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PROCESS HISTORY

The Ottumwa Public Library prepared this strategic plan through the assistance and oversight of the State Library of Iowa and their District Consultant, Becky Heil. The Library Board of Trustees met with Heil in July, 2017 to learn of the process. She explained how the book and program of, “Strategic Planning for Results,” worked and the board approved moving forward with this plan.

From there the board and staff brainstormed approximately 50 members of the community who would be asked to participate as stakeholders in two meetings. The stakeholders represented different community organizations, religions, industries, cultures, races, ages, etc.

On September 14, 2017 the first stakeholder meeting took place with Heil leading the meeting. 17 people participated. The focus of the meeting was to determine community strengths and needs in Ottumwa.

On October 23, 2017 the second stakeholder meeting was held. At this meeting Heil had the group focus on what needs the library could help with and they prioritized potential service responses to propose to the board of trustees. The Director also presented at this meeting an overview of the current library programs, materials, statistics, budget, and needs.

At the November 13, 2017 Board of Trustees meeting, Heil presented the results from the two community stakeholder meetings. The board narrowed these service responses and focused on goals for each of them and also added some ideas of their own.

At the December 11, 2017 Board of Trustees meeting, the Director shared the overview Heil had compiled from the previous meeting and asked that the board think over these service responses and goals.
On January 8, 2018 the board was presented with a draft strategic plan and asked to approve it so that the staff could move forward with making plans for the objectives and implementation for the service responses and goals. They also approved suggested vision and mission statements.

On February 5th, 2018 the library staff met with Becky Heil in order to brainstorm objectives, timelines, and outcome measurements for the goals and service responses chosen by the community stakeholders and approved by the library board of trustees.

Over the course of February and March 2018, the library staff finalized language in the strategic plan and it was presented to the Ottumwa Library Board of Trustees for final approval at their April 9, 2018 meeting.
OTTUMWA PUBLIC LIBRARY VISION STATEMENT

The Ottumwa Public Library strives to provide opportunities, space, service, and resources for the members of the community to expand their knowledge, imagination and perspective on the world that is open to everyone.

OTTUMWA PUBLIC LIBRARY MISSION STATEMENT

The Ottumwa Public Library serves the residents of Ottumwa and Wapello county by:

* providing resources to satisfy curiosity and stimulate the imagination of citizens;
* offering a safe, comfortable place for the individual to enjoy and for the community to gather;
* and endeavoring to inform patrons about their community and the resources it offers.
SERVICE RESPONSE 1:

Be an Informed Citizen /Information Literacy & Know Your Community: Community Resources and Services

SERVICE RESPONSE DESCRIPTION:

* Be an Informed Citizen: Local, National, and World Affairs

Residents will have the information they need to support and promote democracy; fulfill their civic responsibilities at the local, state, and national levels; and fully participate in community decision-making.

* Residents will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

* Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

Goal 1: Ottumwans will have access to information about local resources.

Objective 1: The library will provide classes for teens and adults about using and contributing to a wiki.

Target Audience: Teens and Adults

Timeframe: April 2019

Measure: Number of people attending the program

Staff: Ron & Ashley
Objective 2: The library will be recruiting, training, and coordinating with members of the community interested in contributing to the Localwiki.

**Target Audience:** Volunteers

**Timeframe:** December 2019

**Measure:** Number of volunteers working on project, outcome measurements of volunteers about how the program improved their connection with the community.

**Staff:** Ron

**Goal 2: Citizens have opportunities to hear speakers on local and national issues.**

**Objective 1:** The library will partner with the League of Women Voters and other organizations in order to provide members of the community with more speakers on local and national issues.

**Target Audience:** Members of the area community

**Timeframe:** March 2020

**Measure:** Change in the number of programs offered, Outcome measurement

**Staff:** Sonja & Ashley

**Goal 3: Citizens have the opportunity to explore and contribute to a digital community archive.**

**Objective 1:** The library will establish a digital community archive for the citizens of Ottumwa and Wapello county to share parts of their lives with the community that will lead to a greater understanding of the lives of community members.

**Target Audience:** The community of Ottumwa and Wapello county

**Timeframe:** May 2019

**Measure:** The number of unique visits to the site

**Staff:** Ron, Dave, Ashley, & Doug
Objective 2: The library will have classes on managing personal digital archives to assist area residents with preserving their important documents and memories.

Target Audience: Area residents

Timeframe: May 2020

Staff: Ron

Objective 3: The library will provide personal digital archive equipment and establish “scan days” for area residents interested in making digital backups of their important documents.

Target Audience: Area residents

Timeframe: October 2020

Staff: Ron, Dave, Ashley, & Doug

Goal 4: Ottumwans will get to “know your library.”

Objective 1: Expand and schedule social media posts.

Target Audience: Community members of Ottumwa

Time Frame: January 2018

Measure: Increased likes and shares on our facebook page.

Staff: Sonja & Ashley

Objective 2: Promote the Strategic plan and the presentation about the library to groups around town and government officials.

Target Audience: Opinion makers & organizations

Time Frame: June 2018

Measure: More support for funding and library projects

Staff: Sonja
Objective 3: Promote database subscriptions in the public.

Target Audience: All computer users in Ottumwa

Time Frame: February 2018

Measure: Increased usage of the various subscription based databases.

Staff: Sonja, Ashley, & Michelle D.
SERVICE RESPONSE 2:

Visit a Comfortable Space

SERVICE RESPONSE DESCRIPTION:

*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 networking.

Goal 1: Patrons will find a variety of “atmospheres” which take into account comfort, privacy, noise levels and space for a variety of ages.

Objective 1: In order to reduce the tensions between kids and others in the use of computers and the overall library, sound baffles and noise deadening materials will be installed into the main level of the library.

Target Audience: All patrons in the physical library

Time Frame: September 2018

Measure: Sound reductions and less conflict among generations of patrons. More staff ease of tensions.

Staff: Sonja & Doug
Objective 2: Purchase more lounge seating to replace broken and dirty chairs.

Target Audience: All Patrons

Time Frame: January 2019

Measure: More comfortable seating around the library for patrons.

Staff: Sonja

Goal 2: Individuals or small groups have access to meeting room.

Objective 1: Investigate creating individual seating hubs for studying and small group seating.

Target Audience: All in library patrons

Time Frame: December 2020

Measure: Happier patrons with quieter and more private areas to sit in the library.

Staff: Sonja

Objective 2: Purchase new meeting room table that is more mobile and flexible to the needs of the room.

Target Audience: Staff and users of the meeting room

Time Frame: December 2018

Measure: Easier on staff to set up for various programs. More flexible usage for groups utilizing our meeting room.

Staff: Sonja & Allyson

Objective 3: Investigate Secret Room behind elevator on the main level.

Target Audience: Patrons

Time Frame: May 2021

Measure: Depending on what the research finds there is a possibility for more study and private space in the library.

Staff: Sonja, Ashley & Allyson
Goal 3: Citizens will have access to a free, large meeting room.

Objective 1: Research will be done to work with other organizations with space for programs and meetings to take place.

Target Audience: All patrons attending programs

Time Frame: July 2018

Measure: Expanded partnerships and community exposure to more free programming in an adequate space.

Goal 4: Citizens have a library facility in a suitable location that is sized for the community.

Objective 1: Research will be done to create a report on comparable size cities and their libraries with tax profiles and economic situations taken into account. This research will be shared with the public in an attempt to build awareness of our situation.

Target Audience: Tax payers

Time Frame: December 2021

Measure: We will need to measure the amount of support in the community by doing a survey of taxpayers in Ottumwa after the report is released.

Staff: Sonja

Goal 5: Volunteers help beautify the outdoor landscaping by having a master plan.

Objective 1: Work with 4H and Master Gardeners program to facilitate a low maintenance and native plant plan for the library grounds.

Target Audience: All patrons

Time Frame: October 2018 plan in place. Begin implementation in spring 2019

Measure: A cleaner looking area with less maintenance on the part of staff and parks department.

Staff: Sonja & Ron
SERVICE RESPONSE 3:

*Satisfy Curiosity/Stimulate Imagination*

SERVICE RESPONSE DESCRIPTION:

* Satisfy Curiosity: Lifelong Learning
  
  Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

* 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: Families are supported with free, family centered entertainment.**

**Objective 1:** Begin circulating zoo, museum, park passes for check out.

  **Target Audience:** Families & all patrons

  **Time Frame:** February 2019

  **Measure:** Participation of patrons with number of checkouts.

  **Staff:** Allyson
Objective 2: Begin passing out bus passes to the library.

**Target Audience:** Families & all patrons

**Time Frame:** November 2018

**Measure:** Increased door count and stories of library visits that would not have otherwise been possible.

**Staff:** Sonja & Allyson

Objective 3: Partner with local theater or traveling theater groups to bring shows or mini shows to the library.

**Target Audience:** Families & all patrons

**Time Frame:** By August 2018 research possible groups to work with in the community theater groups to bring one acts to the library to promote plays and performances around town.

**Measure:** Younger children with shorter attention spans will be exposed to theater and musical performances and the theater groups will have publicity among families in the area for their performances.

**Staff:** Allyson & Michelle D.

Goal 2: All residents will have equal access to the library's collections, services, and programs.

Objective 1: The library will establish and expand existing collections of Spanish language materials for the Spanish speaking members of the community.

**Target Audience:** Spanish speaking members of the community

**Timeframe:** May 2018

**Measure:** Number of materials added to Spanish language collections

**Staff:** Ron, Dave & Doug
Objective 2: The library will provide a period pop-up library service to increase the availability of materials to the residents of Ottumwa and Wapello county.

**Target Audience:** Resident of Ottumwa and Wapello County  

**Timeframe:** June 2018  

**Measure:** the number of residents served; outcomes measurement  

**Staff:** Allyson & Michelle D.

Objective 3: The library staff will work with the Board of Trustees to develop an updated and revised Collection Development policy.

**Target Audience:** patrons who check out materials  

**Time Frame:** July 2018  

**Measure:** increase in circulation of materials from the library.  

**Staff:** Sonja, Ron, Allyson, & Evan

Objective 4: The Library Board of Trustees and staff will work together to discuss and potentially implement a fine-free system of circulation.

**Target Audience:** Patrons who see fines as a barrier to checking out materials.  

**Time Frame:** March 2019  

**Measure:** Look for a reduction in lost materials and an increase in circulation.  

**Staff:** Sonja, Ron & Allyson

Goal 3: Readers’ Advisory is provided for all ages.

Objective 1: To provide a physical display for readers’ advisory including printed out brochures, novelist materials and research a few print sources.

**Target Audience:** All patrons who are checking out materials  

**Time Frame:** Have in place by January 2019  

**Measure:** documenting success stories where patrons were pleased with the results of our service.  

**Staff:** Evan & Michelle D.
Objective 2: Compiling Staff Accessible reading lists of read alikes for different ages and genres of readers.

Target Audience: All patrons

Time Frame: May 2018

Measure: Staff response from having handier lists to reference.

Staff: Ashley, Michelle & Lee

Goal 4: Patrons will find support and expertise in technology instruction.

Objective 1: The library will offer specific tech office hours or appointment availability.

Target Audience: Patrons with technological help needs

Time Frame: December 2018 with a plan of action to implement after holidays

Measure: Number of appointments and count the number of patrons served.

Staff: Ron, Doug, & Michelle D.

Objective 2: Offer Genealogy Room hours with specific staff and volunteers to be on hand for a scheduled time.

Target Audience: Patrons seeking help in the genealogy room

Time Frame: February 2019

Measure: response from historical society and success stories from visitors and patrons seeking local history research.

Staff: Ashley & Michelle D.

Objective 3: Explore and research coding classes and clubs.

Target Audience: Children with a STEAM interest

Time Frame: November 2020

Measure: Participation in the clubs/classes and successful stories from families.

Staff: Allyson
Goal 5: Lifelong learners will be able to explore topics of personal interest.

**Objective 1:** The Library will host a series of local interest classes including genealogy, canning, gardening, etc.

**Target Audience:** Adult Patrons

**Time Frame:** July 2019

**Measure:** Successful partnerships with other organizations to instruct classes and attendance and feedback from classes.

**Staff:** Ron & Ashley

**Objective 2:** Provide support for local gardens and patrons by starting a garden tool lending collection through partnering with other organizations.

**Target Audience:** Adult patrons

**Time Frame:** May 2019

**Measure:** Successful loaning of tools and positive feedback from patrons.

**Staff:** Ron & Vickie

**Objective 3:** Local gardeners will participate in a native wildflower seed library through partnering with the Ottumwa Wildflower Project.

**Target Audience:** Local gardeners and others interested in restoring native wildflowers and contributing to habitat restoration of native pollinators.

**Time Frame:** November 2019

**Measure:** Number of seed packets circulated & donated, feedback from citizens.

**Staff:** Ron & Vickie

**Objective 4:** Create a laptop lab for gaming/general computer use by teens.

**Target Audience:** Teens

**Time Frame:** August 2019

**Measure:** Attendance for game rooms & use for classes in meeting room.

**Staff:** Ron, Allyson & Evan
## Calendar of Proposed Action

### 2018

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>- Begin scheduling and expanding social media posts.</td>
<td>- Begin Promoting Databases to community</td>
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<th>May</th>
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<tbody>
<tr>
<td>- Begin circulating adult Spanish language collection. - Staff compiling Read Alike Lists</td>
<td>- Begin promoting Strategic Plan in Community - Begin Pop Up Library</td>
<td>- Research other locations for free group meeting space - Review Collection Development Policy</td>
<td>- Research local theater groups to partner with to bring acts to library.</td>
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<th>September</th>
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<tr>
<td>- Research and Install sound suppression tools for main floor.</td>
<td>- Have landscaping plan drafted by groups and volunteers</td>
<td>- Research distributing bus passes to library.</td>
<td>- Purchase new meeting room table. - Plan for Tech office hours.</td>
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### 2019

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| -Have new lounge seating in place.  
-Physical handouts for Reader’s Advisory | -Put together plan for circulating museum and park passes  
-Implement Genealogy Room hours | -Explore removing fines.          | -Begin offering classes on contributing to a WIKI |
| **May**          | **June**                     | **July**                           | **August**                    |
| -Create Local Wiki  
-Start Garden tool lending library | -Begin to host general interest classes at library | -Establish Digital Archive for community | -Have laptop lab in place |
| **September**    | **October**                  | **November**                       | **December**                  |
|                  |                              | -Establish Digital Archive for community | -Recruiting for contributions to Local WIKI |

### 2020

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<td>-Partner with Organizations to bring more speakers on local &amp; national issues</td>
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<td>-Classes on Personal Digital Archives</td>
<td>-Scan Days</td>
<td>-Explore Coding and STEAM related classes and activities</td>
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<td>-Scan Days</td>
<td>-Establish Digital Archive for community</td>
<td>-Look into creating individual seating hubs for studying and small group seating.</td>
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### 2021

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<tr>
<td>-Investigate utilizing secret room behind main floor elevator.</td>
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<tr>
<td></td>
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<td>-Native plant seed library</td>
<td>-Publish Report on Comparable communities and libraries.</td>
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