

# Norma Anders Public Library 2024-2029 Strategic Plan

## **Acknowledgements:**

The Norma Anders Public Library staff and trustees would like to thank Deb Oliver for leading the SWOT analysis planning sessions and the members of the public who supplied suggestions and ideas.

## **The Process**

The library collected user input through social media questions, an on-going suggestion box, and paper survey. Deb Oliver, an organization development specialist, led the library trustees and director through several SWOT analysis planning sessions to develop four themes for the plan: budget, communication, technology and access. The director and trustees then used library service areas, user input, census information, library use statistics and the Edge Technology assessment to develop goals within these areas.

## **The Mission of the Norma Anders Public Library**

The Norma Anders Public library creates a thriving community, by providing access to a wide range of resources that support education, promote literacy, facilitate creativity and encourage life-long learning. It inspires curiosity, innovation and connection.

## **Values**

Access, Communication/Connection, Stewardship, Technology/Innovation

## **Strategic Priorities**

### **Collections, Resources & Programming (Access)**

- Provide varied materials and programming for all ages that engages thought, fosters understanding, or entertains.
- Support adult, teen and family literacy
- Encourage arts and creativity
- Stimulate Imagination
- Succeed in school with homework help
- Develop Job Skills

Community input through an on-going suggestion box reflects that patrons would like access to different types of reading materials, educational programs and creative arts.

**Goal: The library will connect people to information, resources and spaces to encourage learning, creating and innovation.**

### **Objective 1: The library will support adult, teen and family literacy.**

- The library will feature one literacy collection (i.e. graphic novels, mysteries, nonfiction etc....) each month. February 2024
- The library will feature one digital library collection (i.e. digital books, digital audios, digital magazines) each month. March 2024
- The library will increase its card holders by 5% each year. December 2024

- The library will increase use of digital reading materials by 3%. December 2024
- The library will offer two family book clubs per year. January 2025
- The library will develop tween and teen reading programs two times each year. June 2025

Objective 2: The library will encourage creativity and innovation.

- The library will schedule monthly creative arts or STEM programs after school or in the evening. January 2024
- The library will schedule one evening craft program for adults each quarter. September 2024
- The library will schedule weekly creative arts or STEM programs after school. September 2026
- The library will schedule one evening craft program for adults each month. September 2027

Objective 3: The library will develop informational program partnerships.

- The library will coordinate with local extension and conservation services to provide one afterschool program a quarter. March 2024
- The library will coordinate with local extension and conservation services to provide one evening program a quarter. March 2025
- The library will develop local program resources within the city and rural area. March 2026

Objective 4: The library will provide access to informational programs and services.

- The library staff will become proficient at instructing Brainfuse Help programs with monthly training. January 2024
- The library will offer one-on-one help using Brainfuse resources. January 2025
- The library will schedule one informative program for adults per quarter. April 2026
- The library will schedule one informative program for teens each quarter. March 2027
- The library will schedule one informative program for youth each quarter. March 2028
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Objective 5: The library will explore creating a tween/teen space in the library.

- The library will offer tween and teen programs using current spaces quarterly. September 2024
- The library will survey tweens and teens about their space and service needs. March 2025
- The library will research tween and teen spaces in other Iowa libraries. September 2025

**Stewardship (Budget)**

- Be a good steward of the City of Dysart’s resources
- Evaluate current services
- Identify gaps in service
- Identify actionable goals

Dysart is a thriving rural community with several citizen-led groups organizing meetings, festivals, Main Street events, senior-citizen activities, and children’s activities. Finding gaps in these services is a priority in discussion of future library projects. Community feedback tells us that patrons are interested in new services and programs. Identifying actionable projects will be a priority in helping direct resource use.

**Goal: The Norma Anders Public Library will improve its stewardship of public resources by setting goals in resource management.**

Objective 1: The Norma Anders Public Library will evaluate library services and programs twice a year. It will use community data and feedback to find gaps in service. It will use circulation, program attendance, and library service use statistics to define priorities of service and programming. It will identify two actionable goals per year.

- The NAPL will collect input from library patrons and program attendees with a suggestion box and program feedback form. August 2024
- The trustees will evaluate the use of the library resources in the areas of collection development, services and programming every September. Priorities in service will be evaluated based on collection use, services use, program attendance, and community feedback. September 2024
- The library trustees and director will identify short and long-term spending goals using library trends, community input and library statistics. October 2024
- The director will update the board with new trends in library services every quarter. January 2026

Objective 2: The Norma Anders Public Library will explore outside funding sources in the form of grants, sponsorship and fundraisers.

- The NAPL will hold an annual fundraiser. June 2024
- The NAPL will apply for at least two grants each year using local, county, state or national grants using the actionable goals. November 2025
- The NAPL will seek one community or area partnership for material purchases and program presentations per year. January 2026

Objective 3: The director and library trustees will seek budgeting training.

- The director will meet with the district librarian to receive mentorship in managing the budget. January 2024.
- The library trustees and director will request budget training from the State Library of Iowa district librarians. January 2025

## **Outreach & Connection (Communication & Access)**

- Have a library presence year-round.
- Provide library service to those with mobility or transportation issues.

The library trustees' SWOT analysis identified communication as a goal, particularly communicating the library services to the public. Information consumption has changed with fewer households subscribing to traditional information sources such as basic cable and print newspapers. Social media algorithms make it challenging to reach a wide scope of the public.

Mobility difficulties experienced by community members and library users led us to seek more ways to make our library resources accessible. Regular home delivery and evaluation of accessibility of programs will be a priority.

**Goal: The Norma Anders Public Library will connect the library to community members.**

Objective 1: The library will communicate library services to the public

- The library will highlight one service per quarter, featuring information about the service on social media, library displays, newsletters and the library website. April 2024
- The library will update the e-newsletter format. April 2024
- The library will highlight one service per month, featuring information about the service on social media, library displays, newsletters and the library website May 2026

Objective 2: The NAPL will educate users about the services available through the library.

- The library director will create a marketing plan, scheduling content for quarterly newsletters, monthly fliers and weekly social media posts. January 2024
- The library director will visit area organizations to educate groups on the services available through the library. October 2026

Objective 3: The NAPL will educate patrons on how to use library resources.

- The library director will create a “Using the Library” brochure for adults, teens and children. April 2024
- The library director will conduct “Using the Library” training for adults, teens and children. May 2025

Objective 4: The library will increase outreach efforts to bring the library to the people.

- The library will develop one new outreach program per year targeting children. June 2025
- The library will develop one new outreach program per year targeting teens. June 2026
- The library will develop one new outreach program per year targeting adults. June 2027
- The library will explore adding mobile checkout services. June 2028

Objective 5: The library will create to-go program and activity packs for children, teens, and adults.

- The library will create to-go program and activity packs for children and families. January 2025
- The library will create to-go program and activity packs for teens. January 2026
- The library will create to-go program and activity packs for adults. January 2027

## **Spaces and Services (Access)**

The library board and director reviewed demographic information from the State Data Center, as well as statistical data from the past 2 years of library activities post pandemic. The mean travel time for commuters is 23.6 minutes. Only ten percent of programs are offered after 6 p.m. Forty-six percent of children, youth and teens are school aged students, yet 18% of our programs are offered between 3 p.m. to 6 p.m. Upon further review of our program offerings, we discovered we rarely have dedicated programs for tweens/teens beyond reading challenges.

The elementary in Dysart is seeking funding to update its playground making it accessible to all students. In considering mobility for our patrons, the State Data Center reports that 3.3% of citizens with disabilities have ambulatory difficulty.

From this data and community feedback from our suggestion box, we realized that the library needs to consider adding after school programs, evening events, and evening hours to accommodate students and commuting citizens. Providing accessibility to services and programs is also a priority.

## **Goal: The library will provide quality accessible services and spaces for reading, creating and learning.**

Objective 1: The library will evaluate its spaces to provide multiple environments for working, studying and creating.

- The library will evaluate the children’s area spaces. March 2024
- The library will evaluate the meeting room spaces. September 2024
- The library will evaluate the reading and working spaces. March 2025
- The library will provide a quiet study area for students once a week after school. September 2026

- The library will develop spaces for virtual meetings, work, reading, creating, and learning. September 2027

Objective 2: The library will evaluate the hours of operation in connection to citizen commute time.

- The library will have consistent extended hours once a month. March 2024
- The library will have consistent extended hours twice a month. March 2025
- The library will have consistent extended hours once a week. January 2027

Objective 3: The library will schedule more afterschool and evening events targeting students, working parents, adults and tween/teens.

- The library will schedule one afterschool program per quarter. April 2024
- The library will host one evening family program every quarter. January 2025
- The library will schedule one tween and/or one teen program every quarter. April 2026
- The library will schedule one informative evening program every quarter. April 2027

Objective 4: The library will evaluate spaces and services to address patrons with mobility and transportation limitations.

- The library will evaluate library spaces to meet the needs of patrons with mobility limitations. January 2024
- The library will collect community input regarding a weekly home delivery schedule. January 2024
- The library will research providing a regularly scheduled delivery service for those with mobility and transportation limitations. January 2024

Objective 5: The library will seek creative measures to bring programming and connection to those with mobility and transportation issues.

- The library will schedule home delivery monthly. July 2024
- The library will develop activity packets for home delivery patrons. February 2025
- The library will schedule weekly home delivery weekly. September 2026

## **Technology**

The 2021 Edge Assessment and community feedback communicate the need for more technology training both for the staff and the public. Helping staff become knowledgeable users, and therefore trainers, is a top priority, as is consulting with outside experts in this field.

- Receive service from qualified, professional staff
- Gain new knowledge and skills
- Connect to the online world and build technology skills
- Become digital and information literate

**Goal: The library will be a leader in helping to close the technology gap, help patrons find and evaluate resources, and to help prepare users to be future ready.**

Objective 1: The library will provide knowledgeable trained staff who select electronic resources, train and guide patrons in their use.

- Library staff will devote 1 hour per month toward improving technology skills. January 2024
- The library will provide one technology learning opportunity every quarter. March 2025
- Library staff will assist patrons one-one-one using the library's technology services. March 2026

Objective 2: The library will provide technology safety resources to users with partnerships with trained experts.

- The library will offer one expert-led technology training opportunity for the public and staff per year. April 2026
- The library will provide information in the form of quarterly pamphlets to technology users. September 2027

Objective 3: The library will evaluate its technology services yearly.

- The library will conduct a technology safety check annually. September 2025
- The library will collect community needs statistics on technology resource use annually. September 2026

The library director and library trustees will evaluate progress on this strategic plan quarterly. Qualitative and quantitative data, as well as completion of designated projects, will be used as evaluation tools.