

Albion Municipal Library
Strategic Plan 2022 - 2027
Approved by Library Board of Trustees February 24, 2022

Development of plan: The library director and members of the library board met with our State Library district consultant on August 26, 2020 for a lengthy strategic planning session. During that time, we reviewed demographic information from the American Community Survey and the census (although census data had not yet been certified), statistical data from the library's past 3 years of service activity, and also reviewed library service trends among libraries of various sizes. From this information we determined that there are needs for community development (as far as relationships and knowledge of operations and available services) and for available space in the library to accommodate meetings, teens, and increased programming. The board determined the following service options and goals for the library to best serve the public of Albion and surrounding community.

Mission Statement: We bring people, information and entertainment together to enrich lives and build community.

Service Option #1: Civic/Community Engagement

Goal 1: Getting to know each other--Residents will have a better knowledge of their community of neighbors

Objective 1: The library will focus on community-building goals by hosting at least semi-annual activities and programs that bring together residents of all ages.

Activity 1: Build upon success of "ice cream fundraisers" by actively doing more advertising in advance of the events, incorporating library activities (such as story time) and distributing library handouts- bookmarks, etc. (summer 2022)

Activity 2: Host a crabapple tree grafting program with ISU - in response to removal of local crabapple tree. (2023)

Activity 3: Program quarterly "all ages" programs/events beginning summer 2022 (ongoing).

Activity 4: Begin a community garden (programs with ISU Extension Master Gardeners to begin fall 2022; continue with planting garden in spring 2023, canning programs (summer 2023); continuation of garden to be evaluated (summer 2023)

Objective 2: The library will emphasize community stories

Activity 1: The library will show DVDs of oral history recordings beginning fall 2022 (ongoing)

Activity 2: The library will seek partnerships with other historical and genealogical groups to encourage use of the library's local history collection and Heritage Room (spring 2023)

Activity 3: Additional, targeted promotion of the library's Heritage Room will begin fall 2023

Activity 4: The library will encourage tech-savvy teens to accrue their "silver cord" hours by converting the library's local history DVDs to online snippets that can be shared via the library's website (fall 2023, ongoing)

Goal 1 - Objective 3: The library will host “community conversations” that focus on the needs, services, and future of Albion.

Activity 1: The library will host regular community potlucks (every-other month? quarterly?) with a themed topic of discussion (beginning spring 2024, ongoing)

Activity 2: The library will oversee a community-wide reading event and discussion of *13 Ways to Kill Your Community* by Doug Griffiths (fall 2024)

Activity 3: The library will consider ways to develop programs and partnerships that will encourage “13 ways to improve your community” (2025)

Goal 2: Getting to know our current city--Residents will have more opportunities to participate in their community.

Objective 1: The library will host regular “Coffee with...” events beginning fall 2025

Activity 1: Coffee with a Cop (local law enforcement)—learning about ways to keep our community safe and help local law enforcement)

Activity 2: Coffee with the Council—learn about the concerns of council, a chance to talk candidly, share concerns, etc.)

Activity 3: Coffee with a Community Leader—various business owners, educators, religious leaders, etc.

Objective 2: The library will host “how to” events about serving in community government or “what do” events...such as “what do council members do,” “what do library trustees do,” “what do mayors do”, etc. beginning spring 2023.

Activity 1: Host the Mayor and Council – What do you do?

Activity 2: Host the City Clerk – What do you do?

Activity 3: Host the Library Trustees – What do you do?

Objective 3: The library will host an introduction or “what do” event for community organizations...how to get involved and engaged in the community.

Activity 1: Host members from Albion Fire & EMS (fall 2022)

Activity 2: Host members from local service orgs: Betterment, ACTS, Friends of the Lib. (winter 2022)

Activity 3: Host members of Growing Albion, Inc. & its connected groups (spring 2023)

Goal 3: Getting to know our city’s history--Residents will have a better understanding of the community’s heritage and the library’s Heritage Room

Objective 1: The library will sponsor quarterly rotating displays of local history (beginning summer 2022 & continuing thru 2025) ~library has 2 years’ worth of display content

Activity 1: promote

Activity 2: scavenger hunts re info – 4x through the different collections

Objective 2: The library will host genealogy classes in partnership with local genealogist/genealogical societies beginning in 2023.

Activity 1: Host a program demonstrating research tools – the different kinds of...

Activity 2: Host a series of “Who’s Who” from Albion’s past

Objective 3: The library will contact area schools to ensure teachers and students understand how to use the Heritage Room beginning in 2024.

Activity 1: Host a program telling of the re-enactment of Taylor No.1 one-room school house (the restored school house is in Marshalltown) & connect it to the Heritage Room’s rotating display.

Goal 3 - Objective 3 Continued > The library will contact area schools to ensure teachers and students understand how to use the Heritage Room beginning in 2024.

Activity 2: Collaborate with teachers from surrounding school districts to Albion to “field trip” to the library – to utilize available materials in the Heritage Room for interactive historical social studies.

Service Response #2: Spaces/Place

Goal 1: Children will have an improved children’s area at the library

Objective 1: The library will make improvements related to the children’s area

Activity 1: The library will install storage cabinetry on upper area of children’s shelving. (2022)

Activity 2: Additional considerations and updates to the children’s area will be made. (post pandemic)

Goal 2: Teens will have a designated space in the library

Objective 1: The library will develop a designated teen space at the library.

Activity 1: Library staff will talk with teens about needs and options for teen area. (2025)

Activity 2: The library director will consult with State Library and area librarians about possibilities of designated teen space in the library. (2026)

Activity 3: The library will incorporate a more obvious teen area. (2026)

Goal 3: The public will have more space for meetings and programs at the library.

Objective 1: The library will increase its public meeting space as well as programming space.

Activity 1: The director will consult with State Library and area librarians about space use needs and possibilities. (2026)

Activity 2: As possible, heavy library furnishings will be replaced with more mobile furnishings - funding through donations and grants. (2027)

Activity 3: As possible, remaining library furnishings will be put on wheels to make it mobile. (2027)

Activity 4: Feasible storage options will be researched and implemented to help clear clutter from usable public spaces in the library. (2027)

Goal 4: The public will see a vibrant web presence from the library.

Objective 1: The library will make improvements to its website.

Activity 1: The library will regularly (at least monthly) update information on its website. (spring 2022)

Activity 2: The library will complete information on its website. (summer 2022)

Objective 2: The library will make best use of social media to interact with the public beginning spring 2022.

Activity 1: The library will update its social media posts at least weekly.

Activity 2: The library will utilize social media polls to interact with the public at least monthly.

Goal 4 - Objective 2 Continued > The library will make best use of social media to interact with the public beginning spring 2022.

Activity 3: The library will investigate additional social media options for library communication and promotion.

Evaluation:

This plan will be evaluated by the library board on a quarterly basis.

Each fiscal year, the director will prepare a “checklist” of activities to be met in that year, to be reviewed by staff and the board each quarter.

Methods to measure evaluation of the library’s objectives and activities will include completion of activities, program attendance, library usage, surveys, etc.