Carroll Public Library
Long-Range Plan
2018-2022

Approved by the Board of Trustees December 2017

Community

Carroll is located in Carroll County in Southwest Iowa. The population of Carroll has remained fairly stable since the 2000 Federal Census. The current population is 10,051. The Carroll Public Library serves the City of Carroll, Rural Carroll County, and the Towns of Arcadia, Breda, Dedham, Halbur, Lidderdale, Templeton, and Willey. The community is fairly balanced with no significantly large populations of any particular age group. The residents of Carroll are predominantly white. Hispanic, Sudanese, and Asian populations are present as well. English is the principal language spoken in the community.

There are 3 daycare centers in Carroll with an additional 43 registered and non-registered home daycare providers. The children of Carroll attend school in the Carroll Community School District or the private school, Kuemper Catholic School System. All schools are located within the city. It is estimated that there are 9 homeschool families in the community which is typical for a community of this size. Excluding preschoolers, approximately 19 percent of the population is school age.

The community's main employers include Farner-Bocken Company, St. Anthony Regional Hospital, and American Home Shield. Median income in this community is well below the national average. Unemployment is significantly lower than the national average.

The community boasts many amenities. Local organizations include the American Legion, Kiwanis, Lions Club, Boy / Girl Scouts, and St. Anthony Auxiliary. The citizens take pride in the local recreational opportunities, varied community groups, close proximity to metro areas, and an excellent school district among other things.

The library staff and trustees wish to extend a generous thank you to the community members that took the time to participate in the Community Committee portion of this planning process.

Introduction

In October 2016, the Board of Trustees of the Carroll Public Library invited community members to serve on a Strategic Planning Committee that would envision the city's future and explore the role the library would play to make that vision reality.

Misty Gray of the State Library of Iowa facilitated a community meeting that used the *Strategic Planning for Results* process, as developed by Sandra Nelson and June Garcia. Committee members participated in a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of Carroll. Then, they focused on services the library could provide to improve the community. Each participant voted, identifying which of the eighteen service responses which would be most beneficial to Carroll. The Library Board then analyzed these results and identified the following service responses to focus on for strategic planning:

- Create Young Readers: Emergent Literacy
- Satisfy Curiosity: Lifelong Learning
- Visit a Comfortable Place: Physical and Virtual Spaces
- Express Creativity: Create and Share Content
- Stimulate Imagination: Reading, Viewing and Listening for Pleasure

The Trustees then used these service responses as the foundation for the strategic plan. This plan outlines goals, objectives, and activities that will help library staff meet the needs identified during the committee meeting. The Carroll Public Library Strategic Plan is submitted as a written endeavor to accomplish the goals set forth by the community committee members.

Community Planning Committee Members

Abigail Alberling	Angela Hughes	Joel E. Swanson
Diane Badding	Mary Keat	Ann Wilson
Cindy Duhrkopf	M. Carol Shields	
Carol A. Gronstal	Lindsay Simpson	

Library Board

Jacob Fiscus, President	Ralph Von Qualen, County Representative	Summer Parrott
Sondra Rierson, Vice President	Dr. Kyle Ulveling	Paul Reicks
Janet Auge, Secretary	Tom Louis	M. Carol Shields

Library Staff

Rachel Van Erdewyk, Director	Lynette Licht, Cataloger	Abby Olberding, Library Page
Judy Behm, Assistant Director	Sharon Rogers, Assistant Librarian	Maggie Lawler, Library Page
Donna Evens, Adult Service Librarian	Nancy Pudenz, Assistant Librarian	Olivia Klein, Library Page
Kelsey Hall, Teen Services Librarian		Jade Havermann, Library Page
Diane Tracy, Children's Services Librarian		

Mission Statement

The Carroll Public Library offers welcoming physical and virtual environments with resources which stimulate imagination and encourage emergent literacy, local content creation, and lifelong learning.

Service Responses, Goals, and Objectives

Create Young Readers: Emergent Literacy

Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

GOAL 1: Parents of young children will have access to programs and services designed to prepare their children for school.
- Host an annual 1000 books before kindergarten kick-off event (Spring 2018)
- Offer a one time "How-to" program to show parents how to develop emergent literacy skills in their children (modeling, picture walks, etc.) (Spring 2019)
- Partner with public health to offer "Welcome to the Library" kits at 1st well-baby check for newborns in the community (Fall 2021)
- Implement READsquared for program sign-ups and tracking. Begin with 1000 Books before Kindergarten (Spring 2018) and progress to SRP (Summer 2018)
- Start a quarterly sensory baby story hour program to help young children develop sensory skills (Winter 2021)

GOAL 2: Caregivers of young children will have access to new service opportunities.
- Partner with at least 2 additional daycare centers to promote literacy (Fall 2022)
- Partner with Head Start to be a part of family nights (Winter 2021)

Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

GOAL 1: Patrons will be actively engaged in lifelong learning opportunities.
- Use Project Outcome to determine future programming initiatives twice a year (Summer 2018)
- Initiate a local yearly speaker similar to TED Talk and incorporate into a YouTube Community Ed. Possibly partner with DMACC and/or the Young Professionals group to bring this program to fruition. (Winter 2018)
- Initiate a Teen Advisory Board (Fall 2018)
- Annually partner with community banks for Money Smart Week to teach people about fraud, security, money management, and planning for retirement. Potentially collaborate with Carroll County Extension ISU to bring this program to fruition. (Spring 2018)
- Annually outreach to students at the local schools to teach them how to utilize the library's online resources and educate them of the resources available at the library (Fall 2018)

GOAL 2: All patrons will have access to programs on a variety of topics.
- Offer yearly theme parties for school-aged kids (Harry Potter, Fancy Nancy, etc.) (Spring 2021)
- Be a resource for parents and students for Accelerated Reader by promoting this resource and teaching parents and students how to access this information (Fall 2019)
- Skype with authors at book clubs once a year (Winter 2020)
- Initiate monthly game clubs for teens (Spring 2021)
  - International Games Week
- Initiate a Battle of the Books event (Spring 2020)
- Initiate winter reading program for adults (Winter 2018)
- Partner with Carroll County Historical Society to provide a program on the history of Carroll (Fall 2020)

Visit a Comfortable Place: Physical and Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support social networking.

GOAL 1: Patrons will have enhanced and new virtual services.
- Promote new collections and non-traditional material by spotlighting at least one service / collection each month using social media (Winter 2018)
- Create a Carroll YouTube Channel and include information on BiblioBoard as well (Winter 2020)
    - Add local history to YouTube Channel and/or Biblioboard (Spring 2021)
    - Add STEAM programming to YouTube Channel and/or Biblioboard(Winter 2020)
- Update ILS system (Fall 2018)
- Initiate Self-check (Winter 2020)
- Self-serve holds (in combination with self-check) (Winter 2020)
- Create separate webpages designed to meet information needs of children, teens and adults (Summer 2018)
- Evaluate / update the library's website functionality (Summer 2018)

GOAL 2: Patrons will have an enhanced physical space in which to enjoy all the services the library has to offer.
- Provide meeting room space for public use (Winter 2020)
- Investigate offering debit / credit card pay. Consider joining the city's existing credit card option and / or Apple Pay. (Fall 2019)
- Continuously update Tech Hub to include new services and update current resources including platform updates and adding Tech Hub information to the library's website. (Spring 2019)
- Investigate enclosing external book return (Winter 2018)
- Create teen hangout space (Fall 2020)
- Provide PCs with private seating areas (Fall 2020)
- Provide toys and literacy stations for kids to explore on their own time when visiting the children's area (Fall 2020)

GOAL 3: Patrons will have access to a collection that meets their needs.
- Right-size the library collection using Kim Bolan & Assoc. program or OPN's program (Spring 2018)
- Remove paperback spinners and integrate into shelving (Fall 2018)
- Reduce special collections (western, mystery, graphic, sci-fi) (Spring 2018)
- Investigate circulating non-traditional items that encourage creativity and education like music, board games or telescopes if space can be allocated for storage (Winter 2021)
- Change spine labels to increase functionality (Fall 2018)
- Expand series identification (consider using color label locks as identifiers) (Fall 2018)

Express Creativity: Create and Share Content

Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

GOAL 1: Patrons will have programs / services available which allow them to create and share original content.

- Offer seasonal Crafting for adults (bow-making, button making) at least 4 times a year (Winter 2022)
- Use BiblioBoard to share locally created materials such as videos, programs, local history, and concerts in the Library (Spring 2018)
- Offer MakerSpace technology in a designated space available during library hours (Winter 2020)

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Goal 1: Patrons will know what resources are available to them from the library
- Promote a different library service once a month utilizing social media to promote online resources. (Winter 2020)
- Initiate monthly Newsletter (Constant Contact, Mail Chimp) (Fall 2018)
- Spotlight a series by doing quarterly displays (Summer 2022)

Goal 2: Patrons will enjoy expanded access to resources.
- Offer at least one outreach service to special groups (Library by Mail program, another way for patrons to place holds, or similar service, pop-up libraries, book bike at community events) (Fall 2022)
- Investigate offering Wi-Fi hotspots available for checkout (Spring 2019)
- Consider circulating board games in the library. Build initial collection by requesting donations from the community (Spring 2022)