

Policies of the Albion Municipal Library and Heritage Center

2015 Strategic Plan

Mission Statement

Our mission is

- to provide equal access to
 - information
 - ideas
 - programs
- to support lifelong learning with
 - resource material
 - current high interest material
 - programs and services
- to promote the interest and success of youth
 - in reading
 - in learning
 - in school
- to maintain our heritage for the future by
 - gathering and updating family and history information
 - providing a Heritage Room

Our goal is to provide the library patrons with desired materials that inform, educate, and enrich their lives.

Goals, Measures, and Activities

Goal 1: Residents who want materials to enhance their leisure time will find what they want, when and where they want it, and will have the help they need to make choices among the options.

- **Measure 1.2:** Circulation of collection materials will increase by 2% annually. ~~will remain steady or increase.~~
 - ~~Activity 1.1: Offer eReaders to patrons for check-out. Library Staff. (omitted)~~
 - Activity 1.2: Maintain up-to-date fiction and DVD collections through a program of annual weeding, replacement and development for demand and topical coverage. Ongoing: Library Staff.
 - Activity 1.3: Label fiction books by genre to increase access. Library Staff.
 - Activity 1.4: Display new materials in a prominent location. Ongoing: Library Staff.
 - Activity 1.5: Work with city officials and community members to ensure adequate funding for collections. Ongoing: Library Board and Library Director.
 - Activity 1.6: Provide assistance to readers in locating materials. Ongoing: Library Staff.

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Goal 2: Residents will have the programs and resources they need to explore topics of personal interest and continue to learn throughout their lives.

- Measure 2.1: Annual circulation of nonfiction will be maintained, or increased. (omitted)
- Measure 2.2: Annual attendance at library programs about topics of interest will increase by 2%.
 - Activity 2.1: Participate in County Conservation rotating display program. Library Staff.
[Dir. check with Conservationist ~ Iowa Learning Farms](#)
 - Activity 2.2: Offer a Travelogue series (minimum 7 programs/year) for multi-aged audiences. Ongoing: Library Staff.
 - Activity 2.3: Offer at least 6 other programs annually on topics of lifelong interest. Ongoing: Library Staff.
 - Activity 2.4: Maintain up-to-date nonfiction collections through a program of annual weeding, replacement and development for demand and topical coverage. Ongoing: Library Staff.
 - Activity 2.5: Provide assistance to readers in helping locate materials and reference information. Ongoing: Library Staff.
 - Activity 2.6: Work with city officials and community members to ensure adequate funding for collections. Ongoing: Library Board and Library Director.

Goal 3: Residents will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read. [4 questions on a postcard to review Apr.'17 ~ utilize Survey Monkey](#)

- Measure 3.1: At least 90% of surveyed users indicate that the library is a comfortable place.
 - Activity 3.1: Evaluate the appearance and use of the library building at least annually to ensure that it remains comfortable and welcoming. Library Staff and Library Board.
 - Activity 3.2: Publicize the availability of the library for meetings of community groups. Ongoing: Library Staff. [Word of mouth has shown positive results and feedback.](#)
 - Activity 3.3: Include questions about the comfort and usability of the library space in a survey and develop a plan for acting on comments and suggestions. Library Staff and Library Board.

Goal 4: Residents will have a central source for information about community programs, services, and activities.

- Measure 4.1: On a survey, at least 50% percent indicate that they find out about community programs, services, and activities through visiting the library, its emails, website, or Facebook page.
[Acquire a digital marquee](#)
- Activity 4.1: Develop a library email list and publish quarterly e-newsletters that announce library and community programs, services and activities. Library Staff, or designated volunteer. [For a volunteer...](#)
- Activity 4.2: Develop and publicize the function of the library as a welcoming center to the community with signage and with maps, brochures, and pamphlets from local agencies, organizations, and attractions. Ongoing: Library Staff.

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Goal 5: Children will have collections, programs and services designed to instill a love of reading and encourage their reading, writing and listening skills.

- Measure 5.1: Annual circulation of children's materials will be maintained or increased.
 - Activity 5.1: Maintain up-to-date children's collections through a program of annual weeding, replacement and development for demand and topical coverage. Ongoing: Library Staff.
 - Activity 5.2: Provide assistance to children in helping locate library materials. Ongoing: Library Staff.
 - Activity 5.3: Work with city officials and community members to ensure adequate funding for collections. Ongoing: Library Board and Library Director.
 - Activity 5.4: Evaluate the furnishings and equipment in the children's area to make sure it is comfortable, in working condition, and meets the needs of children and their caregivers. Ongoing: Library Staff.
 - Activity 5.5: Offer an annual summer library program for children – maintaining an element of change and diversity in experiences. Ongoing: Library Staff.
 - Activity 5.6: Offer StoryTime as a library outreach to local daycares – increasing its frequency to exceed twice a month by FY2018. Ongoing: Library Staff.

Goal 6: Students will have resources they need to succeed in school.

- Measure 6.1: At least 50% percent of students surveyed indicate that they use the library to help them with their homework.
 - Activity 6.1: Continue subscription to EBSCOHost online databases. Publicize its use for research and offer at least one training session annually. Ongoing: Library Staff.
[Add Facebook promo and patron emails.](#)
 - Activity 6.2: Maintain a printer for public computers. Ongoing: Library Staff.
 - Activity 6.3: Prepare a Technology Plan that guides the library in monitoring and keeping current with technological changes. The plan would also address maintenance and eventual replacement of public and staff computers, and any other electronic devices. Ongoing: Library Board and Library Director.
[For Library Board Mtg. July 2017](#)

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Goal 7: Residents and visitors will have resources to explore their heritage, to connect the past with the present, and to understand the history and traditions of the community.

- **Measure 7.1:** At least 85% of those surveyed, who use the Heritage Center, will indicate that they found it useful.
 - Activity 7.1: Recruit, train, and schedule volunteers to archive and manage the Heritage Room collection. Ongoing: Library Board.
 - Activity 7.2: Assist researchers in the Heritage Center, and partner with the Albion Cemetery to provide access to cemetery records. Ongoing: Library Staff.
 - Activity 7.3: Add one additional community-based program a year, which has a local historical significance. Ongoing: Library Staff.

Red= Board approved omissions/changes

Blue= Board notes for current~future growth

Yellow Highlights= Achieved Activities