

Marion Public Library
Strategic Plan, FY 2013-FY2016
Part II
(Adopted June 10, 2013)
(Revised February 2016)

Service Goals and Strategies FY 2013-FY 2016

The following service goals identify the medium-term operational objectives of the Marion Public Library. The strategies describe tasks library staff have set for themselves in order to accomplish the goals. These goals and the strategies designed to accomplish them are more flexible than the library's service roles and subject to change based on accomplishments, changing circumstances, and new needs and demands. Progress toward accomplishment of these goals will be assessed annually as a part of the Library Coordinators Management-By-Objectives/Pay-for-Performance (MBO/PFP) review. As a result of this assessment, goals and strategies may change.

(Black = To Be Done; Blue = Accomplished/ongoing-repeating; Green = New)

Goal 1

Develop family oriented children's services based on contemporary best practices and with an emphasis on early literacy that engage children and parents/caregivers to ensure a fun and useful experience.

Key Outcome: Early literacy development ensuring that kids continue reading through their move from children to tween status and keep kids and parents sharing literary and cultural experiences.

Strategies

Collections

- Assess community needs and demands for children's non-fiction material, all media including e-material
- Evaluate J Non-Fiction Collection and develop optimal 3-5 year collection management goals for children's non-fiction based on use, best practice, publishing trends
- Conduct general weeding of children's collection to:
 - Make its contents leaner and more appealing to a young audience
 - Discard outdated/faulty information as well as books in poor condition
 - Free up shelf space, allow patrons to be able to find better resources more quickly
 - Make collection more visually appealing and accessible
- Add Children's QuickPicks of high interest titles of picture books, fiction, and nonfiction
 - Include ICCA, Goldfinch, Bridge to Reading and popular materials
 - Add multiple copies for book challenges/read-a-thons/book clubs (if we start these programs)
 - Maintain Early Literacy Kit (ELK) collection

Programming

- Include an educational element to each story time for families to take home and practice
 - Include a Take-Home element for each story time
 - Plan blog with short videos for families to follow at home with rhymes, songs, and literacy tips
 - Promote story time as not only fun, but educational and supportive of early literacy
 - Research and stay up-to-date on new trends in story times
- Assess needs for and evaluate content, direction and purposes of children’s programming
 - Special focus on purposes and methods of seasonal Reading Programs
 - Develop programs to help children avoid the “brain drain” over the summer months, and encourage their love of reading
 - Limit prize-centered mentality (but still offer rewards/incentives) and focus more on bringing families to the library for programs
 - Integrate information/technology literacy program elements
 - Set up e-reader sessions for children (and their parents)
 - Incorporate use of ipad (or similar tablet device—ask friends for funding...) into story times or other programs
 - Promote early literacy/child/family friendly websites and apps (free or low cost) through our website
 - Offer training/exploring sessions on apps and websites for children and their parents
- Identify topics/areas for family programming (Lara has her popular Monday night Family Time which is going well. We are still continuing to look for more family-based programs...)
- Early Literacy Program/Story Time
 - Target youngest demographic and their families—teach emergent literacy skills based on Every Child Ready to Read (ECRR)
- Partner with the Iowa State Extension to offer Play & Learn and Parenting Classes
 - Apply for a grant to bring P&L AGAIN—New funding sources
 - Offer parenting classes
- Evaluate and re-design offerings for elementary students
 - Develop more one-shot programming for elementary-age children during breaks, afterschool, throughout the year (48 hour read-a-thon, 100 book challenge, afterschool/early out crafts)
 - Examine possibilities for into monthly programs (STEM workshops—partner with CRPL to rotate equipment... Rockwell offerings, chess club, Lego team-the more advanced version of Lego club...)-(Explore partnerships/cooperation with local organizations who would plan, organize, and run the programs autonomously; library sponsors, promotes, and offers space

Marketing and Outreach

- Keep up with social media and evaluate other ways to market to young families in the community (potential summer story time at Lowe Park—reach north side younger families)
- Create a bridge of communication/partnership with local schools

- Discover media specialists and teachers' needs—determine how the library be a resource for them; metro-wide survey – coordinate with CRPL and HPL
- Effectively and regularly communicate with local schools about what the library offers
- Attend in-service days to talk about library resources and develop a deeper understanding of teacher needs
- Start new program—every 1st grade student signs up for a public library card and is informed our resources (tours, scavenger hunts, attending school orientations/roundup/openhouse...)
- Examine service to elementary-aged children—determine if library we should focus on this audience or if it already offered enough at school and from other organizations; (Tie-in with school partnership)
- Partner with Parks Department to offer programs
 - Story Times in the parks (e.g. Lowe Park Wednesday mornings at least during the summer)
 - Joint craft and/or cooking programs – resolve fee issues
 - Storywalks/geocaching for stories (Partner with Parks e.g. Thomas, Hanna, Lowe Park)—did storywalk for Christmas in the Park
- Partnering with United Way to provide Summer Meals for kids (<http://unitedwayofeastcentraliowa.org/summer-meals-let-child-go-hungry/>)
 - Need to do more research to see what's required to be a site:
 - Possibly partner with Parks to offer lunches in Marion Square Park, Thomas Park – or local churches, FMI, Starry, or Marion High School—all qualify for the program – library provides activity
 - Find sponsors
 - Find and train volunteers
 - Market, through schools, grocery stores, social media, newsletters...
 - Adding a literacy/summer reading component (Promoting SRP, Story time during lunch, etc.)

Goal 2

Enhance the relevancy of the Library to Marion's young adults and create an identity for the Library as a safe cultural and physical place in which young adults have ownership. Be a place where young adults can freely explore themselves and the world they live in.

Key outcome: Expand young adult user base and increase young adult investment in the Library as place they can go for access to popular culture, useful information and personal growth.

Strategies

Collections

- Evaluate the YA non-fiction collection for appeal to young adults and usefulness in support of personal and scholastic learning
 - Set revised selection and weeding criteria—expand/weed collection where necessary

- New YA non-fiction included in new books to increase visibility and circulation—new collection priorities have led to increased circulation of the Quick Pick nonfiction
- Enhance identity and accessibility of young adult non-fiction collection—create distinct YA non-fiction collection
 - Modify item types on all YA non-fiction
 - Label material by interest as needed
 - Include high-appeal non-fiction new YA Quick Pick collection

Programming

- Continue regular monthly YA programming schedule—recurring events and unique offerings aimed at drawing in diverse groups
 - Continue to offer unstructured programs that appeal most to the young adults who come for a place to be after school, especially on early dismissal days
 - Continue groups that have dedicated audiences
- Continue a regular schedule for Tween programming—book clubs, craft days and other fun things to do
 - Re-evaluate current offerings and determine continuance or change
- Information literacy class provided to homeschoolers

Marketing and Outreach

- Identify new opportunities for marketing programs and creating awareness of library services for young adults in the community and implement in Fall 2013
 - Determine how best to market to young adults
 - Conduct at least one awareness outreach program
 - Coordinate with school media center librarians
 - Establish regular liaison contact with area middle schools and the high schools—generate awareness of services offered
- Continue marketing efforts to reach more diverse groups of tweens and teens
 - Get input from young adults group on promotional ideas
 - Investigate additional locations to promote tween and teen events
- Re-evaluate Teens in Action advisory board and offering special opportunities to participate in activity planning – increase tween and teen investment in library programs
- Contact with Linn-Mar and MISD home school programs
 - Continue workshops and times to meet with supervising teachers
 - Continue monthly communication on project schedules for Marion and Linn Mar Home School programs
 - Provide homeschool focused programs at least twice per year

Goal 3

Deploy and integrate new and existing digital and e-resources into Library collections and routines and enhance the Library's identity as a center of cultural vitality and participation and as the place to go for e-material, 24/7.

Key outcome: Integration of digital resources into routine library service and easier patron access to and use of digital resource and enhanced self-service.

Strategies

Website and Digital Collections

- Identify, organize and provide online (website) access to e-material resource sites
 - Identify sources/vendors of e-materials, evaluate features, costs—acquire as needed
 - Identify, aggregate, and provide free sources of e-materials
- Work with the Metro Library Network libraries to purchase adult ebook and audiobook titles
- Determine the amount of money to be allocated for each product and a procedure for MPL staff to be involved in selection
- Monitor and evaluate Zinio usage and our print magazine circulation – Ongoing for both Zinio and print magazines

Goal 4

Develop and provide an adult material collection tuned to community needs and demands; adapt to space constraints and ensure convenience, accessibility and responsiveness to actual use and anticipated demand of conventional and new media formats.

Key Outcome: Creation of a high demand collection, above norm circulation and turnover rates.

Strategies

Circulating Collection Assessment and Management/inventory Control

- Deploy SIRSI-DYNIX Analytics for collection use and behavior analysis
- Develop training methods for selectors to use SIRSI Analytics for analyzing collection use
- Develop methods for maintaining a responsive and flexible collection based on turnover and circulation analysis
 - Assess use of adult book collections – in process
 - Based on use analysis, assign space and weed accordingly
- Develop targeted collection budget allocation plan based on use/needs assessment
- Deploy SIRSI-DYNIX Analytics for user behavior analysis and needs assessment

Information Services

- Outreach to community groups to determine their organization information needs
- Identify opportunities for library to assist community groups to achieve their goals
- High priority potential targets: Home School Groups/Linn-Mar, MISD; Blue Zones, Main Street; Seniors groups – retirement communities

Goal 5

Establish an identity for the Marion Public Library as an adult cultural/community center, third place, and public forum that generates participation and community engagement.

Key outcomes: Shared experience and social capital; adult info/tech self-sufficiency

Strategies

Adult Programming 1: Education

- Develop and offer training for safe and secure web searching
- Develop and offer training for use of databases with immediate focus on Jobs & Career Accelerator database from Learning Express

Adult Programming 2: Culture

- Determine book discussion group themes and schedule that will assure continued popularity (e.g., establishing summer break – possibly including film, implementing break activities, etc.)
- Expand and refine Book Club Kit program/services
 - Add titles to the book club kit collection each month March – June
 - Market in newsletter and/or Featured materials page of the website
 - Weed older titles
- Plan and implement annual schedule of adult programming under Project Lead banner
 - Spring and fall gardening series with Master Gardeners
 - Local business support
 - “Armchair traveler” series
 - Paid performers
- Identify and begin to implement programming for community groups that can be delivered to their locations – especially senior centers, service clubs
- Identify community groups with potential for joint programming, both at library and in community – begin cooperative efforts; high potential group – Witwer Healthy Aging Agency

Goal 6

Enhance and streamline access and circulation services

Key Outcome: Easy, user friendly, convenient patron access services experience

Strategies

- To the extent that it makes sense for each member, develop MLN-wide circulation and patron policies and procedures
- Create MPN circulation and patron procedure manual and set up joint training when feasible
- Plan and implement installation of eCommerce card self-check card swipe a new fine and fee collection system – pending resolution of security issues
 - Identify needs, equipment, software, costs, benefits of network upgrade for PCI compliance/data security necessary for eCommerce

Goal 7

Lead and support the delivery of technology resources needed to advance and achieve MPL service goals 1- 6 listed above.

Strategies

Patron service support

- Assist library staff with new technologies, digital resources, technical instruction, and help with back-end interfaces as needed for them to develop Web portals/CMS pages and sites relating to library programming
 - AWE equipment and services
 - Summer Reading Program web pages
 - Identification, evaluation, and addition of new digital resources, etc.
- Facilitate and support library staff with training on SirsiDynix Analytics as needed
- Help develop plan for technology literacy classes for patrons
 - General digital/information literacy (Searching, evaluating information, privacy, security)
 - General computer use – hardware and software (office/home productivity)
 - Tablet and e-reader use
 - Overdrive Fregal, Zinio, 3M tutorials

Organizational technology infrastructure development and support

- Become familiar with and assume responsibility for library infrastructure and network monitoring
 - Plan and execute the relocation and set up of technology assets (computers, terminals, etc.) to the temporary location when this has been determined
 - Plan for the relocation and set up of technology assets (computers, terminals, etc.) to the new location when it is ready
 - Establish technology vendor relationships and assume responsibility for purchasing, work orders, and ticket management on vendor systems, as applicable
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- ng for service to rural residents to appropriate levels