

**Carroll Public Library
Long-Range Plan
2022-2026**

Approved by the Board of Trustees February 2022

Community

Carroll is located in Carroll County in Southwest Iowa. The population of Carroll has increased from the 2010 Federal Census of 10,103 to 10,321. 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 library has also seen an influx of patrons from surrounding counties that come to Carroll for business. 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, Pella, 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
Diane Badding
Cindy Duhrkopf
Carol A. Gronstal

Angela Hughes
Mary Keat
M. Carol Shields
Lindsay Simpson

Joel E. Swanson
Ann Wilson

Library Board as of December 2017

Jacob Fiscus, President
Sondra Rierson, Vice President
Janet Auge, Secretary

Ralph von Qualen, County Representative
Dr. Kyle Ulveling
Tom Louis

Summer Parrott
Paul Reicks
M. Carol Shields

Library Staff as of December 2017

Rachel Van Erdewyk, Director
Judy Behm, Assistant Director
Donna Evens, Adult Service Librarian
Kelsey Hall, Teen Services Librarian
Diane Tracy, Children's Services Librarian

Lynette Licht, Cataloger
Sharon Rogers, Assistant Librarian
Nancy Pudenz, Assistant Librarian

Abby Olberding, Library Page
Maggie Lawler, Library Page
Olivia Klein, Library Page
Jade Havermann, Library Page

The 2022-2026 Long Range Plan

The Board of Trustees decided to continue utilizing the five service responses identified from the Strategic Planning results meeting conducted in October 2016 for the new 2022-2026 long range plan. The Board of Trustees felt that these five service responses were still relevant and equitable for the

future goals of the Carroll Public Library to continue and enhance the library’s services to the community of Carroll.

Library Board as of February 2022

Summer Parrott, President	Ralph von Qualen, County Representative	Lisa Auen
Thomas Parrish, Vice President	Dr. Kyle Ulveling	Dale Schmidt
Brenda Hogue, Secretary	Marcie Hircock	Julie Perkins

Library Staff as of February 2022

Rachel Van Erdewyk, Director	Kayla Strasser, Library Assistant	Molly Benson, Library Page
Parveen Karim, Assistant Director	Kristy Dewey, Library Assistant	Abby Heinrichs, Library Page
Donna Evans, Adult Service Librarian		
Diane Tracy, Children Services Librarian		
Vacant, Program Specialist 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.

- Partner with public health to offer “Welcome to the Library” kits at 1st well-baby check for newborns in the community (Winter 2023-2024)
- Start a quarterly sensory baby story hour program to help young children develop sensory skills (Fall 2023)
- Activities in the children’s area that focus on school ready activities (cutting with scissors for example) and rotate every quarter (Summer 2023)

GOAL 2: Caregivers of young children will have access to new service opportunities.

- Partner with Head Start to be a part of family nights (Spring 2024)

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, community survey, or information from Retail Coach to determine future programming initiatives twice a year (Summer 2022)
- 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. (Spring 2026)
- Initiate a Teen Advisory Board (Summer 2023)
- 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. (Winter 2024-2025)
- Implement volunteer coordination. Volunteers will have more opportunities to get involved with library and learn about library operations (Fall 2022)

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.) (Fall 2025)
- Skype with authors at book clubs once a year (Spring 2023)
- Initiate monthly game clubs for families (Spring 2023)
 - International Games Week
- Initiate a Battle of the Books event (Summer 2026)
- Initiate winter reading program for adults (Winter 2022-2023)
- Initiate programming for tweens/teens (Spring 2023)
 - Gaming (board games and gaming consoles)
- Initiate programs for senior citizens (Fall 2022)
- Investigate potential programs to reach demographics the library is currently reaching as much (parents, computer classes for senior citizens, etc.) (Fall 2023)

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.

- Initiate Self-check (Spring 2022)
- Self-serve holds (in combination with self-check) (Summer 2022)
- Create separate webpages designed to meet information needs of children, teens, and adults (Fall 2022)
- Update the library's website functionality (Spring 2022)
- Investigate a software (Niche Academy) to enhance online library resources:
 - Video tutorials on how to navigate the library's databases and resources (Winter 2023-2024)
 - Video tutorials on how to utilize technologies in the library's makerspace (Fall 2024)

GOAL 2: Patrons will have an enhanced physical space in which to enjoy all the services the library has to offer.

- Investigate offering debit/credit card pay system. Consider joining the city's existing credit card option and/or Apple Pay. (Summer 2022)
- 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. (Winter 2022-2023)
- Continue to enhance and rotate activities and toys in the children's area (Spring 2025)
- Evaluate what programs can be offered on the social stairs (Winter 2024-2025)
 - Initiate a movie day/night (Spring 2022)
- Investigate partnering with the Carroll Public Library Foundation to create an outdoor classroom/educational area (Summer 2025)

GOAL 3: Patrons will have access to a collection that meets their needs.

- Investigate circulating non-traditional items that encourage creativity and education like music, board games or telescopes if space can be allocated for storage (Winter 2025-2026)
- Change spine labels to increase functionality (Spring 2022)
- Expand series identification (consider using color label locks as identifiers) (Spring 2022)
- Collection Development initiatives to enhance browsing and patron's checkout experience:
 - Investigate implementing Express Checkout to help popular items circulate to patrons quicker (Winter 2023-2024)
 - Investigate a book rental program to assist with diversifying the collection more (Winter 2022-2023)
 - Initiate bundling/condensing TV series and potentially expand the checkout time for patrons (Fall 2023)
 - Investigate having separate sections for DVDs and Blu-Ray discs (Fall 2024)
 - Investigate software (Collection HQ) to assist with the selection and weeding process (Winter 2025-2026)
 - Evaluate and initiate criteria for determining which section a movie belongs in (Children's versus Adult's) (Spring 2023)

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.

- Investigate and initiate new technologies for the Makerspace
 - Cricut (to cut out designs on vinyl, paper, etc.) (Winter 2023-2024)
 - Heat press (for making t-shirts) (Winter 2024-2025)

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. (Fall 2024)
- Initiate monthly Newsletter. Look at the software the city is using for the weekly City Manager's Report. (Constant Contact, Mail Chimp) (Fall 2022)
- Spotlight a series by doing quarterly displays (Fall 2026)
- Investigate ways to enhance the library's marketing and advertising of programs, resources, and services to the public. (Winter 2022-2023)
- Investigate and initiate outreach opportunities with community organizations (schools, local events, etc.) (Spring 2026)

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) (Spring 2026)
- Investigate offering Wi-Fi hotspots available for checkout (Winter 2025-2026)
- Consider circulating board games in the library. Build initial collection by requesting donations from the community (Winter 2022-2023)
- Investigate not charging for Interlibrary Loans. (Fall 2023)
- Investigate removing fines for overdue items on movies and new magazines. (Fall 2023)
- Investigate the library being open on Sundays. (Spring 2023)
- Consider having STEM kits and other educational/sensory kits available for checkout. (Winter 2025-2026)