

2025 - 2029



LONG RANGE PLAN



APPROVED BY
CARROLL PUBLIC LIBRARY
BOARD OF TRUSTEES

DECEMBER 16, 2024

PREPARED BY

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Introduction

The Carroll Public Library staff and board of trustees would like to thank the Carroll Public Library Foundation Board and all the citizens who took the time to complete our Planning for Success survey in September and October 2024. The results from those surveys were instrumental in gaining insights which helped to keep the library relevant and useful in our community!

In September 2024, Misty Gray of the State Library of Iowa facilitated a meeting with the Library Board of Trustees and the Library Foundation Board using the Strategic Planning for Results¹ program developed by Sandra Nelson and adapted by the State Library of Iowa consultants. This meeting focused on the Foundation members' goals for the library's collection, programs, and services in the next five years.

In September and October 2024, Misty Gray of the State Library of Iowa contacted community members individually to discuss the community, library services, and recommendations of what the library should be focusing on for the next five years. Library staff and Library Board Trustees compiled the list of community members to include a diverse group of library users and non-users, newcomers and longtime citizens, and members of various community groups. Each citizen completed an approximately ten-minute interview with Misty which helped gauge what services were important to Carroll community members.

The results from both meetings were compiled by Misty Gray and she helped the Library Board identify the following service responses to focus on for this strategic plan:

- Celebrate Diversity: Cultural Awareness
- Make Informed Decisions: Health, Wealth, and Other Life Choices
- Stimulate Imagination: Reading, Viewing, and Listening for Pleasure
- Visit a Comfortable Place: Physical and Virtual Spaces

The Library Director, Board of Trustees, and staff used the service responses to craft the strategic plan to best meet the needs identified by the Library Foundation and community members interviewed. This strategic plan will help guide the development of library programs, services, and collections for the next five years.

Library Services

There are currently 4 full-time librarians (our adult services librarian position is currently open), 4 part-time library assistants, and 2 library pages who keep the library open 55 hours per week during the winter and 48 hours per week in the summer. The library provides books,

¹ Nelson, Sandra. *Strategic Planning for Results*. American Library Association, 2008.

newspapers, magazines, games, puzzles, DVDs, audiobooks, and take-home kits for physical checkouts. Online resources include eBooks, Audiobooks, streaming movies and TV shows, streaming music, language learning help, student resources like homework help, and job resources like resume building and interview practice. Services available include copy services, faxing, scanning, test proctoring, public Wi-Fi, public computers, and the use of study rooms.

The Carroll Public Library is accredited by the State Library of Iowa at Tier 3, which is the highest level possible. The library staff and trustees appreciate the financial support provided by the City of Carroll, Carroll County Board of Supervisors, State of Iowa, and our generous donors.

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.

Motto

“Inform, Inspire, Imagine”

Proudly displayed at the bottom of the Carroll Public Library logo, these three words encapsulate the library’s mission to the community. Community members are encouraged to seek information in a reliable setting; get inspired by the ideas in the books, movies, and programs offered inside our doors; and imagine the endless possibilities for themselves, our community, and even our world.

Long Range Plan Contributors

Carroll Public Library Board of Trustees

Trustees are appointed by the mayor and approved by the City Council, except for the county representative who is appointed by the Carroll County Board of Supervisors and approved by the City Council. Trustees are appointed for six-year terms. The election of officers takes place yearly in January.

Summer Parrot
President

Ralph von Qualen
County Representative

Marcie Hircock

Thomas Parrish
Vice-President

Lisa Auen

Julie Perkins

Brenda Hogue
Secretary

Keith Cook

Dale Schmidt

Library Staff

Wendy Johnson
Director
Parveen Karim
Assistant Director
Kersten Postel
Children's Librarian
Melissa Villy
Program Specialist

Connie Ankenbauer
Library Assistant
Judy Behm
Library Assistant
Kristy Dewey
Library Assistant
Barbara McKenzie
Library Assistant

Molly Benson
Page
Taryn Oxendale
Page

Carroll Public Library Foundation Board

The Foundation board consists of seven members of the Library Foundation Board, appointed by the Library Foundation Board. Members must live in the town of Carroll or a city that contracts with the Carroll Public Library for services. There is also one representative from the library board of trustees that serves on the Foundation Board and the library director is a full board member. Election of officers takes place yearly in June.

Cecelia Comito
President
Amy Abraham
Vice-President
Frank Comito
Treasurer

Wendy Johnson
Secretary
Julie Perkins
Trustee Representative
Maureen Beck

Doug Burns
David Martin
Jill Murray

Community Members Interviewed

Jason Atherton Carroll City Council	Sarah Haberl Carroll County Assessor	Carolyn Siemann Carroll City Council
Mark Beardmore Carroll County Supervisor	Diane Hagen	John Steffes Kuemper Catholic Schools
Joellen Buerckley Caring Hearts of West Central Iowa	Bryan Helmus	Jesse Strong Carroll Middle School
Lisa Dreesman	Stacy McCaulley Carroll School Board	Shari Toft
Cindy Duhrkopf Partnerships 4 Families	Beth Parkis New Hope	Anjanette Treadway ISU Extension & Outreach
Keely Fara Carroll Area Child Care Center & Preschool	Brianne Roehrig	Jan Wess
Jerry Fleshner Carroll Mayor	Jeane Running	Jane Zacker
Brandon Grandgenett		

Community Information

The city of Carroll is located in Carroll County in West Central Iowa. The population of Carroll has increased slightly from 10,103 in the 2010 Census to 10,321 in the 2020 Census. The median age is 43.7 years, with the age groups well-rounded throughout the community. Residents in Carroll are predominantly White, with Hispanic, Asian, and African populations present as well. English is the primary language spoken in the community.²

The children of Carroll attend school in the Carroll Public School system or the private school, Kuemper Catholic Schools. There were approximately 2,075 school-aged children in Carroll in 2020.³ Childcare in Carroll includes Carroll Area Child Care & Preschool, New Opportunities Head Start, and many registered and non-registered home daycares. Des Moines Area Community College (DMACC) has a branch in Carroll, which serves both Carroll and Kuemper High Schools for dual credit enrollment and post high school students.

Local amenities include 12 city parks, 16 ball fields, a municipal golf course and the Carroll Country Club, historic Merchants Park, the Carroll Recreation Center, Carroll Aquatic Center, Carroll Children's Museum, a skate park, bowling alley, basketball courts, tennis and pickleball courts, and hiking/biking trails for recreational activities. Carroll hosts a semi-professional baseball team, the Carroll Merchants, as well as hosting state baseball tournaments as well as the Carroll Chamber Youth Basketball tournament. Carroll boasts a movie theater, Carroll Area Symphony, Carroll Community Chorus, and Carroll Community Theater for performances.⁴ There are many options available for shopping, dining, and hotels in the Carroll area as well.

Carroll's largest employer is Core-Mark Midcontinent (DBA Farner-Bocken Company), which employs 730 employees. Other leading employers include Pella Corporation, St. Anthony's Regional Hospital and Nursing Home, Carroll Community Schools, New Hope, and American Home Shield.⁴ Median household income in Carroll is below the national average (\$60,368 in the American Community Survey 5-Year Estimates compared to \$74,755 in the 2020 US Census).⁵ The majority of the workforce drives a vehicle to work alone and has a mean travel time to work of just over ten minutes. The unemployment rate is low, 2.8%.⁶

² State Data Center | Demographic Characteristics: Carroll, Iowa | 2018 – 2022 American Community Survey 5-Year Period Estimates

³ State Data Center | 5-Year Age Groups | Census 2020 | Decennial Census

⁴ Carroll Magazine | Carroll Chamber of Commerce

⁵ US Census Bureau | Census 2020

⁶ State Data Center | Economic Characteristics: Carroll, Iowa | 2018 – 2022 American Community Survey 5-Year Period Estimates

Library History

Organizing a library in Carroll was the primary project for the Clio Club, which first met in 1884. The women of this club first met weekly and then monthly, with discussions on politics, religion, and gossip not being allowed at their meetings. The first discussion of a library appeared in the minutes of the April 1893 meeting. The first library opened its doors to patrons on March 18, 1894. There was one bookcase with 523 books with a value of \$266. In order to use the library, patrons needed to pay one dollar per year or five cents per book. Members took turns serving as the librarians in one of the two rooms reserved for the Clio Club. The books were later moved to the YMCA, where they were kept rent-free with the Clio Club paying for heating and lighting.⁷

In 1894, a petition for a free library was successful. On January 1, 1900, the library collection was turned over to the City of Carroll. At this point, the collection numbered 1,200 books. Raising funds for a new library building had proven unsuccessful until Andrew Carnegie gave \$10,000 for a new library building. The library collection was moved to the Carnegie Library Building on January 11, 1906, where it remained until a new library building was built in 1975.

As part of the Urban Renewal in 1975, the library was housed in the Farner Building alongside City Hall and the Police Department. To move the library books to the new building a block away, a human chain was organized to pass the books. Library services were expanded to include the communities of Arcadia, Breda, Dedham, Halbur, Lidderdale, Templeton, and Willey. The Carnegie Library Building is still open to the public and houses the Carroll County Historical Museum.

In March 2020, the newly remodeled Carroll Public Library opened amid the covid-19 pandemic, without fanfare or a grand opening. Visitors today marvel at the abundance of windows, natural light, and openness of the space. Patron's favorite library spaces include the attention-grabbing social stairs in the lobby and the reading nooks in the wall of the children's library.

⁷ Setzler, Marilyn Schirck. *This Place Called Carroll County, Iowa*. Donning Co, 2002.

Community Analysis

In order to gain insight into the needs of our patrons and citizens of Carroll, data was collected from a variety of sources. This information allowed the director, staff, and trustees to determine which goals to focus on for the library's collection, programs, and services.

- State Data Center – Demographic, Economic, and Social Characteristics for Carroll, Iowa with statistics from the 2020 Census as well as the 2018-2022 American Community Survey. This information was included on page 2, Community Information. Statistical data can help identify community groups that are not accessing the library, needs for workers, and types of collections being offered. If Carroll had a long mean commute time, audiobooks might need to have a bigger portion of the budget. If the average age of the population was older, more large print books might be a consideration.
- Planning for Success – In September 2024, Misty Gray with the State Library of Iowa was able to facilitate a discussion with the Library Board of Trustees with the Library Foundation Board to determine some mutual goals for the library's collection, programs, and services.
- Planning for Success – In October 2024, Misty Gray with the State Library of Iowa was able to interview twenty-two community members to see if they would like to see the library focus on its collection, programs, or services. This group of individuals represented schools, businesses, the City of Carroll, patrons who utilize the library, and citizens who do not use the library. This helped guide the library trustees' decisions for which service responses to focus on for this long-range plan.

Goals and Objectives

Celebrate Diversity: Cultural Awareness

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Currently, we offer Culture ALL programs yearly (a presentation on a topic from another culture – we have done a Japanese Tea Ceremony as well as a Latin Dance program), we host the online newspaper archive, and we purchase diverse books. We recently offered our first program solely in Spanish.

Goal 1: Library patrons will have simplified access to the diversity of our collection.

Objective 1: Quarterly book displays will feature different aspects from our collection (ex: Iowa authors, Science Fiction genre, local history) – Spring 2025

Objective 2: Quarterly Cultural heritage displays (ex: Native American History Month) – Spring 2026

Goal 2: Community members will receive increased access to culturally diverse programming.

Objective 1: Culture ALL programs to be offered two times a year with different themes. Partner with the Rec Center for programs that might require more space (ex: dance programs) – Spring 2026

Objective 2: Investigate offering Humanities Iowa programs – Spring 2027

Objective 3: Investigate alternate adult programming through recommendations by other Iowa libraries – Spring 2028

Goal 3: Native Spanish speakers (and Spanish learners) will receive access to Spanish services and collections.

Objective 1: Increase children's Spanish collection by adding JLG categories – Spring 2025

Objective 2: Investigate where Children's Spanish collection should be housed – Summer 2025

Objective 3: Promote language learning software like Transparent Language already in use quarterly – Fall 2025

Objective 4: Investigate translation software above and beyond Google translate – Summer 2026

Objective 5: Investigate adult Spanish collection development by consulting other libraries that currently maintain an active Spanish collection – Winter 2027

Goal 4: Local residents will receive support in their genealogy searches and personal history preservation.

Objective 1: Promote online newspaper archive as a source for local history and genealogy quarterly – Fall 2026

Objective 2: Partner with Carroll County Historical Society or like-minded groups/presenters to offer programs on genealogy once a year – Fall 2027

Objective 3: Research, fund, and purchase equipment to help patrons protect and save their personal history (ex: scanner, VCR to DVD converter) – Fall 2028

Objective 4: Find community partners for a series of programs where local residents share their history through a presentation, interview, or recorded musings – Spring 2029

Objective 5: Host classes on memoir writing twice a year – Fall 2029

Make Informed Decisions: Health, Wealth, and Other Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

We currently partner with several groups to use the library as their meeting space, including National Alliance on Mental Illness (NAMI), St. Anthony's Regional Medical Center for an Alzheimer's Family Support Group and Diabetes Prevention Class, and Carroll County Fraud Prevention Coalition. For some of these groups we only provide the space for meetings while others we also advertise and help provide technical support. We have also partnered with ISU Extension and Outreach to offer classes on topics such as nutrition and healthy aging.

Goal 1: Residents will have access to financial literacy programming.

Objective 1: Partner with local banks to offer financial literacy programming weekly for one month a year (ex: debit vs. credit cards, planning for buying your first home, budgeting, saving for retirement) – Fall 2025

Objective 2: Partner with local lawyers to offer a panel on estate planning with time for questions and answers – Fall 2026

Objective 3: Partner with local tax professionals/lawyers to offer a panel on tax preparation – Winter 2027/Spring 2028

Goal 2: Residents will have access to healthcare programming.

Objective 1: Partner with local representatives to offer classes on Medicare sign-ups twice a year – Fall 2027

Objective 2: Investigate partnering with St. Anthony's to offer health prevention classes quarterly (vaccines, mental health, healthy eating) – Winter 2028

Objective 3: Investigate partnering with local health care providers for presentations on their practice weekly for one month a year (ex: audiologist, chiropractor) – Winter 2029

Goal 3: Residents will have access to basic life skills programming.

Objective 1: Monthly Adulting 101 classes (how-to classes covering a wide range of topics generally geared towards younger adults) – Summer 2026

Objective 2: How-to sewing and crafting programs weekly for one month at a time (ex: crochet, knitting, basic sewing projects, quilting) – Summer 2027

Objective 3: Investigate offering monthly adult take-home kits – Summer 2029

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.

The Carroll Public Library offers a wide range of movies and books in various formats.

Goal 1: Patrons will have access to downloadable materials with a lessened wait time.

Objective 1: Increase funding for audiobooks 10% in Marketplace for FY2025, then monthly evaluate titles with holds for purchases – Summer 2025

Objective 2: Research and evaluate audiobooks/eBooks offerings – Winter 2025 and yearly thereafter

Goal 2: Older patrons will have easier access to large print books and new materials.

Objective 1: Evaluate space requirements to re-arrange the adult book/movie collection – Fall 2025

Objective 2: Shift the DVD and TV series collection farther into the library and bring the large print section closer to the front of the library – Spring 2026

Goal 3: Homebound patrons will receive access to materials through home delivery.

Objective 1: Establish a homebound delivery policy – Winter 2026

Objective 2: Advertise the home delivery service to patrons quarterly – Spring 2027

Goal 4: Book club patrons will have access to book discussion through multiple venues.

Objective 1: Collaborate with community partners to initiate a One Book, One Community or NEA Big Reads program – Spring 2025

Objective 2: Investigate online book discussion options – Fall 2026

Objective 3: Provide half the copies of book club selections in large print and purchase a copy of the audiobook and eBook on Marketplace – Summer 2027

Objective 4: Investigate alternate locations for hosting book clubs (ex: city parks or local restaurants) – Summer 2028

Objective 5: Investigate other book clubs to host (ex: mystery book club, silent book club) – Summer 2029

Visit a Comfortable Place: Physical and Virtual Spaces

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

The Carroll Public Library currently has a section of the City of Carroll's website that we maintain as well as a presence on Pinterest, Facebook, and Instagram. We have several sections of the library available for people to sit or meet with others.

Goal 1: Community members using the library's website will have easier access to information.

Objective 1: Investigate website formatting within the city's website's framework – Winter 2025

Objective 2: Work with the website managers on changes to make the website more accessible by phone – Spring 2026

Goal 2: Local artists will have a space to showcase their creations to the public.

Objective 1: Initiate an art display policy for the library – Summer 2025

Objective 2: Partner with the Carroll Public Library Foundation to secure art displays or hanging systems – Fall 2025

Objective 3: Engage local artists or school art classes to supply art for display – Winter 2025 and beyond

Objective 4: Partner with local artists to offer art classes or workshops with patrons being able to display their art at the library quarterly – Summer 2026

Goal 3: Library patrons will have a variety of seating options to choose from.

Objective 1: Prioritize funding for additional tables (One Maker Space wooden table and one round table for newspaper section) – Spring 2025

Objective 2: Research and compile options for “comfortable” reading chairs – Fall 2028

Objective 3: Compile options for seating on the social stairs with an eye towards utilizing that space more fully – Summer 2029

Review and Evaluation

The library director will work together with the library board to review and adjust these goals and objectives as needed. The library director and board of trustees will use a variety of methods to evaluate the effectiveness of this plan, including statistical data (attendance, number of uses, etc.), community input, and accomplishment of specific tasks. Objectives specific to a particular staff member will be added to their annual evaluation.

The Library Board will review these goals and objectives once a quarter.

- Goals and objectives will be reviewed with the library director and/or other library staff at regularly scheduled board meetings.

New goals and objectives will be added when the need arises.

- New goals and objectives can be recommended to the library director or library board at any time. The library director will work with library staff to add the goal or objectives to the long-range plan.

Reviews dates:

FY25	
FY26	
FY27	
FY28	
FY29	
FY30	

Notes:
