



2019-2022 Strategic Plan

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Library Staff

Jillian Aschliman	Library Director
Joellyn McDonnell	Circulation and Customer Service Manager
Andrew Gehlsen	Library Assistant
Sara Armstrong-Kutzli	Tech Services and Computer Specialist
Erica Voss	Youth Services Coordinator
Cindy Nees	Children's Librarian
Annette Spain	Custodian

Background and Data

The City of DeWitt is located in Southeast Iowa in Clinton County. The population according to the 2010 census saw a 5.2% growth from 2000, marking DeWitt as the fastest growing city in Clinton County. The Frances Banta Waggoner Community Library not only provides library services to residents of DeWitt, but serves the largest number of unincorporated Clinton County residents, and also contracts with cities such as Grand Mound, Delmar, Welton, Charlotte, and more.

In 2005 the library board had started working on a facility expansion project, but stepped aside for the school district to work on their building project—as to not compete with one another. Since the last strategic plan was completed, the school finished their expansion project, allowing the Library Board to return to conversations about expanding and renovating our existing space. In 2015, the Library Board of Trustees hired Library Consultant Anders Dahlgren to conduct a Space Needs Assessment study to evaluate the library's physical space. It was determined that the 7500 square foot facility was no longer meeting the needs of our service area. It was recommended that a facility of at least 20,000 would better suit DeWitt and the surrounding area, which echoed a Space Needs Study completed by Library Consultant George Lawson in 2005, which recommended 19,500 square feet.

Additionally, the retirements of longtime employees (Library Director Jane Kedley and Adult Services Librarian Ruth Fatchett), the departure of Computer Services Librarian Erin McDonnell, and the loss of longtime children's librarian Pam Danley, ushered in major changes for the Library Staff. The children's librarian position was split into two positions (Youth Services Coordinator and Children's Services), the Computer Services and Tech Services position was combined into one position, and a Library Assistant position was created to oversee adult programming and assist with circulation operations.

In 2017, the Library Board hired architects FEH Design to complete a site plan and schematic designs. As part of this process, the public was invited to provide feedback on the designs and features of the proposed new space. In spring of 2018, Emerge Marketing Solutions was hired to help launch a capital campaign to raise funds for the expansion and renovation of the Frances Banta Waggoner Community Library. As part of this campaign, we've created a tagline of: Discover. Connect. Imagine.

In August 2018, the Frances Banta Waggoner Community Library initiated a revision process to their existing 2013-2016 strategic plan. The goal was to revisit existing service responses, evaluate their impact within our library services on the greater DeWitt community, and adjust to prepare for anticipated construction phase with our expansion project.

2013-2016 Service Responses

Express Creativity

Visit a Comfortable Space—Physical and Virtual

Express Creativity Goals:

1. Provide access to resources to nurture music appreciation and creativity for all ages
2. Residents will have the resources they need for self-expression to create digital art. Definition of digital art includes video, photos, albums, and painting, etc.
3. Partner with community organizations to facilitate creative and educational opportunities.
4. Expand art activities for youth

Activities that achieved these goals 2013-2016

- Began bi-monthly Kindermusik program for babies and toddlers, led by the Children's Librarian
- Incorporated yoga into Mother Goose Storytime
- Received Clavinova as a gift from Friends of Frances. Developed policy, staff training, and promoted service to public.
- Hosted special events that promoted cultural and educational activities for library users of all ages that they may not otherwise be exposed to. Examples: music performances, author speaker series, crafting programs, adult coloring.

Visit a Comfortable Space—Physical and Virtual—Goals

1. Analyze and evaluate current space and furnishings to take into consideration the new service response goals.
2. Create separate space for toddlers, pre-K, primary, tweens, teens, and adults.
3. Upgrade technology and provide a mechanism for training, maintenance, replacement, and financing.

Activities that achieved these goals 2013-2016

- Automatic door installed
- Diaper changing tables installed in both bathrooms
- Installed a memorial bench near front entrance in honor of Pam Danley.
- Dedicated Teen area created
- Debit/Credit card machine installed
- Wireless capable printer/copier/scanner installed
- Laptops available for checkout
- iPads made available for public use
- Hired consultant to conduct space needs study

Revised/New Service Goals for 2019-2022

To coincide with our new tagline, we have decided to re-shift our focus on the following Service Goals, as outlined in the PLA Strategic Planning for Results:

Discover: Satisfy Curiosity

Lifelong learning. Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Connect: 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.

Imagine: Stimulate Imagination

Reading, viewing, and listening for pleasure. Residents will have materials and programs that excite their imaginations and provide pleasurable reading, viewing, and listening experiences.

Frances Banta Waggoner Community Library Mission Statement:

The Frances Banta Waggoner Community Library provides free and equal access to information, supports the pursuit of life-long learning, and stimulates the educational and cultural needs for residents of DeWitt and the surrounding areas.

About our Library

Our Focus

We are a bridge to information, materials and opportunities that enables residents of all ages to engage in the benefits of lifelong learning.

Our Vision

The Frances Banta Waggoner Library will be a vibrant educational, cultural, and civic center in the heart of downtown DeWitt.

Our Roles

Our library will provide access to a wide-variety of reading and viewing materials and online resources for library users of all ages.

What We Do

The Frances Banta Waggoner Community Library creates and evaluates services, programs, and resources which support the educational, informational, and recreational reading and listening interests and needs of residents of all ages.

Who We Are

The Frances Banta Waggoner Community Library team is comprised of library staff, trustees, and volunteers dedicated to providing excellent library and information services to the community.

Tagline: Discover. Connect. Imagine.

Goals and Objectives

Service Response: 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: Adults may explore interests and hobbies and enjoy a wide variety of materials and programming

- Objective #1: Library staff will strive to offer 2-3 additional special events for adults each quarter, in addition to regular monthly programming.
- Objective #2: Adult library users will be surveyed at the end of 2019 to receive feedback on programming offerings, and what they'd like to see for future programs.
- Objective #3: New displays and booklists will be created for adults to highlight specific genres/topics/authors within the collection. These resources will be available online and in the library.

Goal 2: Library users of all ages will re-discover the joy of reading

- Objective #1: The library will create more activities and programs to highlight specific annual holidays or programs such as Teen Read Week, the Winter Reading Program, National Library Week, Banned Books Week, etc.
- Objective #2: Collaborate more frequently with local school district and homeschooling groups to better support their educational activities and promote leisure reading.
- Objective #3: Publicize and promote Homebound program for DeWitt residents who may have difficulty accessing the library, especially during the summer months.
- Objective #4: Publicize and promote Bridges through library programs, social media, in-house literature. Include eBooks and eAudiobooks as part of reading program incentives.

Goal 3: Teens/tweens will find materials and programs to enhance their current interests and support their educational experiences outside of school.

- Objective #1: Create a Teen/Tween library council to provide more feedback on what to purchase for the collection, what programs they'd like to see. Create a special display area they are responsible for overseeing.
- Objective #2: Provide programming specifically targeting Teens/Tweens in homeschool programs.
- Objective #3: Survey teens/tweens for feedback on library programs and collection at the conclusion of 2019 Summer Reading Program, specifically asking what events they'd like the library to offer in the fall.

Service Response: 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: Library Users of all ages will experience a welcoming environment

- Objective #1: The library staff will maintain a clean, organized facility with clear signage and access to collections/seating areas, especially during library construction.
- Objective #2: Library staff will undergo regular training and partake in continuing education to provide excellent customer service and create a friendly, inclusive environment for all library users
- Objective #3: Library users will have the opportunity to provide regular feedback to library staff via a variety of formats including a permanent suggestion box, online/in-person library user survey (to be conducted in 2020)

Goal 2: The Library will provide a range of physical spaces conducive to support a variety of activities

- Objective #1: With the library expansion, the library board will work along with architects to create flexible spaces that allows quieter reading/working environments as well as spaces that encourage exploration, collaboration, and social connectivity with others
- Objective #2: The library will provide five additional mobile device offerings to the public by 2020 for in-library use, to allow library users the flexibility of finding a space in which they feel most comfortable to surf the web or work on a project
- Objective #3: New library fixtures and furniture will have an emphasis on flexibility—shelves and tables on wheels, lightweight stackable chairs, moveable walls, etc.

Goal 3: The library's services and collections are easy to access both physically in the library and through our online offerings

- Objective #1: Library staff will begin a website audit in 2019 and a catalog audit in January 2020, to ensure library patrons can easily locate materials and resources via online.
- Objective #2: The Library Director will create a signage and publicity policies/procedures for library staff in 2019 to outline better guidelines for advertising library programming, library displays collection signage, and public notices, etc.
- Objective #3: A weeding/materials replacement schedule will be created and implemented in early 2019, to ensure the collection is up-to-date

Service Response: Stimulate Imagination

Reading, viewing, and listening for pleasure. Residents will have materials and programs that excite their imaginations and provide pleasurable reading, viewing, and listening experiences.

Goal 1: The library will provide public space and activities that encourages library users to explore their creativity and imagination

- Objective #1: The new library will include a public programming space (“The Hub”) that promotes a number of drop-in, hands-on activities for users of all ages
- Objective #2: The library will promote and create programming opportunities to showcase the clavichord and encourage library users to utilize it independently, outside of library-sponsored programs.
- Objective #3: The children’s and teen departments will provide design features that encourages creative collaboration and personal creativity such as a light wall, dry erase walls, gaming systems, etc.

Goal 2: Library programs will promote local and regional resources, organizations, and opportunities for community members.

- Objective #1: Library programs will highlight local residents speaking on topics that interest them/are their areas of expertise as part of a “learn from a local” series, such as local authors, entrepreneurs, etc.
- Objective #2: The library will invite outside organizations and groups to present public programs and demonstrations
- Objective #3: The library will receive feedback from the public on types of non-traditional collections the library should provide in the new library such as cake pans, musical instruments, Mobile HotSpots, etc.

Goal 3: Aim to increase access to cultural and technology opportunities through a variety of programming offerings and resources provided throughout the library

- Objective #1: Host art and music events with local school district to showcase and celebrate young artists
- Objective #2: Provide quarterly demonstrations of emerging technologies for library users to get hands-on experience, such as AR/VR programs, 3-D printing, beginner classes on specific software applications, robotics demo, how to use the library’s catalog to your advantage, etc.
- Objective #3: Provide public opportunity to provide feedback on the types of cultural and technology access they’d like to see the library host.

Reviewed and approved January 7th, 2019