



2023-2024 STRATEGIC PLAN



I. INTRODUCTION

In November and December of 2023, Fairfield Public Library Director Alecs Schmidt Mickunas received guidance regarding Strategic Planning from Professor Kara Logsdon of the University of Iowa’s School of Library and Information Science as well as State Library Consultant Becky Heil of Southeast Iowa District. Director Schmidt Mickunas was encouraged to develop a 1-year plan together with key stakeholders in 2023, and the following year plan to conduct strategic planning over the course of 4-6 months with contributions by local leaders and a larger, diverse group of community stakeholders.

Director and library staff met on January 11th for the first session and based their discussions on the question: “What does your ideal community look like?” From this question, the group generated ten different areas the library could prioritize, from which they selected “Promoting Health and Well-being” as being the most fundamental to developing their ideal community.

On January 23rd and 30th, Director Schmidt Mickunas and several members of the FPL Board of Trustees convened to build the foundation for the library’s 1-year Strategic Plan. The first day was devoted primarily to creating both a new “Vision” and “Mission Statement” for the library. The second day was spent

exploring goals and objectives based on a SWOT analysis conducted by Trustees. It was decided that an emphasis on “Creating young readers” should be carried on from the previous plan developed in 2020. Participants in this session also decided that increased collaboration with local organizations such as other city departments and local non-profit organizations should be a goal for 2023-24. Additionally, the group agreed that developing staff skills through trainings and continued education should be emphasized. Finally, the goal of enhancing the appearance and welcoming atmosphere of the library was deemed worthy for inclusion in the new Strategic Plan. Director Schmidt Mickunas was tasked with preparing a document based on the January sessions to share with Trustee participants ahead of the February 2023 FPL Board Meeting.

II. 2023 UPDATED VISION AND MISSION STATEMENTS

VISION

Fostering curiosity, connection, and empowerment

MISSION

The mission of the Fairfield Public Library is to provide access to programs, materials and resources that celebrate diversity, stimulate the imagination and encourage lifelong learning; To offer a safe, comfortable place for individuals to enjoy and the community to gather; To promote better understanding of our history, meaningful endeavors today, and a more sustainable, equitable and collaborative future.

III. PRIORITIES, GOALS, OBJECTIVES & MEASUREMENT

PRIORITY 1:

NURTURING CURIOSITY AMONG ADULTS AND YOUTH

GOAL 1

Support early reading for children and engage adult readers

Objective 1: Continue offering three children’s story time programs weekly.

Objective 2: Offer a minimum of three literacy-based family programs annually.

Objective 3: Implement the “reading challenge” tracking app “Beanstack” for FPL borrowers.

Objective 4: Offer a total of 10 adult and children’s reading challenges annually.

Objective 5: Create a new “Book Club Set” collection of 10 books per set in vinyl bags for checkout to local book club organizers.



Measurement: (a) Increase Iowa Assessments reading scores for K-5 primary school learners; (b) Increase in circulation of library print materials (c) Register 300 Beanstack users by August 2023

GOAL 2

Library staff and community are aware of library services

Objective 1: Library staff members form groups to become proficient in utilizing equipment and e-resources such as The New York Times Online, Foundation Directory, LinkedIn Learning, Adobe Illustrator, etc.

Objective 2: Host 6-10 workshops on-site annually to introduce borrowers to equipment, subscriptions, e-resources, and databases.

Objective 3: Conduct three outreach visits annually to introduce resources accessible online to local businesses, non-profit organizations, and other city departments.

Measurement: (a) 10% increase in total usage for all FPL electronic resources

GOAL 3

Increase accessibility and usage by rural residents of Jefferson County

Objective 1: Expand contracting community agreements by one in 2023-2024. Possibilities are Batavia (Pop. 436) and Coppock (Pop. 36). Investigate creating an individual membership plan for residents of the twelve townships in Jefferson County.

Objective 2: Add new remote access subscriptions, applications and databases such as New York Times Online, the Wall Street Journal, Consumer Reports, etc.

Objective 3: Investigate the viability of a “book mobile” for Fairfield Public Library to serve rural communities. Form a Book Mobile Committee to report findings to the FPL Board of Trustees.

Measurement: (a) Increase active accounts county-wide to 1,200 with a stretch goal of 1,500 (b) Increase accounts for members of contracting towns by 100

PRIORITY 2: CONNECTING PEOPLE, PLACES AND THINGS

GOAL 1

Enhance the welcoming atmosphere and appearance of the library

Objective 1: Together with the Renewal Initiative Committee, develop a comprehensive 2023-2024 Project Plan.

Objective 2: Repaint public restroom stalls, replace baby-changing stations, and investigate improved bathroom ventilation.

Objective 3: Upgrade all interior and exterior lighting to LED.

Objective 4: Acquire an updated logo, style sheet, and new marketing materials for the library by May of 2023.

Objective 5: Investigate the possibility of painting additional crosswalks on 2nd Street and Adams Avenue.

Objective 6: Repair broken concrete on West Adams Street and in Library parking lot.

Objective 7: Replace damaged ceiling tiles in public areas.

Objective 8: Investigate installing raised beds for flowers, native plants and edible plants in front of library building.

Objective 9: Investigate upgrading the lobby water fountain to a filtered fountain and water filling station.

Objective 10: Investigate community need and cost of an outdoor bicycle repair and air pump station.

Measurement: (a) Increase in annual gate count by 100% (b) Win the Fairfield Beautification Committee’s annual award

GOAL 2

Community views the library as a center for service events and volunteering

Objective 1: Develop a library volunteer plan for utilizing volunteers on a daily

basis.

Objective 2: Investigate the viability of a new “Friends of the Library” organization.

Objective 3: Build a core of solid volunteers who can be called on to support larger programs.

Measurement: (a) Increase the number of regular library volunteers from 5 to 15 by July 2023 (b) Record an average of 10+ hours of weekly volunteer time by January 2024



GOAL 3

Increase collaboration with schools, city departments, Jefferson Co. Conservation, and local non-profits

Objective 1: Co-host one large event with Parks & Recreation in 2023-24.

Objective 2: Increase children’s program collaborations with JCC by 100%. Co-host 1-3 adult programs with JCC in 2023-24.

Objective 3: Investigate the possibility of a weekly after school program collaboration with the Fairfield Community School District after-school program.

Objective 4: Investigate volunteer support for a weekly afterschool walk or bike ride to the library for learners grades 5-8.

Measurement: (a) Increase collaborative programs by 150%

GOAL 4

Develop the library into a center for arts and culture

Objective 1: Initiate the FPL Art Advisory Committee to develop the library’s permanent Fine Art Collection and the circulating “Art To Go” Collection.

Objective 2: Develop collaborative relationships with Fairfield Arts Association, Fairfield Cultural Alliance, Maharishi International University’s Art Department, and art instructors in Fairfield’s public & private schools.

Objective 4: Develop greater collaboration with the Carnegie Historical Museum.

Objective 3: Investigate purchasing an “Ancestry for Libraries” subscription and databases for use in genealogy research remote and in-house use at FPL.

Measurement: (a) Annual checkout of 20+ “Art to Go” items by January 2024 (b) 6-10 arts and culture themed programs annually with total attendance of 300+



**PRIORITY 3:
EMPOWERMENT THROUGH GREATER ACCESS TO TECHNOLOGY
AND INFORMATION**

GOAL 1

Develop staff skills through trainings, workshops and attendance at annual conferences

Objective 1: All FPL part-time staff members will complete a minimum of 3 hours of training through the State Library of Iowa.

Objective 2: Full-time staff members will create a Professional Development plan completing a minimum of 10 hours of training through the State Library.

Objective 3: The Director will complete 50 hours of professional development annually.

Objective 4: The Director will attend the ALA Annual Conference & Exhibition in Chicago, IL, from June 22-27, 2023.

Objective 5: A total of five staff and trustees, including the Director, Youth Services Specialist, and Adult Services Specialist, will attend the Iowa Library Association’s Annual Conference in Dubuque in October of 2023.

Measurement: (a) Recorded professional development hours and conference attendance goals met

GOAL 2

Build tools for community borrowers to ease access and convenience for library use.

Objective 1: Investigate hiring an app developer to create a FPL App compatible with TLC’s software.

Objective 2: Build and implement a self-checkout system with TLC’s Self Check Mode.

Objective 3: Enhance borrowers' knowledge of Interlibrary Loan and make search engines such as Iowa's Library Catalog and World Cat more accessible.

Measurement: (a) Record the completion of all objectives

TECHNOLOGY PLAN

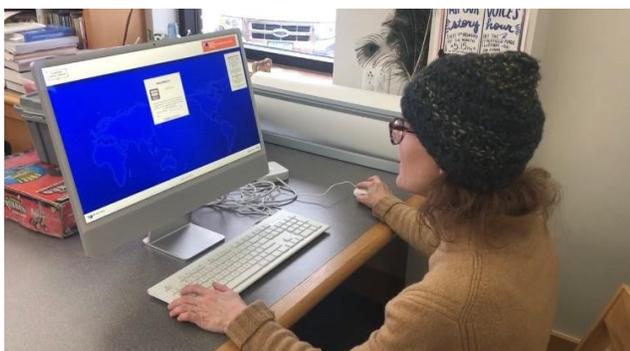
Objective 1: Investigate the necessity and cost of upgrading all Windows-based public-facing desktops with new devices and software.

Objective 2: Investigate the purchase of a document scanner for public use.

Objective 3: Re-assess library's current video monitoring security system and self-check system in January 2024.

Objective 4: Upgrade the Front Desk point-of-sale system with a 21st century device. Investigate an alternative to CardConnect for credit card transactions.

Objective 5: Investigate community need for additional Wi-Fi Mobile Beacon Hotspots in FY24.



Measurement: (a) Record the completion of all objectives

IV. Conclusion

On February 20, 2023, the FPL Board of Trustees approved the 2023-24 Strategic Plan. In August of 2023, preparations for a new 5-year Strategic Plan will commence with contributions from a diverse array of local community members and key stakeholders in the Fairfield area community. An electronic survey will be utilized for gathering data as well as a brief interview form for use by FPL staff with regular library users. Additionally, State Library consultant Becky Heil will be asked to facilitate initial Strategic Planning meetings in fall of 2023. The 5-year 2024-29 Strategic Plan will be completed and submitted to the FPL Board of Trustees in February 2024.