

Pella Public Library  
Strategic Plan 2022-2025  
Approved by Library Board of Trustees:

## **Purpose**

As approved by the Pella Public Library Board of Trustees, this strategic plan will serve as a written action plan designed to assist library staff in directing library development and services for the next three years. This plan combines the library's mission and perceived community needs, with goals, objectives and activities identified and defined within the planning process.

## **Development of plan:**

With COVID-19 still causing many concerns about in-person gatherings, the Pella Library Board decided to utilize a phone survey among a focus group in order to glean community input. The Board and Library Director assembled a group of diverse individuals, and the Library's District Consultant from the State Library of Iowa made individual phone calls to each of the focus group participants. Participants were asked a series of questions pertaining to Pella as a community as well as to the library. Among other comments, input from the focus group indicated a need for civil discourse, more adult programming, and better marketing of library resources. With the comments from the focus group in mind, the Library Board, Director and Staff identified three areas of service: Community Engagement, Library Spaces & Places, and Staff Development. These service areas will be the focus of the Library's new strategic plan.

## **Mission Statement:**

Pella Public Library enriches our community by welcoming, creating, and nurturing curious minds and lifelong learners.

## **Vision statement**

The Pella Public Library will keep patron needs as the top priority by providing excellent customer service, innovative library services, and a responsive collection.

## **Definitions**

This strategic plan enables library staff to plan, develop and facilitate outstanding library services for the residents of the Pella area based on community feedback, current library trends, and perceived local need. Consequently, this action plan encompasses the following components of a strategic plan:

- Goals- the outcomes or benefits the community of Pella will receive as a result of programs and services designed to support the plan's primary service responses.
- Objectives- the methods used by the library to measure progress in achieving the plan's goals.

Activities- planned strategies or actions library staff will implement in achieving the plan's goals & objectives.

## **Service Response #1: Civic/Community Engagement**

Goal 1: Residents will have opportunities to connect with neighbors

Objective 1: The library will host quarterly Coffee Conversations

Activity 1: Staff will receive training in facilitation techniques and ALA's Conversation Café' programs (spring 2022)

Activity 2: A calendar of events will be established by summer 2022, with conversations beginning spring 2023

Activity 3: Staff will develop a slate of topics to be discussed (fall 2022)

Activity 4: Publicity for the conversations will begin winter 2022

Objective 2: The library will participate in a Marion-County Reads program

Activity 1: Staff will collaborate with Marion County libraries

Activity 2: A annual publicity schedule will be implemented

Activity 3: When affordable, engage author for local programs

Goal 2: English Language Learners will have opportunity to improve their language skills.

Objective 1: The library will introduce a conversational English program.

Activity 1: (contact previous participants of past programs)

Activity 2: (partner with area Hispanic resource organizations)

Activity 3: (partner with Spanish-language instructor)

Goal 3: Adults will have access to more adults-only programming sponsored at the library.

Objective 1: The library will offer more dedicated programming for young professionals

Activity 1: The library will develop a series of programs pertaining to "adult beverages" (craft beer night, wine tasting, wine pairings, charcuterie creations, etc.)

Activity 2: The library will consider partnerships with area organizations that provide resources for young professionals

Activity 3: The "lecture series" will return to the library

Activity 4: A book discussion group that meets off-site will begin (time frame)

Goal 4: Community organizations will include library staff as representatives

Objective 1: Library staff will select civic organizations and serve as board members and/or active members.

Activity 1: Dollars for Scholars, Families First, Pella Historical Society, ILA

Activity 2: Crossroads

Activity 3: Rotary

Objective 2: The library will extend special invitations to local organizations to partner with the library.

Activity 1: Union Street Players – Elephant & Piggie (Spring 2023)

Activity 2: Historical Society – Scavenger Hunt

Activity 3: PCD Fitness – Outdoor Yoga

EVALUATION MEASUREMENTS: Completion of indicated programs and actions, participant satisfaction surveys

## Service Response #2: Spaces & Places

Goal 1: The public will be more knowledgeable about the library's programs and services

Objective 1: The library will review its website and consider ways to improve usability.

Activity 1: Contact the Iowa Library for the Blind for assistance

Activity 2: Facebook poll

Activity 3: Involve Trustees and/or FOL to get feedback

Objective 2: The library will take more of its services outside the library building and into the community.

Activity 1: pop-up libraries (new locations for book bike)

Activity 2: "little free libraries" in various businesses

Activity 3: offsite library programs (parks, pubs, coffee shops, etc.)

Objective 3: The library will explore new/improved communication options

Activity 1: Better use of FB (events, boosts)

Activity 2: Explore new social media options

Activity 3: Develop TikTok

Goal 2: Library users will find the library more conducive for community gathering.

Objective 1: Library staff will participate in a space use evaluation.

Activity 1: Consider ways to make more open areas.

Activity 2: Consider ways to make more fluid spaces.

Activity 3: Consider ways to better use outdoor spaces.

Objective 2: Library board and staff will consider options for coffee bar and/or more relaxed policies about covered drinks in the library.

Activity 1: Provide Pella Public Library branded travel mugs

Activity 2: Consider food/drink area in mezzanine or windmill

Activity 3: Consider Well Works or COC partnership

Objective 3: Develop the arts in the Library

Activity 1: Implement quarterly displays of local artists

Activity 2: Include virtual artists talk on website or social media

Activity 3: Recruit community members to complete sidewalk displays

Goal 3: Everyone will feel welcome using the Library and its resources

Objective 1: Teens will feel empowered to use the Library's resources and services

Activity 1: Recruit a teen/new adult intern through a local educational partner

Activity 2: Seek grant funding to support an intern program

Activity 3: Consider engaging shelveers to review Library resources and materials

Objective 2: Non-English speakers will feel confident using the Library and its resources

Activity 1: Recruit Spanish speaking volunteers and staff

Activity 2: Issue Spanish language promotional materials

Activity 3: Develop and promote the Library's Spanish language collection

Activity 4: Develop bilingual directional signage

## **Service Option #3: Staff Development**

Goal 1: Library users will have access to well-informed and equally trained library staff.

Objective 1: Designated library staff will undertake training in being a facilitator (in preparation to host community conversations)

Activity 1: Designated staff will utilize ALA's Leading Conversations in Small...

Activity 2: Designated staff will utilize ALA's Learn to Lead Conversations Online

Activity 3: Designated staff will utilize IALearns' Crisis Response Conversations

Objective 2: Designated staff will complete training regarding best marketing practices.

Activity 1: Designated staff will view IALearns' Kernels! Marketing Your Library

Activity 2: Designated staff will view IALearns' Reaching Everyone: Making...

Activity 3: Create and hire a Marketing/Social Media staff person

Objective 3: Staff will identify unreached service populations and develop plans to reach them.

Activity 1: Staff will develop a plan to reach non-English speakers

Activity 2: Staff will develop a plan to reach teens (13 – 17 yo)

Activity 3: Staff will develop a plan to reach the Central College community

Goal 2: Library staff will be active in local and national professional organizations

Objective 1: Library staff will be active in the Iowa Library Association

Activity 1: A Library Assistant will attend the ILA conference annually (October)

Activity 2: Each full-time staff will complete the ILA Leadership Institute (8/3/-8/5)

Activity 3: A minimum of one staff will attend ILA Planning Day annually

Objective 2: Library staff will take part in local networking opportunities.

Activity 1: When possible, Library staff will be active in Young Professionals...

Activity 2: Each full-time staff will complete Leadership Red Rock (Chris Brown - 2014; Katie Dreyer (Algona) -2004)

Activity 3: Designated staff will be active in Women's Forum (PPBWF)

Objective 3: Library staff will be active in national professional organizations

Activity 1: Designated staff will attend the ARSL annual conference

Activity 2: Designated staff will attend the PLA annual conference

Activity 3: Designated staff will maintain ALA membership

Goal 3: Library staff will be knowledgeable of how to navigate the Library's online resources

Objective 1:

Activity 1: Designated staff will login to Brainfuse HelpNow monthly

Activity 2: Designated staff will login to Transparent Language monthly

Activity 3: Designated staff will login to Heritage Quest monthly

## **EVALUATION:**

The library board and director will review this plan quarterly.

The library director will also discuss and update the plan with staff at regular staff meetings. Use of surveys, analysis of usage data, and similar tools will be used for evaluative purposes on an ongoing basis.