

Discover Connect Learn



Drake Community Library Strategic Plan 2018-2023

Approved by DCL
Board of Trustees
April 25, 2018



The Library Board of Trustees and Library Staff have endorsed these service responses to reflect a fresh outlook with an updated set of priorities for our community. Goals and objectives have been formulated to guide library staff in achieving the best in library services for our community.



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Mission & Core Values

Empowering the community through responsive services and programs, Drake Community Library will help all patrons access information, exchange ideas, and engage in lifelong learning and cultural enrichment.

– approved by the Board of Trustees, December 2017

Drake Community Library –its Board of Trustees, staff, and volunteers– is driven by a commitment to these core values:

We value ethical, fiscally responsible stewardship of public resources.

We value technological literacy by providing public access to appropriate technology and educational venues to encourage its use by all.

We value intellectual freedom for all by providing access to all types of literature and viewpoints.

We value our employees by providing a safe workplace and opportunities for professional and personal growth.

We value our volunteers by providing meaningful instruction, tasks and objectives and by recognizing their work before the greater community.

We value our children and young people by offering special programs and resources designed to open the doors to lifelong learning, the pleasures of reading, and the love of libraries.

We value our users' right to privacy by keeping records of their library use strictly confidential.

We value our library users by providing them with our services in a nonpartisan and non-judgmental manner that is sensitive to and supportive of human differences.

We value learning for all ages by providing a wide range of books and other resources along with skilled assistance in using these resources to their fullest extent.

We value our community by providing a public place for the exchange of ideas and personal expression.

Tag Line and Official Logos of Drake Community Library

Discover – Connect – Learn



The Process

A day-long planning session was held in November 2017 with full representation from the Library Board of Trustees and Library staff members. Time was spent identifying the constants and the changes within our community over the previous five years and categorizing those community characteristics using a SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix. This analysis led to prioritization of five service responses which best meet the needs of our community. A task force of two trustees and one staff member was formed to tweak the Library mission statement with a goal of greater clarity. Five service response teams, each consisting of a mixture of trustees and staff, were formed to expand the plan.

The service response teams met over the next few months to determine goals and objectives to be accomplished over the next five years. In some instances the objectives are very specific with a defined vision. There is also plenty of room for desired results to be driven spontaneously through community and individual collaborations when the right mix of circumstances present themselves.

The Library Board of Trustees approved the final plan April 25, 2018 with a commitment to review progress towards implementation of plan objectives on an annual basis with the library director and service response teams.



Service Responses

I. Discover Your Roots - Genealogy and Local History

Individuals will be able to connect the past to the present, explore family and local histories, and understand the history and traditions of the community.

Goal 1- Enhance access to archival resources whether in person or online

Objective: Pursue grant funding for a research workspace in the public reference room by 2019

Objective: Continue digitization of local history resources and sharing of those resources through the Poweshiek History Preservation Project and Digital Grinnell (Review progress annually)

Objective: Digitize the Grinnell Herald and Grinnell Register newspaper within public domain (issues prior to 1923) by 2020 (Evaluate status annually)

Objective: Catalog archival resources & holdings on Horizon, both the material and digital, to ease special collections research (Review progress annually)

Objective: Make archival materials available in digital format whenever possible, for either internal or online research (Review progress annually)

Objective: Continue to provide outside resources such as Ancestry.com and Heritage Quest to aid patrons with genealogical research (Review progress annually)

Desired Results:



Genealogy workshops will be offered using Ancestry and Heritage Quest, including use of local history resources such as the obituary database by 2020



A library brochure that lists and details library resources for genealogy and local history will be readily available by 2019



Grinnell Room collections, pamphlet files, and digital archives will be cataloged and searchable on Horizon by library staff and patrons (Review progress annually)



Archival holdings will be scanned and added to the Digital Archives maintained internally at DCL. Items of high community interest will be prioritized for addition to Digital Grinnell to allow for online access (Review progress annually)



Policy will be developed to facilitate choosing what is accepted as an archival holding and prioritizing what can be archived in digital form (Review progress annually)



The Local History Reference Room (public reference room) will be reconfigured to be research-friendly and handicapped-accessible, providing microfilm reader, open desk space, computer and a scanner by 2019



Grinnell Herald and Grinnell Register newspapers in the public domain will be digitized and keyword searchable, in house and if possible online by 2020

Goal 2 - Increase staff dedicated to archival work

Objective: Create a succession plan for archivist position, maximizing hours granted to archival work by 2019

Objective: Maximize use of Grinnell College student apprentice programs, work-study, and summer internships by 2019

Objective: Maximize use of volunteers (Review progress annually)

Desired Results:



10-12 hours a week of paid staff time dedicated to archive work by 2019



A manual of archive procedures will be written, creating procedures where necessary and helping to ensure procedural conformity and accuracy, as well as to assist in the training of others by 2020



Students from Grinnell College will assist in archival cataloging and organizing of collections, in addition to their continued research and scanning assistance for PHPP and Digital Grinnell (Review progress annually)



Dependable volunteers will continue to assist in the organizing of gifts (items donated), holdings, and collections, as well as cataloging and scanning if needed (Review progress annually)

Goal 3 - Build and enhance community awareness of local history resources

Objective: Publicize and display archival resources to increase library visitor and patron awareness of what is available (Review progress annually)

Objective: Support Grinnell Historical Museum display space in the lobby (Review progress annually)

Objective: Expand collaborative and working relationships with Grinnell Historical Museum, Poweshiek County Heritage Park, and Grinnell College Special Collections (Burling) (Review progress annually)

Objective: Increase visibility of local history resources in the community (Review progress annually)

Desired Results:



Collaborative displays with Grinnell Historical Museum, along with other focused and thematic historical displays created at the library, will increase public awareness of local history resources, as well as PHPP and Digital Grinnell (Review progress annually)



Photographs in the Local History Reading Room (Board Room) will be labeled and rearranged to enable viewers to more clearly follow the story of Grinnell (Review progress annually)



Presentations will be made to local groups highlighting interesting archival resources and holdings (such as Peter & Polly), and ongoing presentations by the Poweshiek Historical Preservation Project will continue (Review progress annually)



Facebook presence and publicity for community interest projects will continue (Review progress annually)

II. Bridging the Digital Divide

Drake Community Library is committed to actively building digital literacy amongst our users through relevant digital literacy services and convenient public access to technology.

Goal 1 – Empower library users with tools for self-directed learning

Objective: Develop how-to materials to enable patrons to establish their personal essential online tools, e.g. email, facebook, etc. by 2020

Objective: Utilize and customize Digital Learn (www.digitallearn.org), a free, online computer skills learning tool for adults created by the Public Library Association by 2020

Desired Results:



Utilize “Digital Learn” whenever possible and provide handouts for such things as: establishing personal email account and associated functions; identity protection; Facebook; printing; etc.



Customize “Digital Learn” to DCL needs



Improve online resources web page to create awareness and be more user friendly

Goal 2 – Educate for Digital Literacy

Objective: Develop and offer programming centered on building digital literacy skills of library users by 2021

Objective: Increase use and awareness of online resources (Evaluate status annually)

Objective: Collaborate with other area educational and cultural organizations to complement and support their programming (Review progress annually)

Objective: Provide staff training to support current and future patron technology needs (Evaluate status annually)

Desired Results:



Offer organized classes on basic computer use for the public



Establish “Tech Tuesday” type drop-in technology help sessions



Continue targeted training for staff in the use of DCL online resources



Continue partnership with Poweshiek County Extension by hosting extension programming such as tax preparation services



Utilize monitor in lobby to enhance awareness of our online resources and library programming

Goal 3 - Provide opportunities for the public to explore technology

Objective: Support basic hardware & software needs for digital media lab by 2021

Objective: Continue offering computer-centered programming for youth
(Evaluate status annually)

Objective: Circulate devices for staff training purposes by 2020

Objective: Facilitate use of technologies in our meeting spaces (Review progress annually)

Desired Results:

- 🌳 Investigate collaborative opportunities with other community maker space entities
- 🌳 Continue to support an evolving Code Club program
- 🌳 Seek user input regarding their digital needs via small scale surveys
- 🌳 Measure success with participant statistics and workshop evaluation surveys
- 🌳 Determine how people are affected, influenced or changed by gathering participant stories



III. Engage Readers and Learners of All Ages

DCL will be a place to expand minds and transform lives through its responsive collections, programs, and services designed to ensure that everyone has free and open access to the world of ideas and knowledge.





Goal 1 – Continue facilitating a positive space for all ages to develop and explore the joy of learning and information literacy

Objective: Create opportunities for mentoring readers (Evaluate status annually)

Objective: Provide meaningful programming for students after school by 2019

Objective: Continue to provide opportunities for intergenerational experiences to enrich people's lives by 2020

Desired Results:

-  Continue offering regular book clubs for all users (Review progress annually)
-  Provide mentoring opportunities (Evaluate status annually)
-  Connect library users of all ages to one another through library programming and utilization of library spaces (Evaluate status annually)
-  Reinforce library's role as an after-school destination place by 2019



Goal 2 – Foster partnerships with educational institutions, social services, civic organizations, and volunteers to reach our physical and digital communities

Objective: Continue to explore opportunities for collaboration to benefit area residents (Review progress annually)

Objective: Continue to explore opportunities for collaboration with local schools (Review progress annually)

Objective: Build awareness of our digital resources (Evaluate status annually)

Desired Results:



Continue to create dialogue with community partners (Review progress annually)



Utilize monitor in lobby to enhance awareness of our online resources and library programming by 2020

Goal 3 – Build community around books

Objective: Continue “Bookin’ It” book discussion group for adults (Review progress annually)

Objective: Continue Summer Reading Program for adults (Evaluate status annually)

Objective: Continue baskets outreach services (Evaluate status annually)

Desired Results:



Maintain current quality programming schedule



Continue Books in Baskets service to in-home daycare providers and preschools



Continue book delivery service to homebound adults



Continue community outreach services during the summer learning program



Promote literacy engagement tools for babies and toddlers during the summer learning program

Goal 4 – Improve access and encourage use of our collections

Objective: Evaluate location of various collections by 2020

Objective: Prioritize collection management best practices by 2020

Objective: Continue systematic upgrade to children’s non-fiction collection by 2020

Desired Results:



Increase user enthusiasm for reading and usage of digital resources



Promote underutilized collections, e.g., shift Westerns to more convenient location



Utilize a weeding schedule for all collections

IV. Celebrate Diversity: Cultural Awareness

Residents will have programs and services that promote appreciation and understanding of the diverse cultures that exist within their community.

Goal 1 – Expand our library traditions to celebrate the diversity of our community’s traditions

Objective: Collaborate with community partners to explore ways to promote inclusivity in our community and world (Review progress annually)

Objective: Expand staff awareness of community events that focus on cultural diversity (Review progress annually)

Desired Results:



Increase awareness of the need for cultural inclusivity when collaborating with our community partners



Library staff are able to deliver information in a neutral, unbiased manner

Goal 2 – Broaden library collections and displays to reflect the diverse makeup of our community

Objective: Develop the Human Library project: <http://humanlibrary.org/> in 2019

Objective: Promote usage of our language resources (Evaluate status annually)

Objective: Provide multilingual library instructional and informational brochures where needed by 2020

Objective: Evaluate current collections and future purchases for inclusivity by 2021

Desired Results:



Provide a safe space for conversation to encourage mutual cultural exchange



Publicize Mango and Transparent Language Learning tools annually, at a minimum



Utilize collection evaluation tools and timelines to increase inclusivity of collections

V. Visit a Comfortable Place

Visitors will have a safe and welcoming physical place to meet and interact with others in addition to spaces designed for quiet study and reflection.

Goal 1 – The library will empower its employees with the knowledge and tools to provide each user with a positive experience

Objective: Library staff will create and use a quick reference of community resources by 2020

Objective: Library staff will support and encourage one another (Review progress annually)

Desired Results:



Library staff will be knowledgeable and informed regarding community resources and services for patrons with other than library needs (Review progress annually)



Library staff will be equipped to direct patrons to available community resources (Review progress annually)



Library staff will trust and respect each other and our individual and collective talents and work together to achieve solutions (Review progress annually)

Goal 2 – Continue to improve our space to meet the needs of all users

Objective: A schedule that includes daily, weekly, and yearly maintenance that establishes regular, periodic cleaning of carpet and upholstery, and hard to reach areas by 2020

Objective: Ensure all areas have concise and visible signage by 2019

Objective: Explore options related to eating and covered drinks in the library space by 2020

Objective: Expand the opportunities for parents and children to use the children's area as a destination space by 2019

Objective: Maintain a welcoming, safe space for teens (Review progress annually)

Desired Results:



The library will be a clean, well maintained space with a specific annual schedule in place (Evaluate status annually)



Users will be able to navigate the library space effectively (Review progress annually)



Determine feasibility of providing hot and/or cold beverages for library users by 2020



A play space for toddler and preschool users will be developed by 2019



The teen area will be updated with comfortable seating by 2020