STRATEGIC PLAN
COUNCIL BLUFFS
PUBLIC LIBRARY
2017—2020
Strategic Plan 2017-2020 process statement

Discussions for a revision of the 2014-2017 Strategic Plan began in late winter, 2016. The process began with a final review of the current Strategic Plan. The review consisted of naming all of the goals and objectives that were accomplished and a discussion of the goals and objectives that were not accomplished to see if those goals were still relevant and achievable within a revised plan. The 2014-17 plan included community focus groups and discussions with the Board of Trustees, the Friends Board, and the Foundation Board of the library. The current plan is a review and reshape of the 2014-17 plan, and was formulated by the management team at the Council Bluffs Public Library. The team was: Ben Johnson, Adult Services Manager; Mary Carpenter, Support Services Manager; Anna Hartmann, Youth Services Manager; Jamie Ruppert, Teen Services Manager; Andrew Bouska, Circulation Services Manager; Tom Ryan, IT; and Kathy Rieger, Library Director. Our facilitator was Misty Gray, Southwest Library District Consultant.

The main thrust of the Strategic Plan 2017-2020 relates to our patron’s experience with the library. This culminated in 6 goals that include: enhancing the digital environment; evaluating library space to adapt to the different ways patrons use the library; offering a variety of activities that do not necessarily involve reading but do involve educational pursuits; satisfying curiosity; being served by a well-trained staff; and offering more outreach from the library.

The Council Bluffs Public Library Board of Trustees reviewed the plan in July, 2017 and adopted the plan on August 16th, 2017. The Board of Trustees are: Alison Smith, Jordan Preston, Steve Regan, Anne Rohling, Matt Garst, Kathy Penkert, Idella Spann, James Watson, and Buck Christensen.

--Kathy Rieger
Library Director
Mission: The Council Bluffs Public Library is committed to enriching, informing, and empowering our community.

Goal 1: Users will experience an intuitive digital environment.
- Replace laptops with iPads for use by school-age patrons (FY18)
- Promote digital collection through displays, outreach, and web promotion to teen population (FY18)
- Install one OPAC iPad kiosk in proximity to Teen Central and another in proximity to the Reference desk (FY18)
- Provide reports on website analytics during staff meetings at least bi-annually (FY18)
- Additional equipment will be added to the Maker Space each year (FY18)
- Replace youth computers (FY18)
- Replace adult public computers (FY19)
- Evaluate current ILS for its user-friendly capability and its responsiveness to the library’s needs (FY19)
- Explore methods (geolocation, login issues offsite, generate a report on what methods are available) to make information more accessible to users (FY19)
- Streamline public computer login turnover to less than 5 minutes (FY20)
- Replace teen laptop computers (FY20)
- Increase the use of self-checkout from 33% to 50% (FY20)
- Increase the use of pay online feature by 2% per year (FY20)
- Increase digital collection transactions by 10% per year (FY20)
- Offer at least 50% of the Daily Nonpareil archives special collection online (FY20)

Goal 2: Users will encounter an adaptable and engaging space.
- Expand interactive play space to accommodate a larger age range (FY18)
- Evaluate spaces each year for use (FY18)
- Evaluate furniture needs every year (FY18)
- Explore options to improve the aesthetic of the front entrance area (FY18)
- Explore options to replace glass display cases with book display pieces (FY19)
- Conduct a building use facility assessment study (FY20)
Goal 3: Users will have the opportunity to explore.

- Double the amount of non-electronic, self-directed activities for upper elementary patrons. (FY18)
- Expand Tinker Lab to include more STEAM / Tech programming (FY18)
- Staff will meet at least 1 time per year to discuss programming and cross promotion regarding important holidays and events (FY18)
- Initiate quarterly game tournament for adults (FY18)
- Develop at least one reader’s advisory tool for each area connected to the interactive play space (FY19)
- Develop baby storytime programming (FY19)
- Investigate creating youth patron accounts that don’t accrue fines (FY19)
- Host at least 1 high-profile adult event per year (FY19)
- There will be a 15% increase in overall attendance and usage of Makerspace (FY19)

Goal 4: Users will find information and materials to satisfy their curiosity.

- Develop a map and improve signage to make second floor nonfiction more accessible (FY18)
- Implement timeline to update Reader’s Advisory tools on a quarterly basis (FY18)
- Create a Hispanic Advisory Board of at least five community members to give input on the types of Spanish-language materials and programs the library provides (FY18)
- Explore other ways to shelve DVDs and CDs, such as chunking collections alphabetically, to make them more discoverable (FY18)
- All staff will contribute at least 1 “Staff Pick” per month (FY18)
- The Adult, Teen, and Children’s Departments will submit at least one blogpost per month; the Circulation and Special Collections Departments will submit at least one blogpost per quarter (FY18)
- Collaborate on at least 2 partnerships per year with Omaha Public Library, including possible joint purchases (FY18)
- Explore at least 2 new ways to promote new books (FY19)
- Catalog entire special collection (FY19)
- Assess viability of video game collection (FY20)

Goal 5: Users will interact with an informed and welcoming library staff.

- Review behavior policy at a staff meeting to improve consistency in the execution of this policy (FY18)
- Share and update procedures manuals in digital formats (FY18)
- 90% of staff will attend a workshop or webinar each year (FY18)
- Evaluate current job descriptions to ensure that they reflect the current expectations of each position (FY18)
Establish and maintain a pool of at least 10 staff cross-trained in multiple departments and the technology found within each department (FY20)

Investigate hiring a consultant to evaluate work spaces (FY20)

**Goal 6: Potential users have the opportunity to encounter the library in the community.**

Investigate at least 2 partnerships to offer inter-generational programming / storytime (FY18)

Identify at least 3 new possible school staff partners at buildings that lack full-time, professional teacher-librarians (FY18)

The library will have a presence at the local Farmer’s Market at least twice a month for the time the Market is open each year (FY18)

Library managers, and other staff as assigned, will be available to speak to outside groups and accept at least 2 speaking engagements per year (FY18)

The Board of Trustees will attend Legislative Day at the State Capitol and/or at least 1 training session in the next 3 years (FY18)

Increase active card holders by 5% each year (FY18)

Investigate option for issuing library cards remotely using the library network (electronically with a HotSpot) rather than manually adding patrons (FY18)

Consider collaborating on at least 2 programs with IWCC per year (FY18)

Identify more tasks for volunteers to complete which includes tasks volunteers WANT to do and generate a working list which includes ages and skillsets (FY19)

Identify opportunities to provide at least 3 outreach programming events beyond community fairs (FY19)

Expand outreach to include 50% of buildings with kindergarten classrooms (FY20)

Circulation staff will travel to each contract town at least once to issue library cards (FY20)

Adopted by the Council Bluffs Public Library Board of Trustees on August 16, 2017