



Plan of Service Strategic Plan

Effective January 2020 - December 2023

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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Community Analysis:

In order to write the strategic plan for January 2020-2023, I altered some goals that had not been completed from the previous extension in 2019. We also added two new service response areas based on popularity of an area currently underdeveloped in our library (genealogy), and a service area to build more job-related services since we no longer have Iowa Works coming to our library to help with unemployment. I used data from my Annual Survey FY19, Library Board and Staff Input, and different data sites relevant to the areas of need to determine a measure for analyzing each goal.

Because Washington currently has a 47.35% rate of free and reduced lunch according to www.educateiowa.gov, we will continue previous goals in community initiatives to reduce hunger at night in the library and during August when summer lunch is not provided. We have received a Walmart Grant for this as well as donations.

In the past year we no longer have Iowa Works that comes to our library once a month to assist our unemployed residents in the community. We are working cooperatively with Iowa Works, Workforce Development, Vocational Rehabilitation and other job-related agencies to help with the 2.5% unemployment rate Washington is still seeing according to www.iowaworkforcedevelopment.gov. In doing this we developed a goal for the service area of “Making Career Choices: Job and Career Development.”

We have several goals within our “Know Your Community” area. One is based on our Latino Community (Washington is 7.7% Hispanic Population according to www.census.gov.) We have a Spanish collection for this demographic of our community and we will continue to support them in their programming with the library. We have a partnership with a community nonprofit organization called “Latinos for Washington.” The other goals under the service area of “Know Your Community” were based on the aging juvenile nonfiction collection. Last year on our annual survey we saw an increase of 18% in the adult nonfiction area after weeding and now we are doing the same weeding approach with the kids and youth nonfiction collection to increase circulation.

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 library staff will designate quiet study areas for after school learning in the young adult area and 2nd floor.

Time frame: Jan. 2020-Dec. 2023

Target audience: Youth

Measure: The young adult reading and studying areas of the library average 20 students utilizing them per night. By May 2021 this average will increase by 10%.

Library Staff Involved: Bryna (contact school district), Jenisa (work with TAB group), night staff

Potential Partners: Washington Community School District, SAFE Coalition, Washington County Public Health, HACAP, Ministerial Association, Contracting Cities

Potential Activities: The collections will be up-to-date to increase circulation and create unique displays within the young adult area. Explicit instruction of new ILS (Apollo) on the use of the catalog will be taught as needed to youth that come into the library. Current rules about quiet areas of the library will be enforced. The Young Adult Area will be remodeled to be conducive to studying and relaxing with new paint and updated furniture and tables.

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 2020-December 2023; preferably twice/year 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: Bryna, adult services librarian, Latinos for Washington

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

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

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

Objective 1: The Children’s Services Librarian, with the help of the Director and Cataloging Librarian, will update the Children’s Non-Fiction area.

Time frame: Completed by December 31, 2021

Target audience: Children library users

Measure: Circulation of Children’s Non-Fiction area increases by 10%

Library Staff Involved: LeAnn (cataloging), Jenisa and Jolisa (Children’s Services Librarian), Bryna (Director)

Potential Partners: Washington School District; Contracting Cities; Library Foundation

Possible Activities: Incorporate signage to better direct patrons to the nonfiction area. Put a shelf up for new nonfiction titles on the main level that are of current interest.

Discover Your Roots: Genealogy and Local History

Goal I: Visitors to the Washington Public Library Website will have access to updated information on our SE Iowa Digital Collection of newspapers.

Objective 1: The Director will work with the Southeast Iowa Union and Washington County Genealogical Society to update the newspaper database to enhance accurate information for Washington County researchers and patrons.

Time frame: January 2020-December 2023

Target audience: Genealogy research in the digital collection

Measure: Maintain the number of users.

Library Staff Involved: Bryna (Director) and Susan Clark (Genealogy Librarian)

Potential Partners: Southeast Iowa Union

Possible Activities: Digitization from current microfilm. Market database within Washington County for more usage.

Goal II: Residents and Visitors will have access to additional digital information via an open source database of genealogy records that will be put on the library website.

Objective 1: The Director will work with the Washington County Genealogy Society to transfer scanned archival documents to an open source based database to put on the website for patron use.

Time frame: January 2021-December 2023

Target Audience: All Washington County Residents; national and international visitors to the Genealogy Archives at the library; people accessing digital archives through the digital collection on the Washington Free Public Library Webpage.

Measure: Usage statistics from database once it is online

Library Staff Involved: Bryna (Director), Tammy (Adult Services Librarian), Susan Clark (Genealogy Librarian).

Potential Partners: Washington County Historical Society, Washington County Preservation Society, Library Foundation, LIS Program at U of I, Washington High School, Kirkwood Community College, Riverboat Foundation, Grinnell Drake Library, other libraries with open-source databases for genealogy, State Library of Iowa

Possible Activities: Contact other libraries that have digitized archives (probates, wills, courthouse record books) (Bryna); Contact University of Iowa's Library and Information Science and the State Library of Iowa to get current information on trustworthy open source databases used for archival storage; arrange financing for the project; finish scanning data; transfer onto the database in a user-friendly way; arrange it onto our digital collection.

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 community discussions on topics of social interest.

Time frame: January 2020-December 2023; twice per year or quarterly

Target audience: Community members

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

Library Staff Involved: Bryna (co-facilitator), Staff (host)

Potential Partners: 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 Dec. 2023

Target audience: Local and national audiences

Measure: All community resources and databases have links on website and staff is fluent in using the resources to instruct the public. Website usage will increase by 5%.

Library Staff Involved: Bryna (update all other sections), Jenisa (update Teen and Children section), Bryna (Library History Project); LeAnn (digital display)

Potential Partners: Vocational Rehabilitation, State of Iowa Library, WCPLA, Washington County Genealogy Society.

Possible Activities: Link to the SAFE Coalition/United Way's list of community resources; 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 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 2022

Target audience: City Council, pedestrians

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

Library Staff Involved: Board of Trustees (works with board to draft letter to City Council), Bryna (Director)

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 library will update furniture and paint on the first and second floors of the library to create better aesthetics for patrons to read and study.

Time Frame: Completed by Dec. 2022

Target Audience: Adult casual readers, children, young adults

Measure: Increased circulation of 10% of children and young adult books

Library Staff Involved: Board of Trustees (works to approve funding), Foundation (work to approve funding), Riverboat Grants (for updating young adult room), Jenisa and Jolisa (Children's Librarians).

Potential Partners: Riverboat Foundation, local furniture stores, donations from service organizations and private donors

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 2021

Target audience: Potential donors, past donors

Measure: Donor wall will be updated including a policy

Library Staff Involved: Bryna (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.

**Make Career Choices: Job and Career Development
Adults and Teens will have the skills and resources they need to identify
career opportunities that suit their individual strengths and interests.**

Make Career Choices- Goal 1: The library will increase usage of digital tools and community resources to identify career opportunities for patrons and increase job placement in Washington County.

Objective 1: The library will work with various agencies, schools, and community organizations to promote our print and digital job and career services.

Time Frame: Completed by Dec. 2023

Target Audience: Unemployed people, people in job transitions, students

Measure: An increase of our Workforce Development Computer and Brainfuse Job Now/Vet Now Database. Brainfuse usage will increase by 10% by May 2021.

Library Staff Involved: Bryna (relaying information to schools, agencies, and community organizations about job resources); other library staff (teaching patrons to use digital job and career services.)

Potential Partners: Kirkwood Community College, Washington High School, Highland High School, High School Job Fairs, Choices, DVIP, Homeless Shelter, churches, Job Fairs at the library

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. Staff will also use technology to do their jobs effectively.

Current Technology Assessment:

The library has eight internet workstations for adults, four internet workstations for kids, four laptops for adults, four adult iPads, and four children's iPads for patron use; eight internet workstations and one iPad for staff use; and four catalog workstations (two iPads and two workstations). The library has one color laser jet printer available for both public and staff use, two color laser jet printers available just for staff use, and one black & white desk jet printer available just for staff use. The library has one fax machine, one color 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 two switches, a router, a firewall, the phone system, and the camera system, and the library has eight 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 two telephone lines, one emergency phone line through the elevator, and an eight phone telephone system including voicemail. Building systems that use a computer system include the lighting system, camera 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 five 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 create a regular purchase plan for technology in the library.

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

Library Staff Involved: Bryna (Director), contracted IT staff (iTech), KCTC, J&S Copiers, Johnson Controls, Marie Electric

Potential Partners: WCPLA, other city departments

Possible Activities: All PC computers and laptop computers will be on a five-year replacement schedule; The server will be on a 10-year replacement schedule. Switches and routers will be on a 10-year replacement schedule. Lighting will be on a 10-year upgrade schedule. HVAC is on a bi-yearly preventative maintenance plan with Johnson Controls beginning July 1, 2020. Regular software will be updated on a monthly basis.

