



Ames™
PUBLIC LIBRARY

STRATEGIC PLAN 2016-2019



Ames Public Library: We connect you to the world of ideas.

OUR STRATEGIC PRIORITIES 2016 - 2019

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
UNIVERSITY™**

**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
- Utilize best practices related to diversity, inclusion, and multiculturalism
- 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
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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
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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 TIMELINE

2016 Q1

- Implement Small Talk program. (1D)
- Create plan for dynamic literacy related play opportunities in the library. (1E)
- Evaluate Bookmobile service to service area. (10A)

2016 Q2

- Expand staffing resources through internships, volunteers, and community partners. (2C)
- Prioritize safety and security for public and staff. (7B)
- Explore options for noise mitigation and sound quality. (7J)
- Create digital media content as a promotional tool. (6F)

2016 Q3

- Create infrastructure for robust internship program. (3B)
- Explore streaming services. (5C)
- Explore art installations throughout facility. (7E)
- Take pride in physical appearance of the building. (7H)

2016 Q4

- Create robust and vibrant volunteer opportunities. (4B)
- Promote library staff as hosts. (7C)
- Identify funding priorities and activities with APLFF. (8I)

2017 Q1

- Explore opportunities to collaborate with Parks Library. (3A)
- Optimize special features and options of library software. (6B)
- Utilize Bookmobile as a promotional tool. (6D)

2017 Q2

- Enhance community connections to promote early literacy to targeted populations. (1C)
- Explore ways to participate in and promote special community events. (4G)
- Collaborate with local schools. (8D)

2017 Q3

- Support caregiver efforts to engage with children throughout early literacy skill development. (1A)
- Evaluate wayfinding and signage. (7D)
- Evaluate location of materials and displays. (6E)
- Examine funding resources provided by City of Ames, Story County, State of Iowa, APLFF, grants and donations. (8F)

2017 Q4

- Assist customers in being successful and responsible library users. (2A)
- Create comprehensive staff development plan. (2E)
- Evaluate targeted collections to meet library standards and community needs. (5A)
- Develop comprehensive infrastructure for programming. (5F)
- Explore ways to improve access to e-resources. (5B)
- Evaluate hours of operation. (7I)
- Evaluate meeting room equipment and support for community use. (7F)

2018 Q1

- Identify needs of multi-lingual community. (4E)
- Provide passive programming. (5H)
- Update website. (7A)
- Investigate best practices for providing outreach to underserved populations. (10B)
- Evaluate emerging technology and library trends. (2G)
- Enhance City of Ames collaborations. (8G)
- Explore lending non-traditional items. (5E)

2018 Q2

- Increase use of self-service features. (2H)
- Evaluate library's use of social media. (4A)
- Analyze role in addressing the digital divide. (9B)
- Work with APLFF to enhance Literary Grounds. (7K)

2018 Q3

- Develop local interest collections. (5D)
- Improve mobile access to resources. (10C)
- Support early literacy through outreach connections with daycares and childcare centers. (1B)
- Explore methods for improving digital literacy through technology training and resources. (9D)
- Explore makerspace options for all ages. (7G)
- Evaluate opportunities for green technology/activities (7L)

2018 Q4

- Develop process for soliciting ongoing community feedback. (4D)
- Investigate library card initiatives. (8E)
- Explore hardware and software offerings for public use. (9C)
- Explore opportunities to collaborate with organizations serving seniors. (8C)
- Enhance readers advisory and reference services. (2F)

2019 Q1

- Promote website as a branch. (6C)
- Develop core competencies for staff. (2B)
- Develop a public relations, promotions, and marketing plan. (6A)

2019 Q2

- Develop external communication plan. (2D)
- Develop the Lab. (9A)

2019 Q3

- Create infrastructure for interacting with for-profit entities. (8B)

On-going check-in each Q4

- Partner with Iowa State students, classes and organizations. (3D)
- Collaborate with Iowa State departments, faculty, staff, and retirees. (3C)
- Provide public training to maximize use of library resources. (4C)
- Cultivate program partners. (5G)
- Identify needs of and evaluate service to targeted populations. (4F)
- Enhance partnerships with local non-profit organizations. (8A)
- Enhance support and development of Library Board of Trustees (8H)

Ames Public Library's Strategic Plan was kicked off in 2015 with a visit from a library futurist who set the stage of possibility at a series of public presentations. Numerous internal work sessions were held culminating in guided visioning with all staff, library trustees, and directors of APLFF. Community, Board, and staff involvement and input were crucial to the creation of an ambitious plan that would truly serve the community of Ames. A detailed community survey was distributed and made available online. Over 3,000 responses were received and analyzed. All input was reviewed by library management and incorporated in the creation of the 2016-2019 Strategic Plan.

