

## **James Kennedy Public Library Strategic Plan July 2015 – June 2020**

### **MISSION STATEMENT:**

The James Kennedy Public Library provides traditional and innovative library resources, programs and services for the Dyersville community.

### **Library Service Response: Express Creativity/Stimulate Imagination/Satisfy Curiosity**

\*Express Creativity: Create and Share Content

Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

\*Stimulate Imagination: Reading, Viewing, and Listening For Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

\* Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

### **GOAL #1**

**The community will be enriched by celebrating cultural diversity.**

Objective 1: The library will provide adults with access to conversational Spanish classes and / or other interactive language learning opportunities by July 2018.

Objective 2: The library will provide Dyersville residents of all ages with the opportunity to attend performances and / or events celebrating different cultures by January 2017.

Objective 3: The library will investigate the possibility of offering a multicultural book club for adults, teens, and / or multi-generational groups by September 2016.

### **GOAL #2**

**Residents will have opportunities to discover their talents in the performing and visual arts.**

Objective 1: Librarians in charge of programming at all levels will investigate the potential for partnerships and the need for training in order to offer a variety of music based programs at the library by January 2018.

Objective 2: The youth and young adult services librarians will develop performance clubs for children and young adults that will incorporate the dramatic arts, crafts, music, writing, and related visual and performing arts by January 2019.

Objective 3: Librarians in charge of programming at all levels will research, plan and schedule events and / or classes for all ages in the performing and visual arts by January 2018.

Objective 4: The assistant library director will investigate the possibility of creating a circulating musical instrument collection by January 2016.

### **GOAL #3**

**Residents will satisfy their curiosity at the library by finding materials, programs and displays on topics of interest to them.**

Objective 1: The library staff will research and identify topics of interest for the various demographic groups served by the library by March 2016.

Objective 2: The library staff will research and identify the best times, dates, days of the week, seasons, etc. to offer programming and events to the various demographic groups by April 2016.

Objective 3: The librarians in charge of programming will develop a topic of the month series of programs which will include programs for various ages and displays of relevant library materials by October 2017.

Objective 4: The assistant library director will review the plan for movie showings and revise to ensure the most efficient and effective plan for offering these programs by December 2015.

Objective 5: The librarians in charge of collection development will evaluate the potential demand for materials (print and media) in languages other than English by January 2018.

Objective 6: The Librarians in charge of programming will collaborate to investigate Maker Spaces for all ages and determine best practices, programs, and equipment needs to be offered by the JKPL by June 2016.

**GOAL #4: Children and families will have the resources and programs they need in order to succeed in school and beyond.**

Objective 1: The Youth Services Librarian will investigate opportunities to partner with the schools and other education agencies to support the literacy and educational needs of the youth in the Dyersville community by January 2016.

Objective 2: The Youth Services Librarian will develop a plan and schedule to offer regular literacy programs to support the needs of the youth in the Dyersville community by August 2016.

Objective 3: The Youth Services Librarian will investigate opportunities to meet the literacy needs of infants and preschoolers by December 2015.

**GOAL #5: Tweens and Young and Emerging Adults will have access to opportunities to explore S.T.E.A.M. (Science, Technology, Engineering, Arts, and Mathematics) through classes, access to specialized equipment, and / or special programs.**

Objective 1: The Young and Emerging Adult Librarian will investigate partnerships with local experts and establishments (schools, colleges, other libraries) in order to provide access to S.T.E.A.M. equipment and expertise by December 2015.

Objective 2: The Young and Emerging Adult Librarian will research S.T.E.A.M. programming and develop a plan to offer program opportunities for young and emerging adults by July 2016.

## **Library Service Response: Know Your Community/Make Informed Decisions**

\* Know Your Community: Community Resources and Services

Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

\* Make Informed Decisions: Health, Wealth, and Other Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

### **GOAL #1**

**Residents will find information and resources about a variety of community organizations, services and businesses at the library.**

Objective 1: The Information Technology Librarian will research new and / or popular social media to determine if there is a need for the JKPL to utilize these resources to provide information to the community by July 2016.

Objective 2: The Assistant Director will work with the Chamber and other community businesses and organizations to identify potential benefits and opportunities for partnering and collaboration by September 2016.

Objective 3: The Director and Information Technology Librarian will investigate the possibility of utilizing a mobile app or other online service to provide information to community residents about community and library services and programs by October 2016.

Objective 4: The Adult and Senior Services Librarians will investigate and identify community resources and services and develop resources (print and / or online) and a plan to provide residents of the community with access to this information by July 2016.

### **GOAL #2**

**Seniors will feel connected to the community by sharing their talents and knowledge.**

Objective 1: The Senior Services Librarian will investigate to see if there is a Foster Grandparent or similar program available to the Dyersville Community by September 2015.

Objective 2: The Senior Services Librarian will work with the Foster Grandparent program or similar program, or facilitate the development of such a program, to provide services of benefit to seniors and families by July 2016.

Objective 3: The Senior and Adult Services Librarians will work together to create a talent fair or a series of programs / activities where adults in the community, especially seniors, may showcase their special skills and talents by January 2017.

Objective 4: The Senior and Young Adult Services Librarians will work together to develop a program whereby the Seniors in the Dyersville Community can share their stories and experiences and the teens can video, edit, and share them with others by January 2017.

**GOAL #3:**

**Adults will have the resources they need to learn about issues of concern or interest.**

Objective 1: The Senior and Adult services Librarians will develop an annual or multiyear schedule of programs on topics of concern to the adults in the Dyersville Community by June 2016.

Objective 2: Librarians in charge of collection development will evaluate materials and online resources in the areas of health, wealth, and other life choices and consider expanding and / or updating the library's collections in those areas by September 2016.

Objective 3: The Senior Services Librarian will offer exercise related programming for seniors by April 2016.

Objective 4: The Young Adult, Adult, and Senior Services Librarians will evaluate the need for technology based classes, training and equipment and potential partnerships and mentoring / one on one learning models by January 2017.

**Library Service Response: Visit a Comfortable Place**

\* Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

**GOAL #1**

**Community members have access to the physical and virtual spaces they need for lifelong learning and social interaction.**

Objective 1: The Library Director and Assistant Director will complete a library space assessment, including evaluation of storage space and utilization of the basement, to determine ways the existing library facility can be improved to meet community needs August 2015.

Objective 2: The Library Director will work with the JKPL Board to develop and implement improvements to the library facility by August 2016.

Objective 3: The Library Director will work with the JKPL Board to develop and implement a plan for disposal of unneeded / unused library equipment and furnishings by September 2015.

Objective 4: The Information Technology Librarian will research virtual spaces and services, including social media, to insure that the virtual spaces offered by the JKPL meet the needs of the community by January 2018.

Objective 5: The Librarians in charge of programming will research the possibilities in partnering with other agencies, organizations, and community groups to provide programming at the best location for the potential audience, and develop a plan to utilize these partnerships and facilities by June 2017.

**GOAL #2****Seniors who are aging in place have opportunities for social interaction.**

Objective 1: The Senior Services Librarian will develop a plan for offering programs, services, and materials at sites serving Senior Citizens in Dyersville by January 2016.

Objective 2: The Senior Services Librarian will investigate options and opportunities for assisting Seniors in getting to the library for programs and services and develop a plan to insure Seniors have this access by January 2017.

Objective 3: The Senior Services Librarian will investigate and implement a plan for providing opportunities for social interaction for Seniors by June 2016.

Approved by JKPL Board of Trustees 6/9/15