

Gutekunst Public Library

State Center, Iowa

Strategic Plan 2021-2026
Adopted 1/07/2021

Board of Trustees

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Mara Edler, library director

Mission Statement

The heart of the community, satisfying lifelong curiosity

Development of plan

In the fall of 2020, the Gutekunst Public Library board of trustees worked with State Library of Iowa consultant Maryann Mori to conduct a Planning for Results initiative, modified to accommodate local Covid-19 restrictions. Maryann Mori conducted phone interviews with 35 community members and met virtually with the board on December 3, 2020 to discuss the survey results. Based upon the participants' feedback, the board identified the following service responses and goals upon which to focus over the course of the next 3-5 years.

Service Response #1 Know Your Community

Goal #1: New residents will recognize the library as a central source for information about and connection with the community.

- Objective 1: The library staff will provide information about community services
 - Activity 1: The library director will meet with city hall staff by April 1, 2021 to determine means to identify new residents
 - Activity 2: During the spring of 2021, the library director will meet with local civic organizations, churches and businesses to gather information about community services
 - Activity 3: Library staff will compile “welcome kits” to be housed at the library by June 30, 2021
- Objective 2: Library staff will host quarterly “Meet & Greet” open houses for new community members
 - Activity 1: Each quarter, beginning July 1, 2021, the library director will invite two local business owners and/or civic organization members to participate in the quarterly event
 - Activity 2: Library staff will coordinate with the local grocery store and/or one area restaurant each quarter to provide refreshments
 - Activity 3: The board will allocate funds for the hosting of “Meet & Greet” open houses
 - Activity 4: Beginning June 1, 2021, the library director will coordinate with city hall to advertise “Meet & Greets” to State Center residents through utility notices

Goal #2: The public will recognize the library as a central gathering place, serving as the living room of the community.

- Objective 1: The library trustees will establish service hours to best accommodate community needs
 - Activity 1: The library trustees will evaluate survey responses, current library hours and staffing at the March 2021 board meeting
 - Activity 2: Library staff will implement the new service hours beginning May 1, 2021
- Objective 2: Library staff will host weekly gatherings for community members

- Activity 1: In the spring of 2021, staff will conduct community surveys to determine a weekly schedule targeting different service populations, i.e. retirees, young parents, widows, teens, etc.
- Activity 2: The board will allocate funds for the hosting of weekly community gatherings
- Activity 3: Beginning in the fall of 2021, the director will aim to offer three gatherings a week, each targeting a different service population
- Objective 3: In its efforts to be good financial stewards while providing a comfortable community gathering space, the board of trustees will repay the construction loan in full by June 2028
 - Activity 1: Library trustees will evaluate financials on a monthly basis in order to continue to make payment progress as planned
 - Activity 2: Library trustees and the director will evaluate in January and July of each year whether or not to conduct fundraisers in order to generate necessary funds

Goal #3: Local historians will have access to an extensive collection of physical & virtual materials about the State Center community

- Objective 1: Library trustees will allocate funds to maintain an annual subscription to Ancestry.com
 - Activity 1: Trustees will address this at each January board meeting
 - Activity 2: Trustees will dedicate annual Martha-Ellen Tye funds for this purchase
 - Activity 3: The director will employ Project Outcome as a means of evaluating patron impact of this resource
- Objective 2: The library will expand its Ancestry subscription to offer access to additional databases
 - Activity 1: The director will survey local genealogists to determine need and interest in the fall of 2022
 - Activity 2: The director will present a proposal to expand the Ancestry subscription to offer access to Civil War records in the spring of 2023
- Objective 3: The library will expand its online digitization project
 - Activity 1: Library staff will pursue area families to request permission to digitize local genealogies
 - Activity 2: Library staff will collaborate with the State Center Historical Society to digitally archive artifacts
 - Activity 3: The director will update the library website to include photos, videos and audio recordings of local historical interest

Service response #2

Connect to the online world and build technology skills

Goal #1: Patrons will have access to a staff well-prepared to address technology issues

- Objective 1: The library will increase staff technology training
 - Activity 1: The director will implement monthly trainings for all librarians to build basic technology skills, beginning in the spring of 2021
 - Activity 2: The director will employ lessons from Brainfuse's job resources to create training material on basic technology skills
 - Activity 3: Library staff will spend thirty minutes each week in navigating the library website, Bridges and library databases, beginning in the spring of 2021
 - Activity 4: Library trustees will allocate funds to pay staff for technology training sessions
- Objective 2: The library will raise community awareness of increased staff training
 - Activity 1: The director will include information about staff training in weekly newsletters and columns
 - Activity 2: The director will include photos of staff training sessions on social media

Goal #2: Community members will be equipped with necessary technology skills to achieve digital literacy

- Objective 1: The library will highlight its extensive career resources
 - Activity 1: The director will advertise Brainfuse resources on social media and in weekly newsletters and columns in the spring of 2021
 - Activity 2: Beginning in spring 2022, library staff will offer resource presentations to local civic organizations
 - Activity 3: The director will contact the school and community college guidance counselors to raise student awareness of resources in the spring of 2022
 - Activity 4: The library will dedicate one public access computer to job-seekers
- Objective 2: The library will offer access to free training to build basic technology skills

- Activity 1: Beginning in spring 2022, the director will offer one monthly course for retirees on basic technology skills
- Activity 2: Beginning in spring 2022, the director will offer one monthly course for immigrants on basic technology skills
- Objective 3: The library will provide age-appropriate opportunities for digital learning
 - Activity 1: The director will present recommendations for AWE Digital Learning Station purchase to the board for approval by July, 2023.
 - Activity 2: The board will authorize purchase and installation of the station in September, 2023.

Service response #3

Explore topics of personal interest

Goal #1: Adult patrons will find varied programs of interest, both digitally and in-person, throughout the year

- Objective 1: The library will offer adult educational and recreational programming
 - Activity 1: The director and library staff will evaluate current library and social trends in an ongoing manner
 - Activity 2: Beginning in the fall of 2021, the library staff will develop one new learning circle a month based on patron interest and the P2PU model
 - Activity 3: The library staff will expand the current monthly speakers' series offerings from 8 to 11 each year, either virtually or in-person, beginning in January 2022
- Objective 2: The library will offer programming for senior citizens
 - Activity 1: The director will present information to the board on the Geri-Fit fitness program for seniors in the winter of 2022
 - Activity 2: The library board will allocate funds for the implementation of a Geri-Fit program in the spring of 2022
 - Activity 3: Beginning in the fall of 2022, library staff will collaborate with county senior services to expand programming for seniors
- Objective 3: The library will be recognized in the community as a center for art classes for all ages
 - Activity 1: In the spring of 2021, the director will identify local artists to serve as instructors for monthly art classes

- Activity 2: Beginning in the fall of 2021, library staff will coordinate with local instructors to offer monthly art classes
- Activity 3: Beginning in the winter of 2022, library staff will offer a quarterly Bob Ross painting series for novice painters
- Activity 5: The library trustees will allocate funds for supplies and fees for art classes
- Activity 4: In the winter of 2023, the library director will contact the Des Moines Art Center regarding collaboration opportunities for virtual art lessons

Goal #2: Area teens will recognize the library as a place to gather and as an information and life skills resource

- Objective 1: The library will organize a teen advisory board
 - Activity 1: The director will consult with current teen patrons in the fall of 2021 to identify students interested in participating in the board
 - Activity 2: The director will organize and facilitate quarterly teen advisory board meetings, beginning in January 2022
- Objective 2: The library will organize teen-targeted programs
 - Activity 1: The library director will coordinate with State Library staff and other libraries to participate in statewide teen trivia events, beginning in the winter of 2021
 - Activity 2: The library staff will expand its current Dungeons & Dragons programs from twice-monthly to weekly, beginning in September 2020
 - Activity 3: The director and library staff will evaluate current library and social trends in an ongoing manner to continue to develop teen programming
- Objective 3: The library will offer an annual Adulthood 101 series for young adults
 - Activity 1: The library director will identify community members to serve as program presenters in August of each year, beginning in 2021
 - Activity 2: The library director will coordinate with WMHS staff to advertise the Adulthood 101 series in August of each year, beginning in 2021
 - Activity 3: The library staff will facilitate the six week series in October and November of each year, beginning in the fall of 2021

Goal #3: Community members will have access to an extensive physical collection of items for hobby development and home improvement

- Objective 1: The library will expand its Library of Things offerings
 - Activity 1: The library director will conduct an online survey of patrons and community members in the spring of 2023 to determine the most desired items for consideration
 - Activity 2: The library director will pursue grants for the purchase of additional Library of Things items in the fall of 2023
 - Activity 3: The library trustees will allocate funds for the purchase of additional Library of Things items in January 2024

- Objective 2: The library will expand its makerspace facilities
 - Activity 1: The library director will present information to the trustees on the purchase of a sewing machine, 3D printer and glowforge for the makerspace in the winter of 2022
 - Activity 2: The library director will pursue grants for the purchase of selected items in the spring of 2022
 - Activity 3: The library trustees will allocate funds for the purchase of selected items in the spring of 2022
 - Activity 4: The library director and trustees will develop policy for the use of selected items in the summer of 2022

Evaluation of Plan

The Library Director will periodically employ Project Outcome as a means of evaluating patron impact of these activities. The Director will review this Strategic Plan quarterly with library staff. The Library Board will review the plan quarterly and receive regular updates of activities and accomplishments from the Director.

