



**Three Year Strategic Plan**  
**January 1, 2018 - June 30, 2021**

Voted and approved by the Board of Trustees on May 14, 2018

Addendum added November 13, 2018

## Community Overview

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Ida Grove is the county seat of Ida County in Northwest Iowa. The population of Ida Grove has shown a slight decline since the 2000 Federal Census. The estimated 2016 population is 2,142. The community is fairly balanced with no significantly large population of any particular age group, however, it is necessary to note that as of the 2010 census, Ida Grove had a lower percentage of young people (17 or younger) and a higher percentage of older people (65 and older). The residents of Ida Grove are predominantly white and English is the principal language spoken in the community.

The children of Ida Grove attend school in the Odebolt-Arthur Battle Creek Ida Grove (OA-BCIG) Community School District. The OA-BCIG School District has two elementary schools, one shared Middle School and one shared High School. Elementary schools (PreK-5) are located in Odebolt and Ida Grove, with children residing in the O-A district attending school in the Odebolt building; children residing in the BC-IG district attend school in Ida Grove. The shared Middle School (grades 6-8) is located in Odebolt and children residing in both the OA and BCIG districts attend classes in Odebolt, bus transportation is provided. The shared High School (9-12) is located in Ida Grove and children residing in both districts attend classes in Ida Grove, bus transportation is provided. There is one daycare center and approximately four in-home daycare centers located in Ida Grove. It is estimated that there are 16 Home-school families in the OA-BCIG School District which is about average in comparison to recent years. Excluding preschoolers, approximately 19 percent of the population is school-age.

The community's main employers include Horn Memorial Hospital and associated healthcare clinics, Midwest Industries, and GOMACO Corporation along with its subsidiaries. Because of the close proximity of other communities, such as Holstein, Denison, and Storm Lake, a number of residents choose to commute. Median income for families living in Ida Grove is \$42,328 which is significantly lower than both the Iowa median income of \$54,736 and the national average of \$59,039. Unemployment is significantly lower than the national average as well.

The community boasts many amenities for small-town living such as affordable housing, a quality school district with varied extracurricular activities and unique scholarship opportunities, and a strong manufacturing employment base. Other key factors of small-town living are present as well and include the Ida Grove Recreation Center and outdoor pool, new athletic facilities, an active public library, and conservation center offering varied opportunities to residents. A variety of services are also available including a hospital and medical/dental clinics, emergency services, assorted shopping opportunities through local small businesses, a local newspaper and grocery store, along with various active community groups. Ida Grove is proud of our city parks and swimming pool, recreational facilities, golf course and Country Club, and outdoor walking trail.

The citizens of Ida Grove take pride in the many amenities offered in their community and value these small-town living ideals.

The Ida Grove Public Library Board and Staff wish to extend a generous thank you to the individuals that took the time to participate in the Community Focus Groups to help plan for the future of the library and the services it offers to our community.

# Introduction

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In September 2017, the Library Board of Trustees of the Ida Grove Public Library invited community members to serve on a Strategic Planning Committee that would envision the city's future and explore the role the library would play to make that vision a reality.

Bonnie McKewon, NW District Library Consultant for the State Library of Iowa, facilitated two community focus groups that used the *Strategic Planning for Results* process, as developed by Sandra Nelson and June Garcia. Committee members participated in a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of Ida Grove and were asked to envision the Ida Grove of the future and the role the library had in that future. During this process, each participant voted, identifying which of the possible eighteen service responses would be most beneficial to Ida Grove. The Library Board and staff of the Ida Grove Public Library then analyzed these results and identified the following six service responses (ranked in order) as a focus for the library's strategic plan:

1. Satisfy Curiosity: Lifelong Learning
2. Express Creativity: Create and Share Content
3. Stimulate Imagination: Reading, Viewing and Listening for Pleasure
4. Know Your Community: Community Resources and Services
5. Create Young Readers: Early Literacy
6. Visit a Comfortable Place: Physical and Virtual Spaces

The Ida Grove Library Board of Trustees and library staff used these selected service responses as the foundation for the FY2018-2021 strategic plan. This strategic plan outlines the selected service responses as voted on by the community; along with goals and objectives that will guide the library board and staff when selecting library services to meet the needs identified during the planning process. The Ida Grove Public Library FY2018-2021 Strategic Plan is submitted as a written endeavor to envision the Ida Grove of the future and the library's role in that future.

## **Committee Members**

Sharon Godbersen  
Paul Cates  
Sue Goodenow  
Michelle Schmidt  
Steve Wilken  
Chelsea Gross  
Marj Clark  
Sarah Harm  
Martha Anderson  
Patti Andrews  
Andrea Ullrich  
Ellen Schable  
Sheryl Wonder

## **Library Board**

Larry Albrecht, President  
Jackie Netherton, Vice President  
Tom Grell, Corresponding Secretary  
Jennifer Erickson, Trustee  
Steven Schnabel, Trustee  
Pat Bielenberg, Trustee  
Joshua Van Houten, Trustee

## **Library Staff**

Angela Scales, Library Director  
Lisa Hopkins, Library Assistant  
Amber Newman, Library Assistant

# Vision Statement

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In the Ida Grove of the Future, students will receive quality education to excel in the workplace; teens will have places to learn how to function socially in the world; newcomers will be welcomed and invited to become part of community events; seniors will have essential services to sustain affordable, independent lifestyles; and residents of all ages will have spaces to interact and learn from one another.

# Mission Statement

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Ida Grove Public Library stimulates imagination, providing a welcoming and safe place where children develop a love of reading, where adults access community resources, and where people of all ages gather to become creative, lifelong learners.

## Service Responses, Goals, and Objectives

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### ❖ SATISFY CURIOSITY: LIFELONG LEARNING

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

### ❖ EXPRESS CREATIVITY: CREATE AND SHARE CONTENT

Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

### ❖ 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.

### ❖ KNOW YOUR COMMUNITY: COMMUNITY RESOURCES AND SERVICES

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

### ❖ CREATE YOUNG READERS: EARLY LITERACY

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

### ❖ 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.

## Satisfy Curiosity: Lifelong Learning

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

### Goal 1:

Families will have access to resources that encourage lifelong learning and early education through the library and partner organizations with an Iowa Libraries Adventure Pass checkout program.

#### *Objective 1:*

By May of 2018, library staff will investigate the possibility of, and implement, an Adventure Pass program available for checkout to patrons of the Ida Grove Public Library.

### ***Objective 2:***

In each year of this plan, library staff will contact at least one additional partner organization to expand the Adventure Pass program at a sustainable rate and within budgetary limits.

### **Goal 2:**

Adults and Senior Citizens will have access to a variety of library services, to enrich their lives and expand their knowledge.

### ***Objective 1:***

By June of 2018, library staff will coordinate and plan adult movie afternoons at the library to engage adult patrons with entertainment options available free of charge.

### ***Objective 2:***

By the fall of 2018, library staff will investigate costs associated with hosting an adult arts and crafts afternoon on a monthly basis.

### ***Objective 3:***

By the spring of 2019, library staff will investigate outreach programs with local Assisted Living Facilities and Nursing homes to initiate a monthly book delivery service and technology training class for the purpose of instructing senior citizens on the use of technology for entertainment and reading purposes.

### ***Objective 4:***

In each year of this plan, library staff or partner organizations will host at least four programs, classes and/or author visits per year on topics of interest to the community.

### ***Objective 5:***

In each year of this plan, library staff will coordinate quarterly displays to highlight the library's collection and connect readers with books of interest and seek out volunteers or speakers to host programs directly related to the quarterly displays.

### **Goal 3:**

Children will have access to a variety of programs that will encourage exploration and learning in a non-traditional learning environment.

### ***Objective 1:***

By January 2019, library staff will investigate the options available for the creation of an independent maker space in the children's library.

### ***Objective 2:***

In each year of this plan, library staff will prepare and host an annual summer reading program.

### ***Objective 3:***

In each year of this plan, library staff will investigate possible options for new afterschool programming to encourage the use of the library by children ages 5-12.

### **Goal 4:**

Teens will have access to a variety of engaging programs, encouraging them to connect with their peers and their world.

### ***Objective 1:***

In each year of this plan, library staff will prepare and host an annual Teen Maker Camp program.

### ***Objective 2:***

In each year of this plan, library staff will investigate the available options for expanding teen programming in the library.

## **Express Creativity: Create and Share Content**

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Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

### **Goal 1:**

Children will have access to in-library services that allow them to create original materials and encourage creativity.

#### ***Objective 1:***

By June of 2019, library staff will allocate space in the children's library to create a maker space, available to children of all ages.

#### ***Objective 2:***

By December of 2019, library staff will purchase creativity kits for in-library use for children ages 5-12, and will promote these kits by hosting special after school or evening activities.

#### ***Objective 3:***

In each year of this plan, library staff will evaluate and recommend purchases of additional items to add to the maker space in the children's library.

### **Goal 2:**

Adults will have access to technology that allows them to create original materials and encourage creativity.

#### ***Objective 1:***

By the fall of 2019, library staff will seek out local connections with area crafters or entrepreneurs to offer free classes or programs at the library to encourage creativity.

#### ***Objective 2:***

In each year of this plan, library staff will investigate and purchase computer software that will allow adult patrons expanded access to creative resources at the public library.

## **Stimulate Imagination: Reading, Viewing and Listening for Pleasure**

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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:**

Residents of all ages will have access to popular materials and view the library as the destination for selecting high-interest titles from both new and established authors.

### ***Objective 1:***

In each year of this plan, library staff will evaluate the library collection for currency, popularity, and relevance to community and patron interests.

### ***Objective 2:***

In each year of this plan, library staff will investigate the options available for adding new material formats to the library's physical collection. (i.e. subject-based reading kits, tablets, play-away, and emerging technologies)

### ***Objective 3:***

In each year of this plan, library staff will evaluate available online resources, as well as emerging technology, to ensure available online resources meet patron demands.

## **Goal 2:**

Patrons of all ages will have access to an updated and current Ida Grove Public Library website, containing relevant, easy to use features to access information and resources.

### ***Objective 1:***

By December of 2018, the library website will be updated with current library policies pertaining to obtaining a library card, circulation policies, and other relevant library information.

### ***Objective 2:***

By September of 2019, the library website will contain a Kid's Zone and Teen Zone page for children and teens, each containing information and resources appropriate for the age groups.

### ***Objective 3:***

By June of 2020, library staff will investigate the options available for completing online forms and/or applications for library services, including issuing library cards and registering for programs and/or services.

### ***Objective 4:***

In each year of this plan, library staff will evaluate the library's website for accuracy and currency on a semi-annual basis.

## **Goal 3:**

Adults and senior citizens unable to physically visit the library will have resources and materials available to them through library outreach programs.

### ***Objective 1:***

By the spring of 2019, library staff will investigate possible partnerships with local organizations to establish a homebound delivery service to adults and senior citizens who are interested in receiving library services but are unable to visit the library due to health or other concerns.

### ***Objective 2:***

By the fall of 2019, library staff will investigate the options available for programming to instruct on the use of technology and e-reading to local assisted living and nursing home residents and staff.

## **Goal 4:**

Residents of all ages will be invited to participate in library-sponsored programs and events that encourage reading, viewing and listening for pleasure.

***Objective 1:***

By the fall of 2019, library staff will coordinate and plan family event evenings at the library, focused on books and reading. (i.e. game nights, mystery adventures, escape rooms, and/or scavenger hunts)

***Objective 2:***

By the fall of 2020, library staff will investigate the interest in and options available for patron led reading and discussion groups held monthly at the library.

***Objective 3:***

By the fall of 2020, library staff will investigate options for hosting a “virtual” book discussion group.

## **Know Your Community: Community Resources/Services**

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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:**

Residents will have access to a variety of resources and services through the library’s website.

***Objective 1:***

By the fall of 2019, library staff will create and maintain a dedicated community resource page on the Ida Grove Public Library website.

***Objective 2:***

By the fall of 2020, library staff will investigate possible partnerships with local organizations to establish a centralized community calendar on the library’s website.

**Goal 2:**

New residents of Ida Grove and Ida County will be welcomed to the community and encouraged to become involved in local organizations.

***Objective 1:***

By the spring of 2021, library staff will partner with local organizations to implement a virtual welcome package for new residents that contain information on local businesses and organizations, as well as services available in the Ida Grove or Ida County area.

**Goal 3:**

Library patrons will have a centralized source to receive community information, as well as information on library services and programs available to them.

***Objective 1:***

By the fall of 2018, library staff will re-organize the community bulletin board located at the library.

***Objective 2:***

By January of 2019, library staff will investigate the options available for a digital display in the library to promote library services and programs.

## Create Young Readers: Early Literacy

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Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.

### **Goal 1:**

Families will have access to programs and services designed to engage and educate young children.

#### ***Objective 1:***

By the fall of 2018, library staff will evaluate the effectiveness of current storytimes and seek out alternative solutions to increase attendance of weekly storytimes by families in the community.

#### ***Objective 2:***

In each year of this plan, the library will continue to host weekly storytimes (September through May) for preschool-age children that emphasizes early literacy skills.

#### ***Objective 3:***

In each year of this plan, the library will continue to provide and build upon, the Summer Reading Program for children of all ages; encouraging them to continue reading and learning through the summer months.

#### ***Objective 4:***

In each year of this plan, the library will host at least eight after-school programs for K-5<sup>th</sup> grades to keep them engaged in learning and exploring their world.

#### ***Objective 5:***

In each year of this plan, the library will continue to offer the 1000 Books before Kindergarten program to families with young children.

## Visit a Comfortable Place: Physical and Virtual Spaces

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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:**

Residents of all ages will have accessible and welcoming spaces, encouraging them to explore the library and its many collections.

#### ***Objective 1:***

By February of 2018, the library will evaluate current library spaces for different age groups and make recommendations as to the best use of space.

#### ***Objective 2:***

By April of 2018, library staff will seek out and apply for grant funding to create a comfortable physical space for juvenile and young adult readers in the library.

### ***Objective 3:***

By the spring of 2019, library staff will evaluate the current needs of adult library patrons and recommend necessary updates to adult reading spaces.

### ***Objective 4:***

By the spring of 2020, library staff will evaluate current community spaces in the library and recommend changes that will enhance patron experiences when visiting the library.

### ***Objective 5:***

By fall of 2021, library staff will work with City of Ida Grove Administration and Council to renovate the library restrooms; making them more accessible to all ages and abilities.

## **Strategic Plan Evaluation**

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The Ida Grove Public Library Board will evaluate this Strategic Plan at the close of each calendar year. Evaluation of the Strategic Plan will take place during the regularly scheduled January meeting of the Library Board. The Ida Grove Library Board will evaluate the progress made toward achieving this plan's goals and objectives; including reviewing areas of success, as well as determining whether unmet goals or objectives are still valid and relevant to the mission of the Ida Grove Public Library and community. The Ida Grove Library Board will also evaluate whether new goals and/or objectives need to be added to meet additional community needs.

## **Addendum: Library Edge ([www.libraryedge.org](http://www.libraryedge.org))**

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In the fall of 2018, the Ida Grove Library took part in the Library Edge program sponsored by the State Library of Iowa. Library Edge is a toolkit based on a national set of benchmarks for public libraries to evaluate technology services. Library Edge guides libraries in setting measurable, strategic goals for digital inclusion and engaging government and community leaders in meaningful discussion about technology needs and plans.

Library Edge is a three-part program which includes:

- **Assessment:** With the Edge Assessment, libraries evaluate their current technology services and identify opportunities for improvement. Through the assessment tool, libraries understand best practices in technology-related services for their communities and determine what steps they need to take to improve their public technology programming.
- **Recommendations:** Edge identifies recommendations based on assessment responses and provides resources, tools, and tips for improving public technology services, helping libraries prioritize opportunities for change.
- **Action Plan:** Edge allows libraries to create an Action Plan, specific to identified benchmarks, encouraging libraries to create a plan and path for continued growth and development of public technology services.

In an endeavor to continuously improve library services the Ida Grove Library Board of Trustees has added, as an addendum, to the FY2018-2021 Strategic Plan, the Library Edge Assessment and Action Plan completed on September 26, 2018, and October 22, 2018, respectively, as voted and approved by the Board of Trustees on November 13, 2018. This has been added to the Ida Grove Public Library Strategic Plan for the purpose of making informed decisions on public technology, programs and service to ensure digital inclusion in a 21<sup>st</sup>-century economy and society. The first review of the Edge Action Plan will take place in January 2020; at the time of the annual review for the FY2018-2021 Strategic Plan.