



# Plan of Service Strategic Plan 2 Year Extension

Effective January 2017 - December 2018

## Washington Public Library Mission Statement

*Washington Free Public library believes in the freedom to read and learn, and the freedom to compare and express ideas. WFPL strives to provide educational, cultural and social enrichment for all residents of the city of Washington and surrounding areas.*

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## **KNOW YOUR COMMUNITY**

### **Community Resources & Services**

#### **Know Your Community – Goal I: Students will be given opportunities for educational, cultural & social enrichment outside of school.**

##### **Objective 1: The Children’s Librarian will create a booklet of summer information for students and parents to encourage enrichment activities outside of school.**

Time frame: March or April 2017 and 2018

Target audience: Students & families

Measure: Every student will be sent home from school with the booklet

Library Staff Involved: Jolisa (contact groups & create booklet)

Potential Partners: All entities offering summer programs or activities

Potential Activities: Contact groups that offer summer programming and activities in early Spring to start getting dates for camps and open hours; contact the city for any special announcements about summer; get pricing for all camps/activities; print out enough copies for all Washington students; deliver by April; evaluate amount of time spent on the task to determine if it can be continue.

##### **Objective 2: The youth services staff will work with the Washington Community School District to enhance summer school programming.**

Time frame: August 2017 and 2018

Target audience: Summer school students/reluctant readers

Measure: Literacy growth as shown in back-to-school testing (steady or increased reading levels for 80% of attendees)

Library Staff Involved: Amanda (create curriculum), Jenisa (plan and implement activities), Jolisa (contact school and Y to arrange schedule)

Potential Partners: Washington Community School District, YMCA

Potential Activities: Contact Josh at the Y, and Adam and Teresa with the school district to determine plans in the Spring; create working agreement; plan activities and curriculum to be used; implement.

##### **Objective 3: The youth services staff will work with the Washington Community School District and other potential partners to close the “food gap” that takes place in the month of August and during winter and spring break, so students can focus on enrichment activities.**

Time frame: August 2017 and 2018

Target audience: Low income youth

Measure: Meal offered Monday-Friday during all breaks to all students

Library Staff Involved: Jolisa (contact school district), Jenisa (contact ministerial association), Debbie (contact SAFE Coalition, HACAP, and Public Health)

Potential Partners: Washington Community School District, SAFE Coalition, Washington County Public Health, HACAP, Ministerial Association, Community Center, Brighton City Hall, County Health Inspector, Master Gardeners, Farmers Market, 4-H/Extension Office

Potential Activities: Contact Superintendent to determine what the school is planning to do; contact HACAP to see if there are funds available; contact SAFE Coalition and Ministerial Association to determine a plan for closing the gap; act as a drop-off site, if needed, for bag lunches; offer programming during the summer lunch program; see if it can be extended to Brighton.

**Know Your Community – Goal II: Washington’s Latino Community will feel comfortable visiting the library and participating in educational, cultural and social enrichment programs.**

**Objective 1: The library will partner with the Latinos for Washington non-profit organization to offer Spanish language and bilingual programs of interest.**

Time frame: January 2017-December 2018; preferably twice/year or quarterly if possible

Target audience: Washington’s Latino community and residents interested in the topics

Measure: Average of 10 attendees at each program; circulation of Spanish language materials increases 10%

Library Staff Involved: Debbie (contact L4W group), Tania & Rio (act as liaisons for Spanish speakers)

Potential Partners: Latinos for Washington, school district, additional depending on topic

Possible Activities: Meet with Latinos for Washington to determine programs of interest to them; contact potential speakers and childcare; offer programs of interest.

**Objective 2: The library will host a regular bilingual storytime at the library.**

Time frame: January 2017-December 2018; preferably quarterly or monthly if possible

Target audience: Parents of young children, Latino community

Measure: The library will host at least 1 bilingual storytime per quarter

Library Staff Involved: Jolisa (interview/train volunteers), Debbie (recruit volunteers)

Potential Partners: Latinos for Washington, Karen Gorham, Heather Lujano (connect with parents), Laura Andrade

Possible Activities: Survey potential attendees to determine need and schedules; find talented volunteers interested; train volunteers in early literacy and interactive storytime skills; evaluate program each year.

**Know Your Community – Goal III: All residents will have equal access to the library’s collections, services, and programs.**

**Objective 1: The Cataloging Librarian, with the help of youth services staff, will reclassify the Juvenile Non-Fiction area. (Objective carried over from 2013 plan)**

Time frame: Completed by June 30, 2017

Target audience: Child library users

Measure: Circulation of Juvenile Non-Fiction area increases by 10%

Library Staff Involved: LeAnn (cataloging), Jolisa (collection development)

Potential Partners: North Liberty Public Library

Possible Activities: Complete re-classification of materials; create signage for headings and subheadings, or have signage made; re-label and re-shelve materials; create information highlighting how decisions were made for future additions.

**Objective 2: The Cataloging Librarian, with the help of the Director, will reclassify the Adult Non-Fiction area.**

Time frame: Completed by December 31, 2018

Target audience: Adult library users

Measure: Circulation of Adult Non-Fiction area increases by 10%

Library Staff Involved: LeAnn (cataloging), Debbie (collection development)

Potential Partners: North Liberty Public Library

Possible Activities: Determine spine subjects; reclassify materials; create signage for headings and subheadings, or have signage made; re-label and re-shelve materials; create information highlighting how decisions were made for future additions.

**Objective 3: The Library Board will discuss and possibly implement a fine-free card.**

Time frame: Policy in place by December 31, 2017; study use in 2018

Target audience: Children and adults with serial fines

Measure: 50 fine free cards established; loss of materials for FF patrons decreases 80%

Library Staff Involved: Debbie (work with board), Library Assistants (issue cards)

Potential Partners: HACAP, Public Health, others working with low-income residents

Possible Activities: Discuss pros/cons of project; update policy; determine who can sign up youth, how to handle lost materials; create set of procedures; market new opportunity.

## **STIMULATE IMAGINATIONS & EXPRESS CREATIVITY** **Reading, Viewing, Listening, Creating, & Sharing Content for Pleasure**

### **Stimulate Imaginations – Goal I: Patrons will be encouraged to express creativity through informal artistic enrichment opportunities.**

**Objective 1: The School Age Librarian will create insta-program craft kits for all ages.**

Time frame: January 2017-December 2018; preferably seasonal or monthly

Target audience: Unaccompanied youth

Measure: Passive craft activity offered quarterly

Library Staff Involved: Jenisa (create activities)

Potential Partners: LET's Center

Possible Activities: Determine appropriate seasonal activities that can be done with little adult assistance inexpensively; create program bags that will be available at the desk.

**Objective 2: The library will offer informal artistic enrichment opportunities to the community on a monthly basis.**

Time frame: January 2017-December 2018; monthly

Target audience: All residents

Measure: Creative programs offered each month with attendance of 10 per session

Library Staff Involved: Jenisa (crafts), Amanda (coloring), LeAnn (fiber arts), Jolisa (speakers), Debbie (music), Linda (reading)

Potential Partners: Library Foundation, Art Committee, Music Committee, LET's Center

Possible Activities: Survey patrons and community to see what programs would be of interest to them; work with local artists; offer creative programs at a variety of times and days and for a variety of interests; evaluate programs quarterly to determine if any changes are necessary.

**Stimulate Imaginations – Goal II: Local artists will be given a space to display and perform.**

**Objective 1: The Director will work with the Music Committee to encourage local musicians to perform for the Noontime Concert series.**

Time frame: January 2017-December 2018; monthly

Target audience: Local musicians; all residents

Measure: Music programs will be offered monthly, with at least 4 performances by local musicians; musicians will be paid for performing

Library Staff Involved: Debbie (work with Music Committee)

Potential Partners: Library Foundation, Music Committee, LET's Center

Possible Activities: Work with Music Committee on schedule 6 months in advance; create budget for music performances including Foundation-sponsored programs.

**Objective 2: The Director will work with the Art Committee to encourage local physical and performing artists (non-musical) to display, perform, and teach programs in the library.**

Time frame: January 2017-December 2018; monthly

Target audience: Local artists; all residents

Measure: Helen Wilson gallery will be booked each month, with at least 4 displays by local artists

Library Staff Involved: Debbie (work with Art Committee)

Potential Partners: Library Foundation, Art Committee, LET's Center, Art Domestique

Possible Activities: Work with board to adopt an Art Committee policy; work with Art Committee to update display policies and present to board; market space and months available to local artists and schedule at least 6 months in advance.

**Objective 3: The library will set aside collection funds to purchase local art and music.**

Time frame: January 2017-December 2018

Target audience: Local artists/musicians; library patrons

Measure: 50% of music budget will be spent on local musicians; art budget will be created, with 50% of budget to be spent on local artists

Library Staff Involved: Debbie (collection development)

Potential Partners: Music Committee, Art Committee, LET's Center, Art Domestique

Possible Activities: Determine what budget is available to spend; look into potential grants to build collections; look into and/or start "stair art" project.

**VISIT A COMFORTABLE PLACE**  
**Physical & Virtual Spaces**

**Visit a Comfortable Place – Goal I: Residents will see the library as a safe, neutral space in the community to read and learn, and to compare and express ideas.**

**Objective 1: The Director will work with community partners to host a series of community discussions on topics of social interest.**

Time frame: January 2017-December 2018; twice per year or quarterly

Target audience: Community members

Measure: Community discussions offered twice per year with average of 10 attendees

Library Staff Involved: Debbie (co-facilitator), LeAnn (host)

Potential Partners: Ben Stanton (facilitator), partners based on topic discussed

Possible Activities: Determine schedule and topics to be discussed; invite partners that fit with the topic; market the program; host an open, respectful discussion.

**Objective 2: Library staff will update the library's website to include additional links and information of interest to the community, including historic content.**

Time frame: Completed by December 2018

Target audience: Local residents

Measure: All local historic information and community resources have links on website

Library Staff Involved: Debbie (update all other sections), LeAnn (update Teen section), Jenisa (update Children's section), Lindsay (Library History Project)

Potential Partners: SAFE Coalition/United Way, Historic Preservation Commission

Possible Activities: Link to the SAFE Coalition/United Way's list of community resources; add historic home information that was gathered by the Historic Preservation Commission; highlight subject collections based on interest (such as tax season); add Library History Project information once the project is completed.

**Visit a Comfortable Place – Goal II: Items of historic interest owned by the library will be preserved and made accessible, or will be disbursed appropriately.**

**Objective 1: The Director will make the historic Scofield book collection accessible by housing it safely in the 2<sup>nd</sup> floor display cases.**

Time frame: Completed by December 2017

Target audience: Historians

Measure: Collection will be fully visible in locked cases on the 2<sup>nd</sup> floor

Library Staff Involved: Debbie (complete project)

Potential Partners: Readers & Writers Fortnightly

Possible Activities: Install UV protection sheets to 2<sup>nd</sup> floor display cases; move Scofield collection to the cases; work with Readers & Writers Fortnightly for cleaning project.

**Objective 2: The Director will work with partners to preserve the Wilson bookplate collection, including preparing items for display and providing access to the digital images.**

Time frame: Completed by December 2017

Target audience: General public

Measure: All bookplates will be either framed or appropriately preserved

Library Staff Involved: Debbie (complete project)

Potential Partners: Mary Patterson from Historic Preservation Commission

Possible Activities: Have specialty bookplates framed and organize the rest of the bookplates with archival materials; link to digital image collection on website.

**Objective 3: The Library Board will disburse the Native American artifacts collection in a manner most appropriate for the items in the collection while working as stewards of the city's and library's interests.**

Time frame: Completed by December 2018

Target audience: Researchers, collectors and Native American tribes

Measure: The entire collection will be disbursed by December 2018

Library Staff Involved: Debbie (work with board)

Potential Partners: City of Washington, auction house, Hopi tribe, AZ State Museum

Possible Activities: Repatriate sacred items to the Hopi tribe; board goes through collection items to decide what to donate and what to auction; create plan for funds.

**Visit a Comfortable Place – Goal III: Patrons will enjoy a safe, clean, comfortable space that is accessible to all and is sustainable and maintained.**

**Objective 1: The Library Board will encourage the city to solve pedestrian safety issues in the downtown square.**

Time frame: Completed by December 2018

Target audience: City Council, pedestrians

Measure: Survey of patrons to determine confidence crossing the street downtown

Library Staff Involved: Debbie (works with board to draft letter to City Council)

Potential Partners: City of Washington, Betterment Foundation

Possible Activities: Draft letter to the City Council; attend City Council meeting; determine possible solutions; apply for Betterment Foundation grant for work.

**Objective 2: The Director will complete the LED replacement project and seek grants or gifts for an alternative energy option to improve the sustainability of the library's physical resources and reduce costs.**

Time frame: Completed by December 2018

Target audience: City taxpayers

Measure: Library will reduce its utility costs by 20%

Library Staff Involved: Debbie (working with board)

Potential Partners: Library Foundation, Betterment Foundation, Riverboat Foundation

Possible Activities: Complete LED replacement project with existing grant funds; determine feasibility of solar project; apply for funding/seek donations for solar project.

**Objective 3: The Library Board will work with the Library Foundation to encourage gifts to the library to increase long-term sustainability for the building and services.**

Time frame: Completed by December 2018

Target audience: Potential donors, past donors

Measure: A new donor wall will be created including a policy

Library Staff Involved: Debbie (working with board and Foundation)

Potential Partners: Library Foundation

Possible Activities: Create a donor wall for donations given beyond the building project; create a policy for how to recognize library donors; market the program.

## TECHNOLOGY PLAN

### Technology Vision Statement

Technology is integral to the services and collections that the Library provides to meet the needs of the public. The Library will be a leader in helping to close the digital divide by being a central place to access the Internet and computers. The Library will provide a sufficient number of knowledgeable, trained staff who select electronic resources, train and guide our patrons in their use, and use technology to do their jobs effectively.

### Current Technology Assessment:

The library has 12 Internet workstations, 12 laptops, and 5 iPads for patron use; 10 Internet workstations and 1 iPad for staff use; and 5 catalog workstations. 1 of those catalog workstations is available for use as a self-checkout machine. The library has 1 color laserjet printer available for both public and staff use, 1 color laserjet printer available just for staff use, and 2 black & white deskjet printers available just for staff use. The library has 1 fax machine, 1 copier machine, and helps to maintain the technology equipment in Genealogy as part of the library's agreement with the Washington County Genealogical Society. The library is automated and has a main server, which is networked to all PC workstations. The networking room also includes 2 switches, a router, a firewall, the phone system, and the camera system, and the library has 8 wireless access points available for public wireless access. All server files are backed up in the cloud through Carbonite. The library uses Alexandria automation software that is hosted remotely by Alexandria. The library has 2 telephone lines, 1 emergency phone line through the elevator, and an 8 phone telephone system including voicemail. Building systems that use a computer system include the lighting system and the HVAC system. Staff is constantly striving to learn more about technology and how to use it in the library.

**Objective 1:** To utilize technology to increase efficiency of library functions.

Measure: Staff will attend an average of 5 hours of continuing education in technology usage

Library Staff Involved: All staff

Potential Partners: State Library of Iowa, WCPLA

Possible Activities: Offer a staff in-service annually focused on technology usage; budget for new technology that can assist in making library functions more efficient.

**Objective 2:** To provide additional technology training to the public.

Measure: A technology program will be offered to the public at least twice a year

Library Staff Involved: Jenisa, Debbie

Potential Partners: Local experts and technology companies

Possible Activities: Offer specific technology classes once a quarter, such as on Facebook, Pinterest, Twitter, and on library resources; survey attendees to determine future classes and to see if students are learning what they hoped to.

**Objective 3:** To create a regular purchase plan for technology in the library.

Measure: All technology items will be included on a replacement schedule

Library Staff Involved: Debbie, contracted IT staff (iTech)

Potential Partners: WCPLA, other city departments

Possible Activities: All PC computers and laptop computers will be on a 5-year replacement schedule; Mac computers will be on a 10-year replacement schedule; server will be on a 10-year replacement schedule; switches and router will be on a 10-year replacement schedule; lighting and HVAC software will be on a 10-year upgrade schedule; regular software will be updated on a monthly basis.



**2 Year Calendar of Objectives** (Note: Monthly programs not included)

<b>2017</b>		
<p><b>January</b>                      Contact area groups re: summer programming                      Contact Mr. Dicks re: lunch                      Offer class on new technology</p>	<p><b>February</b>                      Contact schools &amp; Y for Y-read                      Insta-program spring kits out                      Fiber Arts February                      Staff technology training</p>	<p><b>March</b>                      Contact area groups re: summer programming                      Foundation-sponsored program?                      Community discussion</p>
<p><b>April</b>                      Send students home with summer activities booklet                      Potential bilingual storytime</p>	<p><b>May</b>                      Contact schools &amp; Y for Y-read                      Insta-program summer kits out</p>	<p><b>June</b>                      Potential program with L4W                      Complete juvenile reclassification                      Foundation-sponsored program?</p>
<p><b>July</b>                      Potential bilingual storytime                      Young Musicians Series</p>	<p><b>August</b>                      Participate in Y-read program                      Possibly distribute sack lunches                      Insta-program fall kits out</p>	<p><b>September</b>                      Foundation-sponsored program?                      Community discussion                      Offer technology class</p>
<p><b>October</b>                      Potential bilingual storytime                      Festival of the Pumpkins                      Staff technology training</p>	<p><b>November</b>                      Insta-program winter kits out                      Start stair art project?                      Complete Scofield &amp; Wilson historic projects</p>	<p><b>December</b>                      Potential program with L4W                      Fine-free card in place                      Christmas Gone Green program                      Foundation-sponsored program?</p>

<b>2018</b>		
<p><b>January</b>                      Contact area groups re: summer programming                      Contact Mr. Dicks re: lunch                      Potential bilingual storytime                      Offer class on new technology</p>	<p><b>February</b>                      Contact schools &amp; Y for Y-read                      Insta-program spring kits out                      Fiber Arts February                      Staff technology training</p>	<p><b>March</b>                      Contact area groups re: summer programming                      Potential program with L4W                      Foundation-sponsored program?                      Community discussion</p>
<p><b>April</b>                      Send students home with summer activities booklet                      Potential bilingual storytime</p>	<p><b>May</b>                      Contact schools &amp; Y for Y-read                      Insta-program summer kits out</p>	<p><b>June</b>                      Potential program with L4W                      Foundation-sponsored program?</p>
<p><b>July</b>                      Potential bilingual storytime                      Young Musicians Series</p>	<p><b>August</b>                      Participate in Y-read program                      Possibly distribute sack lunches                      Insta-program fall kits out</p>	<p><b>September</b>                      Foundation-sponsored program?                      Community discussion                      Offer technology class</p>
<p><b>October</b>                      Potential bilingual storytime                      Festival of the Pumpkins                      New donor wall project                      Staff technology training</p>	<p><b>November</b>                      Insta-program winter kits out                      Complete Native artifacts project                      Solutions to pedestrian safety                      LED &amp; Sustainability</p>	<p><b>December</b>                      Potential program with L4W                      Complete adult reclassification                      Christmas Gone Green program                      Foundation-sponsored program?</p>

**KNOW YOUR COMMUNITY | STIMULATE IMAGINATIONS**  
**VISIT A COMFORTABLE PLACE | TECHNOLOGY PLAN**