

Strategic Plan Winter 2025 Update:

This update includes information about objectives that had deadlines of January 2025 or earlier. Objectives that are in the future are not included in this update unless staff had something to share on that topic. Text in blue is the update / information provided by staff.

Be Informed (Blending Information focused LSRs):

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: Information Fluency, Job and Career Development, Be an Informed Citizen

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 are knowledgeable about the services and resources available at the library.

Objective: The Librarian in charge of social media will research current, new, and popular social media options to determine if there is a need for the JKPL to modify resources used to provide information to the community by July 2025. [Paul is exploring BlueSky as a new social media thread to utilize.](#)

Objective: The Library Director will investigate offering free passes or otherwise supporting or providing access to local attractions, including but not limited to museums and parks by September 2024. [No action has been taken on this objective. Shirley plans to reach out to local organizations this spring to see what arrangements might be made so is suggesting a new date of September 2025.](#)

Objective: The Assistant Director will research and revise the staff and board biographical information which is posted on the JKPL webpage by December 2024. [Dawn looked at the websites of 6 libraries of varying size. One had no information on its staff. Five listed staff by name, title, and work contact info \(phone or email\). Four of those libraries also included a photo of each staff member. All six libraries had varying degrees of information about its trustees. All six listed at least their names. Two included photos. Two included personal contact information \(street address, email, or phone number\). One included a generic email address. One included a paragraph long biography on each trustee. Dawn also reached out to the State Library to inquire about what is considered best practice and they confirmed that there is no best practice and that every library handles it differently. It was mentioned that including personal contact information \(address, phone number, or email\) about trustees or staff would be considered a privacy violation. Otherwise, the State Library recommended following what the City does for their staff as the model for what the library does for its staff and board pages. Dawn would like guidance from the Marketing Committee or Board as a whole regarding what information they would like](#)

included on the library website about staff and board. Once she has that response, she should be able to update the pages and complete this objective.

Goal #3: Those exploring careers are able to access information regarding businesses hiring locally.

Objective: The Librarians in charge of programming for teens and adults will investigate creation of programs, events, or activities featuring local businesses by December 2025. Paul is reviewing program ideas and might include featuring businesses as part of revitalizing / restarting the Adulting classes.

Objective: The Librarians in charge of programming for teens and adults will work with Workforce Development and local businesses to provide access to information about job openings by July 2025. We continue to post Workforce Development posters about job fairs, etc. Paul has been talking with the Young Professionals group and Iowa Workforce to see what options might be available. No specific actions have been determined.

Goal #5: Community members of all ages will find programming and other resources for life events.

Objective: The Librarians in charge of collection development will evaluate physical materials and online resources focused on life events and consider expanding and / or updating the library's collections in those areas by September 2025. Dawn started this in 2024 by adding more current books on big life events (topics such as birth, death, and weddings) to the non-fiction print collection. She is continually reviewing newly released books to find other topics to expand on. As Christa is weeding and evaluating the children's fiction collection, materials on these topics are being reviewed with some being moved to the new Gr 6 to 8 section and new titles being added as part of collection development. The children's nonfiction collection will be evaluated by 12/31/2026.

Goal #6: Teens and adults will develop critical thinking skills for analyzing informational resources of all kinds.

Objective: The Librarians in charge of programming for teens and adults will identify and present programs to assist with developing critical thinking skills by January 2025. Teen Quiz bowl and Game Changer programs fulfill this objective because participants must demonstrate knowledge on subjects and test on-your-feet thinking. Similar programs for adults may be offered in 2025. Dawn has scheduled a presentation about the Holocaust for May. The speaker's point on sharing about the Holocaust is how we can take lessons learned and apply to future world events – so that we can use the knowledge to create a better world.

Celebrate Diversity: Cultural Awareness

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Goal #1: Residents will experience diverse collections.

Objective: The Librarians in charge of collection development will develop a plan to ensure a diverse and inclusive collection by March 2025. The librarians met to discuss how to incorporate these concerns. What was agreed upon is that each librarian would allocate 10% of collection budgets to purchase diverse items to add to the collection. We will also actively seek out titles that would be considered diverse based on the criteria we set out for our collections. We also talked about weeding and how if a title is up for withdrawing we would consider if it is diverse or not. If the title is diverse then we would need to review how removal of that item affects the overall diversity within the collection we are weeding and possibly decide to keep it even if it is not the highest circulating item. The JKPL Collection Development policy will also be reviewed in 2025 to ensure that it reflects the goal to provide a diverse and inclusive collection.

Objective: The Librarians in charge of collections and marketing will develop a plan to ensure diverse and inclusive displays are offered for all ages by January 2025. Dawn created the following plan for the displays she manages. This plan went into effect February 1 so this objective is met.

1. At least two of the 12 themes used each year for displays must cover a diverse topic (i.e. Black History Month, Mental Health Awareness Month, etc.)
2. For every display, the goal is for 15% of the items needed for the display to be considered diverse (I typically pull about 80-90 items for a display so this means 12-15 would be diverse)
3. The goal is to have 10-15% of the diverse titles I pulled actually on the display at a given time (typically there is 35-40 items on a display so this would be 5-6 items on the display)

Goal #2: The community will be enriched by celebrating and developing a greater understanding of diversity.

Objective: The Librarians in charge of programming at all levels will research, plan, and schedule performances, activities, and / or events for all ages celebrating different cultures by January 2026. Possibilities suggested at planning meeting include Diversity Day, Heritage Days, Multicultural Fair. Christa is researching ideas with MFC, Dubuque.

Objective: The Children's Librarian will start a tween or intergenerational book club, which will include selections featuring a variety of diverse viewpoints, by September 2025. With the expected change in staffing this summer, this objective may need to be reassigned or delayed.

Objective: The Librarians in charge of book clubs will include selections featuring a variety of diverse viewpoints, characters, or authors by January 2025. Dawn took this into account when she selected the 12 books for 2025 her book club is going to read. She specifically chose 2 that she knew were either by an author of color or featured a BIPOC character. Her intent is to include at least 2 diverse titles per year (which is a lot considering her book club is Christian Fiction!). When selecting books for Books for Lunch book club, Shirley intentionally selects at

least one title that represents a diverse or inclusive perspective. In addition, the JKPL participates in the Dubuque County Reads program which is an annual discussion of an inclusive title.

Objective: The Storywalk ® will feature at least one story per year that reflects diversity, equity and inclusion by April 2025. This objective has been met for 2024 and Christa indicated will continue to be met.

Objective: The Librarians in charge of programming will plan at least one program per year that celebrates Hispanic Heritage by July 2025. Librarians are planning to partner with local organizations to offer programming during Hispanic Heritage Month (September 15-October 15). Ideally this will become an annual event.

Goal #3: Library staff will recognize and appreciate diversity in the community to ensure that every patron receives excellent service

Objective: Library staff will create or provide access to a resource list of “difficult” topics so that patrons can locate information without having to ask staff for assistance if they prefer not to by February 2025. Paul reports that this is a work in progress, that it is challenging to get topics from people. Christa notes that the new Grade 6 to 8 fiction section she has created in the children’s area will include fiction materials addressing difficult topics.

Objective: Library staff will have the resources, knowledge and training to assist Spanish language speaking patrons by June 2025. Christa notes she is using Duolingo Spanish at home in her free time to become more comfortable with the language. Shirley notes that Mango Language, which all staff can utilize, includes Spanish in general as well as a Spanish for Librarians module.

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.

Goal #1: Students have resources to support and develop their writing skills.

Objective: The Children’s Librarian will investigate starting a summer creative writing group or other programs to help children develop writing skills by March 2025. Christa offered a creative writing program in summer of 2024 with little participation. She will offer again in Summer of 2025 to see if there is increased interest.

Objective: The Children’s Librarian will investigate creating a “NaNoWriMo” style event for youth by November 2024. Turing Tumble programming (grant) took priority so this was not offered. With the proposed change to children’s staffing, we would like to change this deadline to November 2025.

Objective: The Young and Emerging Adult Services Librarian will investigate creating a “NaNoWriMo” style event for teens by November 2024. Paul offered a writing prompts program

in Summer of 2024 as a tie in for the reading program. There was little interest. He may offer in 2025.

Objective: The Children's and Young and Emerging Adult Services Librarians will explore incorporating writing into the typical summer reading program activities by May 2024. Creative writing was offered in the Summer of 2024 as a tie in for the teen reading program with little interest. Paul will offer as part of the SRP 2025 to see if there is new interest. Christa did creative writing program in summer of 2024 will little participation. She may again offer in Summer of 2025. We consider this objective completed as activities have been incorporated and offered.

Objective: The Children's Librarian will encourage area students to submit writing, memoirs, etc. to be bound into a book to add to the library collection by December 2024. There has been no activity on this objective. Library staff suggest adjusting the deadline to December 2025.

Goal #2: Members of the community have access to an environment that nurtures creative thinking.

Objective: The Children's and Young and Emerging Adult Services Librarians will evaluate the needs of children and young adults for programs, events, activities and collections that nurture creative thinking by December 2024. Paul continues to add materials that encourage critical thinking to the young adult collection. He is also running programs such as quiz bowls, trivia nights and Game Changer. Christa is offering create and / or "color on" creations in the Creation Station, and a monthly Kids Can Craft activity is available in the Creation Station craft cart. Collections include materials on drawing, art, crafts, etc. Staff will continue to offer these programs and build on these collections so we consider this objective completed.

Objective: The Librarians developing programs for adults of all ages will work together to create programs and activities where adults in the community may showcase their special skills and talents by January 2025. Recent priority for the librarians planning programs for adults is developing the plan and programs for the neurodivergent community specifically. Therefore, no activity has taken place on this objective. We suggest changing the deadline to January 2026.

Objective: The Librarian in charge of social media will provide an opportunity for local citizens to share their talents and skills on the JKPL Facebook and YouTube Channels by December 2024. Paul has not had much success getting participation in this opportunity. He will continue to work with the objective and we suggest extending the deadline to December 2025.

Objective: The Young and Emerging Adult Services Librarians will partner with the local schools to provide an opportunity for students in debate, speech, theatre, etc. to demonstrate their skills in a public setting, prior to the actual performance or competition by July 2025. Paul has been working on this but continues to have issues getting in touch with teachers that address these skills and activities at the schools.

Goal #3: Students are provided with S.T.E.M. focused opportunities to supplement their learning and bridge gaps in their knowledge.

Objective: Library staff in charge of S.T.E.M. programming will investigate best times, topics, and potential grant resources for S.T.E.M. programming by August 2025. [The JKPL received grant from the Scale-Up program and offered Turing Tumble programs to children and teens during FY25.](#)

Objective: Library staff in charge of S.T.E.M programming will partner with other organizations and businesses to develop and present programming connected with Engineers Week, Public Works Week, National STEM/STEAM Day, or other national events connected with S.T.E.M. by May 2025. [We continue to work with John Wandsnider \(Dyersville Public Works\) and Danielle Will \(FarmTek engineer\) to host programs that promote STEM skills during Engineers Week and Public Works Week.](#)

Literacy for All (blending Literacy focused responses):

Create Young Readers: Early Literacy

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Learn to Read and Write: Adult, Teen, and Family Literacy

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

Goal #1: Children will have access to the programs, collections, and services they need to enter school ready to learn.

Objective: The Children's Librarian will offer regular and special story times throughout the year to support early literacy by August 2024. [Christa has been trying different styles of story times \(music and movement, pre-school prep and Kid Librarian\). With the projected change in staffing for children's programming, Story Time style programs will be presented by the preschool programmer, which may lead to changes in how and when story times are offered.](#)

Objective: The Children's Librarian will investigate expanding OutReads, the JKPL outreach story time program, to serve additional ages and / or daycares by May 2025. [Christa has worked with Dubuque County Library to identify interested Daycares but most do not serve Dyersville residents. Also, with the projected change in staffing, OutReads will be presented by the preschool programmer, which may lead to changes in when and how often they can be offered.](#)

Objective: The Children's Librarian will develop and offer resources for families to aid them in modeling reading and literacy by January 2025. [Not yet created. We suggest this deadline be extended to January 2026.](#)

Goal #2: School age children will have access to the programs, collections and services they need to succeed at school.

Objective: The Children's Librarian will provide opportunities for children to practice their reading skills in a safe, supportive environment by October 2025. [Christa reports that the new Kid Librarian story time format will provide this opportunity.](#)

Goal 3: Teens and adults will have access to the programs, collections and services they need to support their learning goals.

Objective: The Young and Emerging Adult Librarian will work with the teen advisory council to identify educational topics and skills of interest to teens by November 2024. [Paul continues to use the young adult advisory council to identify topics and programs teens would be interested in attending. This is an ongoing process so Paul considers this objective completed.](#)

Objective: The Young and Emerging Adult Librarian will launch a series of programs designed for teens focused on educational topics that prepare them for adulthood by January 2025. [Paul is looking to re-launch Adulting classes in the Spring of 2025, depending on if local experts are willing to be involved.](#)

Goal #4: Neurodivergent individuals and those with special needs of all ages will have access to appropriate services and resources.

Objective: The Librarians in charge of collection development will develop collections to support neurodivergent residents by December 2024. [All librarians are consciously selecting and evaluating their traditional collections to ensure representation and inclusion. In addition, librarians working on the LTC grant are evaluating and selecting items to add to the Library of Things and / or be available to use when needed in the library. Items selected include sensory support materials as well as VR and preloaded tablets. These items will be in the library collection by the end of March 2025 so staff consider this objective completed.](#)

Objective: The Librarians in charge of programming will develop programs and activities to meet the needs and interests of neurodivergent adults by January 2025. [Librarians working on the LTC grant have talked with members of the local neurodivergent community and are developing a plan for programs and activities for 2025. Programs \(crafts, movies, social gatherings, games, etc.\) will be offered most weeks starting in March 2025 and continue thru late fall. At that time, programs will be reevaluated and adjusted based on attendance and interest.](#)

Objective: The Library Director will investigate ways the JKPL can support the adult daycares in the community and those that use their services by September 2024. [As part of the LTC grant, Shirley and Paul held community conversations with participants and caregivers from the adult daycares that have been using the library. These discussions have resulted in enhancing the collections and programs that will be offered during 2025 and into the future. We therefore consider this objective complete.](#)

Objective: The Library Director will identify resources for services to the neurodivergent by January 2025. As part of the research and work related to the LTC grant, Shirley and Paul have identified potential resources and services that may be of benefit to members of the neurodivergent community. As a result, the JKPL is adding opportunities for online learning related to cooking, crafts and hobbies.

Objective: The Library Director will work with members of the neurodivergent community to identify barriers to accessing library service by August 2024. During 2024, Shirley and Paul held Community Conversations with members of the divergent community. Barriers to service were part of those conversations. While some of the barriers are things the library cannot address (transportation), others are things the library can consider when making collection and programming plans. Library staff will continue to use the information gathered at these conversations when making decisions about services, however since much information has been gathered, staff consider this objective completed.

Goal #5: Adults will have access to collections, programs and services to support their health and wellness needs.

Objective: The Librarians in charge of programming will work with older adults in the community to identify, plan and offer programs related to health and wellness by December 2024. The library continues to offer strength training classes and Health and Wellness 365 (partnership with NEI3A) on a regular basis. Unlocking Brain Fitness has been offered 4 times with another session scheduled for spring 2025. The KEYS: Chat zoom presentations, offered by Brain Help and Hope (the creators of Unlocking Brain Fitness) are offered monthly. NEI3A is partnering with the JKPL to offer a balance class for seniors in February. Additional programs are offered as time and interest allow. Library staff would like to survey or visit with older adults in the community to see if there are additional programs they would be interested in attending so suggest this deadline be extended to December 2025 to allow time to hold those conversations.

Objective: The Librarians in charge of programming will investigate expanding programs to include gardening and culinary literacy (cooking) programs for all ages by May 2026. The new Library Chef online cooking service offers classes for all ages. The JKPL is also adding Hobbies and Crafts, an online service that offers classes in various hobbies and crafts, including exercise, dance and more.

Goal #6: Residents who are not native English speakers will have access to programs, services and collections in their native language.

Objective: The Children's Librarian will investigate offering a bilingual (Spanish / English) Story Time at least quarterly by September 2025. Christa will be ready to offer this starting fall 2025.

Objective: The Assistant Library Director will investigate what services the JKPL could offer to support the ESL and tutoring programs already available in the community by October 2024. Nothing has been done on this object so staff suggest deadline be moved to May 2025.

