and secure funding
   Develop public training methods

D. **Develop local interest collections**
   Evaluate current use of Heritage Room
   Review current local collections
   Review Polaris functions to promote and track local interest collections
   Review Farwell T. Brown Photographic Archive
   Create local interest collection plan
   Identify partners
   Determine locations for collections

E. **Explore lending non-traditional items**
   Review current use of non-traditional items
   Identify sources of materials for purchase
   Develop circulation parameters
   Determine physical processing needs

F. **Develop comprehensive infrastructure for programming**
   Create programming team
   Revise existing program planning checklists, spreadsheets, and documents
   Determine guidelines and internal best practices for program planning
   Determine criteria for program evaluation and outcome measurements
   Identify existing tools for evaluating program outcomes and implement as needed
   Develop checklist for day-of programs
   Develop plan for internal and external communications and promotion

G. **Cultivate program partners**
   Audit current partners and their roles
   Identify key partners
   Identify partners’ needs
   Identify best method for partnership
   Identify role of partner
   Develop comprehensive searchable, updated list of partner organizations and their contacts for internal use
   Establish regular schedule of communication with key partners at planning stage
   Develop best practices/core competencies for staff responsible for cultivating relationships with partners

H. **Provide passive programming**
   Identify appropriate physical and virtual spaces
   Create inventory of current resources
   Highlight Library services and programs
   Identify types of programs for implementation
   Identify best structure for programs
   Develop a schedule of program offerings

6. **EXPAND PROMOTIONS**

A. **Develop a public relations, promotions, and marketing plan**
   Determine scope of the plan
   Create promotions team
   Determine functionality of existing software to push notifications to customers
Establish expectations for staff involvement in promotions
Develop staff awareness regarding Library services, collections, programs, and promotions
Provide staff training in promoting full range of Library offerings at point of need
Research what other City of Ames departments are doing
Create a roll-out plan and checklists for new and ongoing products, services, and events

B. **Optimize special features and options of library software**
   - Review library software documentation to identify features and options not currently being used
   - Consult with library software companies to discuss options, features, and proposed enhancements
   - Investigate integrated content management system for Library’s website
   - Consult with peer libraries to see how they are optimizing similar software and features

C. **Promote website as a branch**
   - Review existing customer services available on website
   - Create full-service virtual library experience
   - Develop and implement comprehensive virtual branch promotion plan
   - Explore reference and readers advisory options through instant messaging and video chat
   - Develop web-specific video content
   - Explore podcasting programs
   - Explore content management system to integrate Library resources to meet customers’ needs and expectations of a modern website

D. **Utilize Bookmobile as a promotional tool**
   - Determine promotional opportunities specific to a mobile branch
   - Utilize social media
   - Develop process for requests for involvement in community events
   - Coordinate with City of Ames for participation in special events
   - Establish regular schedule of communication with key audiences and connectors
   - Raise staff awareness of Bookmobile events

E. **Evaluate location of materials and displays**
   - Develop inventory of display fixtures and furnishings within the Library
   - Identify use patterns
   - Track common questions regarding location
   - Identify and replicate areas of success
   - Determine promotions and graphics needs
   - Develop a schedule for shared Library display use
   - Coordinate displays with other promotional efforts
   - Develop strategy for tying into community, state, and national promotions
   - Establish calendar for displays
   - Determine strategy for tracking trends in material formats

F. **Create digital media content as a promotional tool**
   - Identify programs and services suited for digital promotion
   - Collaborate with City of Ames Cable TV Coordinator and interns to develop promotional plan
   - Develop guidelines, templates, and checklists for media production
   - Publish and promote content on website and social media

7. **DEVELOP WELCOMING AND ACCESSIBLE DESTINATIONS**

   A. **Update website**
      - Develop mission statement for website as library branch
      - Establish timeline for website development
      - Create website team
      - Evaluate existing website
      - Establish baseline metrics for website usage
      - Ensure website is mobile friendly and ADA compliant
      - Explore potential vendors
      - Identify vendor and library partners
      - Determine staffing responsibilities for content management

   B. **Prioritize safety and security for public and staff**
Develop charter for Safety Team
Maintain PIC structure through meetings and regular communication
Include safety and security protocols in orientation training checklist
Schedule annual safety and security training, drills and review of protocols
Develop security camera guidelines and protocols
Consult with City of Ames experts as appropriate

C. Promote Library staff as hosts
Create culture of staff as hosts
Connect to Excellence Through People Values
Conduct staff survey to establish baseline for engagement with hosting culture
Incorporate hosting expectations into staff and volunteer orientation, job descriptions, recruitment, orientation and evaluations
Expand staff training specific to public service
Develop roaming goals and guidelines
Establish process for sharing staff challenges and successes
Create incentives and recognition of outstanding customer engagement

D. Evaluate wayfinding and signage
Identify staff responsibility for creating and deploying signage
Create inventory of current wayfinding fixtures, signage, and building design
Gather data by analyzing patron behavior and tracking regular directional questions
Evaluate current use of digital displays for wayfinding
Evaluate current Bookmobile signage systems
Evaluate meeting room signage within rooms and on room reservation software
Identify collections that are high priority
Expand staff wayfinding responses into opportunities to connect with customers
Incorporate wayfinding into roaming protocols
Implement software to manage signage-related project requests
Create protocol for staff requests for signage

E. Explore art installations throughout facility
Form Art Committee
Develop Art Collection Policy
Identify spaces for potential installations
Acquire and install art pieces
Develop process for rotating art installations
Determine disposition of art from previous buildings
Develop written procedures for hanging art in personal and shared staff workspaces
Create promotion and celebration process for new art installations

F. Evaluate meeting room equipment and support for community use
Solicit staff feedback on process and use
Identify user needs
Evaluate hardware and software associated with booking rooms and in-room use
Review parameters for use
Review need for amenities and enhancements
Determine best method for staff and patron training on equipment
Standardize staff communication with customers
Utilize existing communication tools to connect with users

G. Explore makerspace options for all ages
Review current makerspace use and effectiveness
Review staff and community feedback
Identify user needs
Determine relevance to current and future programs and partners
Identify best method for partnerships
Research licensing of software
Determine scope of implementation
Determine best method for staff and patron training on equipment

H. Take pride in physical appearance of the building
Set guidelines, procedures, and policy for keeping the facility clean
Plan schedule for recurring maintenance and cleaning
Determine staff responsibility for maintaining personal workspace
Establish expectations for staff response to maintenance and custodial needs
Standardize access to cleaning supplies

I. Evaluate hours of operation
Review staff and public input
Review patron usage

J. Explore options for noise mitigation and sound quality
Identify areas of need
Determine whether noise is result of behavior or structural issues
Engage specialist to identify potential solutions
Determine feasibility of proposed solutions
Determine funding source
Improve selected noise mitigation plan
Evaluate implementation

K. Work with Ames Public Library Friends Foundation (APLFF) to enhance Literary Grounds
Solicit ideas and needs from APLFF Sales Committee
Investigate money handling procedures, including credit card acceptance
Explore opportunities for staff to assist in maintaining displays and shelf stock
Explore co-promotional opportunities

Develop process for including Literary Grounds sales at select Library programs

L. Evaluate opportunities for green technology/activities
Explore funding opportunities for implementing green technology and features
Annually review current green resources
Consult with the City Electric Department regarding potential projects and activities
Create and install signage that highlights green initiatives in the renewed building

8. ENHANCE STRATEGIC PARTNERSHIPS

A. Enhance partnerships with local non-profit organizations
   Identify key partners
   Identify partners’ needs
   Identify best method for partnership
   Develop comprehensive searchable, updated list of non-profit organizations and their contacts for internal use
   Establish regular schedule of communication with key audiences and community connectors
   Develop best practices/core competencies for staff responsible for cultivating relationships with non-profit organizations

B. Create infrastructure for interacting with for-profit entities
   Identify key partners
   Identify benefits to partners
   Identify best method for partnership
   Develop comprehensive searchable, updated list of for-profit organizations for internal use
   Define ‘business-friendly’ library within a shared public resource
   Establish regular schedule of communication with key audiences and community connectors
   Develop best practices/core competencies for staff responsible for cultivating relationships with for-profit entities
C. Explore opportunities to collaborate with organizations serving seniors
   Evaluate service in response to community needs as expressed in survey
   Develop survey for activity directors and staff
   Meet with activity directors and staff to evaluate current services, their needs, potential program opportunities
   Explore Bookmobile service to organizations and facilities serving seniors
   Evaluate, create, and respond to program opportunities with organizations and facilities serving seniors
   Promote Library resources to organizations and facilities serving seniors
   Investigate transportation barriers and options for seniors to access the Library
   Allocate staff resources to participate in Seniors in Story and other organizations serving seniors

D. Collaborate with local schools
   Evaluate Bookmobile stops at local schools
   Meet with principals at current and proposed Bookmobile stops
   Survey teachers and staff about their needs
   Evaluate options for Bookmobile, Smyles, and Library staff at school events and programs
   Evaluate, create and respond to program opportunities with the schools at the Library
   Evaluate, create, and respond to program opportunities at the schools
   Promote Educator Account
   Collaborate with school administrators, teachers, teacher-librarians, student organizations, parent organizations, and students
   Develop plan for promoting Library resources to educators, students, and families
   Explore book returns in schools
   Explore community-wide discussions about education issues
   Partner with community organizations to serve schools
   Allocate staff resources to participate in Ames Reads, Raising Readers in Story County, and Teacher-Librarian Meetings

E. Investigate Library card initiatives
   Identify potential partners for large scale issuing of cards
   Investigate Bookmobile as tool for Library card initiatives
   Participate in National Library Card Sign-Up Month
   Promote benefits of Library card
   Identify internal opportunities to promote Library card
   Explore registering new customers at events/through outreach

F. Examine funding resources provided by City of Ames, Story County, State of Iowa, Ames Public Library Friends Foundation, grants, and donations
   Develop a comprehensive inventory of current funding sources, timelines and requirements
   Develop process for ensuring that funders receive feedback regarding their investment
   Conduct a zero-based budget exercise
   Create a multi-year plan for funding requests
   Explore opportunities for collaborative approaches to funding
   Explore opportunities for grants
   Develop protocol for pursuing grants

G. Enhance City of Ames collaborations
   Identify key partners
   Identify benefits to partners
   Identify best method for partnership
   Develop calendar of recurring community events with City of Ames departments
   Develop comprehensive searchable, updated list with names of contacts for regular Library needs
   Use City Connect to fullest effect to foster collaboration
   Establish regular schedule of communication with key audiences and community connectors
   Establish standard protocol for interacting with peers in City of Ames

H. Enhance support and development of Library Board of Trustees
   Provide comprehensive orientation for new members of the Board
Provide regular opportunities for Board education regarding duties and responsibilities, the library profession, and Ames Public Library programs and services
Provide membership for Board members in professional organizations
Provide opportunities for Board members to interact with trustees from other libraries
Provide opportunities for Board members to attend local, state, regional, or national conferences

I. Identify funding priorities and activities with Ames Public Library Friends Foundation (APLFF)
   - Develop protocol for submitting funding requests to APLFF
   - Develop strategy for determining priorities for requests to APLFF
   - Create timeline for developing annual request
   - Enhance communication between staff and APLFF regarding activities
   - Increase staff awareness of APLFF activities
   - Promote APLFF support of programs and services
   - Develop protocol for Teen Advisory Group funding requests and fundraising activities
   - Ensure the APLFF Board receives feedback regarding their investment

9. ADVANCE DIGITAL LITERACY

A. Develop the Lab
   - Identify user needs
   - Review staff and community feedback
   - Determine relevance to current/future programs and partners
   - Determine sustainable level of service
   - Research licensing of software
   - Determine structural ability of existing space to support potential equipment
   - Purchase necessary hardware and software
   - Determine staff responsibility and budget for maintaining, updating, upgrading, and developing training materials
   - Determine best method for training staff and patrons on equipment
   - Develop guidelines for use of space and equipment

B. Analyze role in addressing the digital divide
   - Identify barriers to service
   - Determine underserved populations based on GIS and US Census data
   - Determine best methods to meet goals
   - Collaborate with schools
   - Identify and pursue funding opportunities

C. Explore hardware and software offerings for public use
   - Review current offerings and policies
   - Evaluate use of current technology
   - Review strategic plan survey results to determine community technology needs
   - Explore funding options for adding new hardware and software
   - Research licensing of software
   - Determine staff responsibility and budget for maintaining, updating, upgrading, and developing training materials

D. Explore methods for improving digital literacy through technology training and resources
   - Determine key areas of patron need throughout Library and related to all services
   - Identify core areas of community information literacy needs
   - Determine best method for staff and patron training
   - Establish regular schedule of promotion

10. EXPAND ACCESS TO LIBRARY SERVICES

A. Evaluate Bookmobile Service to service area
   - Evaluate statistics related to Bookmobile service
   - Develop mission statement for Bookmobile service
   - Utilize GIS to evaluate service area
   - Establish service priorities
   - Contact current partners
   - Contact potential partners
Work with City of Ames Electric and sites for power
Work with City of Ames Public Works and sites for signage
Implement new schedule
Evaluate outcomes of new schedule
Develop branding, signage, and promotion
Explore programming options
Develop schedule for recurring and special events
Create plan for special events and create special event proposal form
Evaluate additional services options

B. Investigate best practices for providing outreach to underserved populations
   - Audit current services and programs
   - Survey current participants
   - Identify barriers to service
   - Determine underserved populations based on GIS and US Census data
   - Determine best methods to meet goals

C. Improve mobile access to resources
   - Promote current mobile service
   - Ensure website is mobile friendly and ADA compliant
   - Set schedule for testing e-resources to ensure currency and accessibility
   - Investigate new resources

AMES PUBLIC LIBRARY STRATEGIC PLAN PRIORITIES

PHASE 1

I. Encourage Early Literacy Skill Development
   a. Implement Small Talk program
   b. Create plan for dynamic literacy related play opportunities in the library

II. Ensure Excellent Customer Service
   a. Assist customers in being successful and responsible library users
   b. Develop core competencies for staff
   c. Expand staffing resources through internships, volunteers, and community partners

III. Strengthen Relationships with ISU Community
   a. Create infrastructure for robust internship program

IV. Engage Community Members
   a. Create robust and vibrant volunteer opportunities
   b. Develop process for soliciting ongoing community feedback
   c. Identify needs of and evaluate service to targeted populations

V. Curate Responsive Collections and Programs
   a. Explore streaming services
   b. Develop comprehensive infrastructure for programming
   c. Cultivate program partners

VI. Expand Promotions
   a. Develop a public relations, promotions, and marketing plan
   b. Create digital media content as a promotional tool

VII. Develop Welcoming and Accessible Destinations
   a. Update website
   b. Prioritize safety and security for public and staff
   c. Promote library staff as hosts
   d. Evaluate wayfinding and signage
   e. Explore art installations throughout the facility
   f. Take pride in physical appearance of the building
   g. Explore options for noise mitigation and sound quality

VIII. Enhance Strategic Partnership
   a. Enhance City of Ames collaborations
   b. Enhance support and development of Library Board of Trustees
   c. Identify funding priorities and activities with APLFF

IX. Expand Access to Library Services
   a. Evaluate Bookmobile Service to Service Area
PHASE 2

I. Encourage Early Literacy Skill Development
   a. Support caregiver efforts to engage with children through early literacy skill development
   b. Enhance community connections to promote early literacy to targeted populations

II. Ensure Excellent Customer Service
   a. Develop external communication plan
   b. Create comprehensive staff development plan
   c. Increase use of self-service features

III. Strengthen Relationships with ISU Community
   a. Explore opportunities to collaborate with Parks Library
   b. Partner with Iowa State students, classes and organizations

IV. Engage Community Members
   a. Evaluate library’s use of social media
   b. Provide public training to maximize use of library resources
   c. Identify needs of multi-lingual community
   d. Explore ways to participate in and promote special community events

V. Curate Responsive Collections and Programs
   a. Evaluate targeted collections to meet library standards and community needs

VI. Expand Promotions
   a. Optimize special features and options of library software
   b. Utilize Bookmobile as a promotional tool
   c. Evaluate location of materials and displays

VII. Enhance Strategic Partnerships
   a. Enhance partnerships with local non-profit organizations
   b. Explore opportunities to collaborate with organizations serving seniors
   c. Collaborate with local schools
   d. Examine funding resources provided by City of Ames, Story County, State of Iowa, APLFF, grants and donations

VIII. Advance Digital Literacy
   a. Develop the lab

IX. Expand Access to Library Services
   a. Investigate best practices for providing outreach to underserved populations

PHASE 3

I. Encourage Early Literacy Skill Development
   a. Support early literacy through outreach connections with daycares and childcare centers

II. Ensure Excellent Customer Service
   a. Enhance readers advisory and reference services
   b. Evaluate emerging technology and library trends

III. Strengthen Relationships with ISU Community
   a. Collaborate with Iowa State departments, faculty, staff, and retirees

IV. Curate Responsive Collections and Programs
   a. Explore ways to improve access to e-resources
   b. Develop local interest collections
   c. Explore lending non-traditional collections
   d. Provide passive programming

V. Expand Promotions
   a. Promote website as a branch

VI. Develop Welcoming and Accessible Destinations
   a. Evaluate meeting room equipment and support for community use
   b. Explore makerspace options for all ages
   c. Evaluate hours of operation
   d. Work with APLFF to enhance Literary Grounds
   e. Evaluate opportunities for green technology/activities

VII. Enhance Strategic Partnerships
   a. Create infrastructure for interacting with for-profit entities
   b. Investigate library card initiatives

VIII. Advance Digital Literacy
   a. Analyze role in addressing the digital divide
   b. Explore hardware and software offerings for public use
   c. Explore methods for improving digital literacy through technology training and resources

IX. Expand Access to Library Services
   a. Improve mobile access to resources