



AmesTM
PUBLIC LIBRARY

STRATEGIC PLAN 2016-2018

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



**Encourage Early Literacy
Skill Development**
by supporting families,
childcare providers and
educators



**Ensure Excellent
Customer Service**
as our community needs evolve
through continued investment in
staff development and training

**IOWA STATE
UNIVERSITYTM**

**Strengthen Relationship
with ISU Community**
to provide mutually
enriching opportunities



**Engage Community
Members**
to connect as
stakeholders



**Curate Responsive
Collections and Programs**
that reflect the diversity
of our community



Expand Promotion
to increase awareness
of the Library and its
benefits



**Develop Welcoming and
Accessible Destinations**
to serve as a vibrant
community space for all



**Enhance Strategic
Partnerships**
to meet the
unique needs of
our community



**Advance Digital
Literacy**
to enrich lives
through
technology



**Expand Access to
Library Services**
through outreach,
Bookmobile, and
digital services

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

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

Develop strategy for tracking community events for partnership opportunities and/or avoiding scheduling conflicts

Develop strategy for tracking and tying into state and national library-wide promotions

Develop process for archiving and sharing statistics, photos, and anecdotes

Identify program funding needs

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

- Install Library highway sign
- Maintain up-to-date internet map and phone directories information
- Explore exterior signage opportunities
- Determine storage spaces for special signs
- Evaluate shelving sequence in adult services
- Develop a map of Library with collection and historic details
- Develop editable template of map of Library for special events
- Explore use of color to distinguish collections on endcap signage
- Experiment with non-traditional 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
- Implement 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

