

# Grimes Public Library

## 2023-2026 STRATEGIC PLAN



INSPIRE



EMPOWER



UNITE



## A Message from the Grimes Public Library Board of Trustees President:

On June 28, 2022, the Grimes Public Library achieved an extraordinary milestone when ground was broken for a new library facility. This event marked the culmination of the single most important goal in the organization's strategic plan; to replace the existing 25-year old facility. During the intervening 25 years, patrons have expressed the need for enhanced library services reflecting a greater reliance on the internet and associated technologies, enhanced digital media a desire for innovative loaned materials and an emphasis on services for children and young adults. These patron preferences have been reflected in annual updates to the library's strategic plan.

Our strategic planning process has shaped much more than a new facility and enhanced patron services. The plan calls upon library leadership including both staff members and trustees to play a prominent role in community activities, to build relationships with the school system, to forge bonds with the city's elected and appointed leadership and to maintain state accreditation. Significant progress has been achieved in realizing these goals.

As our work continues to Inspire, Connect and Engage with our community, we are excited to share this, our updated Strategic Plan for the Grimes Public Library fiscal years 2020-2025.

By way of example, the new library's design incorporates children's services on the ground floor, provides dedicated space for young adults on a unique mezzanine level and places adult services on the entire second story. Significant space has been allocated for meeting rooms available for both library programs and for community use. The library's management staff are recognized as valued colleagues by city leadership and have integrated library operations with the city's finance, human resource, planning, and communication and facility services functions.

Gary Schroeder

Grimes Public Library Board President

**Grimes Public Library Board of Trustees**

Gary Schroeder, President

Ann Haugland, Vice President

Charles Strutt, Secretary

Lynh Patterson, Trustee

David Brahn, Trustee

## Message from the Grimes Public Library Director:

In the past several years, libraries change to meet the needs of the communities they serve. I have been fortunate enough to be a part of the library world for 20 years and have witnessed many changes. To keep up with these changes, every five years, we like to pause and take a look at our community, our community goals, and where our community would like the Library to be in five years. This process is called strategic planning.

The strategic planning process is exciting, revealing, and at times humbling. We are excited and energized by the responses we receive from the community and searching for solutions and new ways to solve issues and new ideas to meet new needs. It is always humbling to recognize where you fall short especially when comparing yourself to larger libraries. It is revealing to the board and library staff when community members share their needs with us. It is always a good idea for librarians and their boards to consider where we have been, where we are now, and where we want to be in five years.

The resulting five-year plan is intended to provide a guide for the future with themes and goals that will enhance our collection, services, and staff. As representatives for the Grimes community, we offer this map for the future.

Throughout the upcoming years, the Grimes Public Library will:

*Inspire* the public to discover, create, and grow  
*Connect* the public to resources, information, and people  
*Strengthen* the community bond  
*Support* community needs

Thank you to all of the people who helped us shape this plan either through the community survey. A special thanks to the Friends of the Grimes Public Library and also to the dedicated Grimes Public Library board members.

As you walk through the doors of either our website, or through the doors of our new building, the Library staff are committed to offer an outstanding library experience! We look forward to serving you on the journey forward!

Cheryl Heid, Library Director

A handwritten signature in black ink, appearing to read 'Cheryl Heid', written in a cursive style.

## **Our Mission**

Unite Community. Empower People. Inspire Ideas.

## **Our Vision**

The Grimes Public Library will enrich lives through knowledge and information. We will be the gateway to learning and information for all ages, by offering a wide spectrum of services, materials, and programming to enhance the quality of life in our community.

## **Our Values**

We value our community of users:

- by providing a safe, welcoming environment with equal access to information, services, and programs for all.
- by providing friendly, professional staff, and personalized outstanding customer service at all times to all members of our growing community.

We value our relationships with users, staff, community, and volunteers:

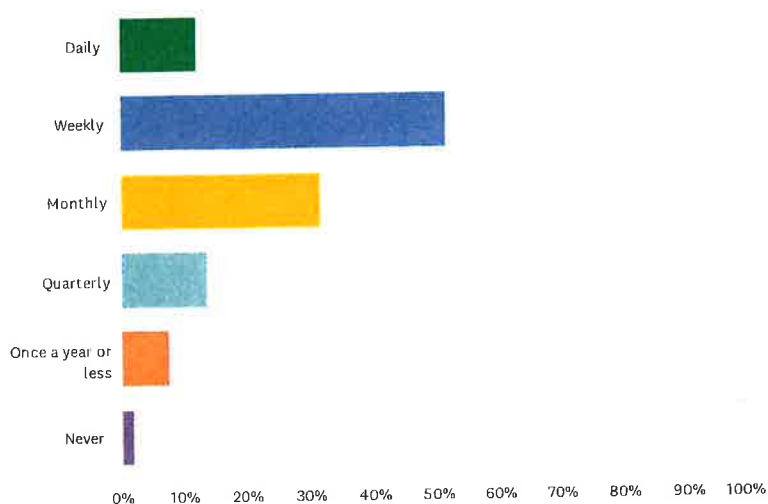
- by being active and cooperative participants in community affairs.
- by respecting the public's investment in our institution.
- by recognizing and respecting the contributions of our staff, volunteers, trustees, and Friends members.

We value our role as an advocate for information and knowledge

- by seeking out and receiving information from all points of view.
- by leveraging technology to enhance our services.
- by supporting cultural activities and programs.
- by promoting reading, information literacy, and life-long learning.
- by sparking imaginations through free and equal access to all materials.
- by ensuring the right to privacy.

### How frequently do you use the Grimes Public Library (in person or virtually)?

Answered: 1,736 Skipped: 0



**ANSWER CHOICES**

- Daily
- Weekly
- Monthly
- Quarterly
- Once a year or less
- Never

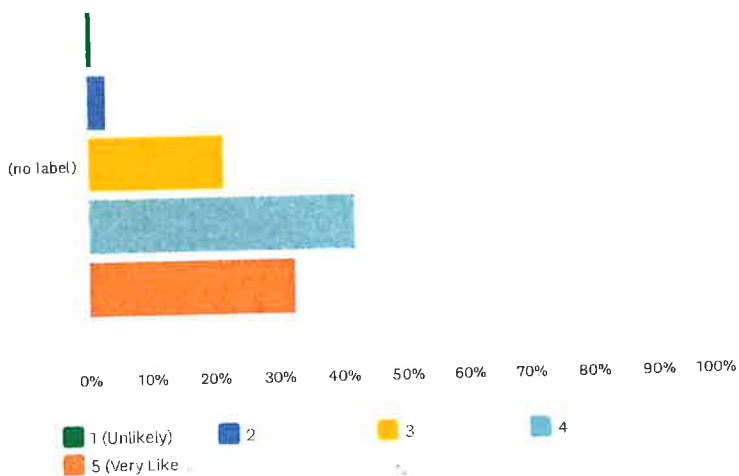
**RESPONSES**

Daily	12.38%	215
Weekly	51.56%	895
Monthly	31.80%	552
Quarterly	13.77%	239
Once a year or less	7.78%	135
Never	1.96%	34

Total Respondents: 1,736

### How likely are you to recommend the Grimes Public Library to a friend or colleague?

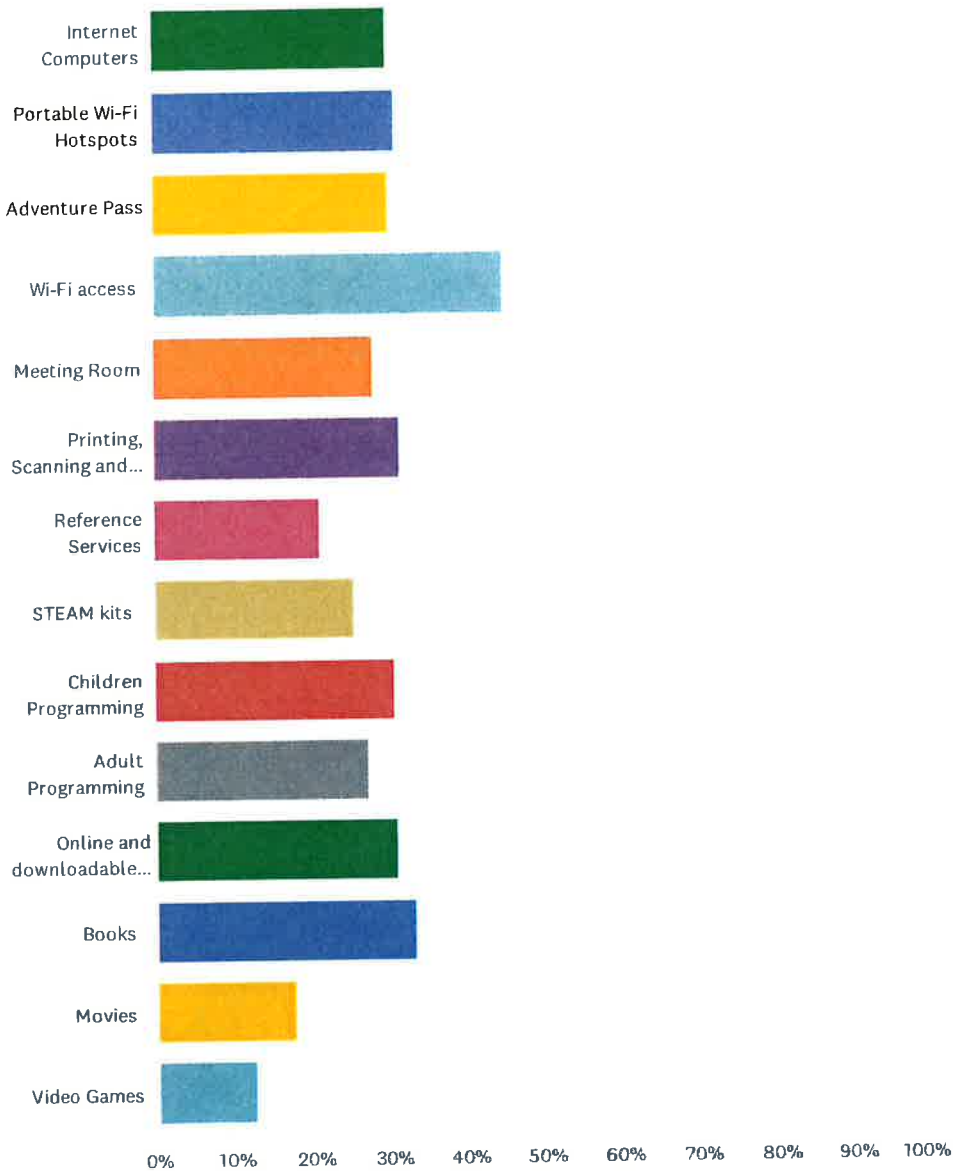
Answered: 1,736 Skipped: 0



	1 (UNLIKELY)	2	3	4	5 (VERY LIKELY)	TOTAL	WEIGHTED AVERAGE
(no label)	0.75%	2.88%	21.83%	41.99%	32.55%	1,736	4.03
	13	50	379	729	565		

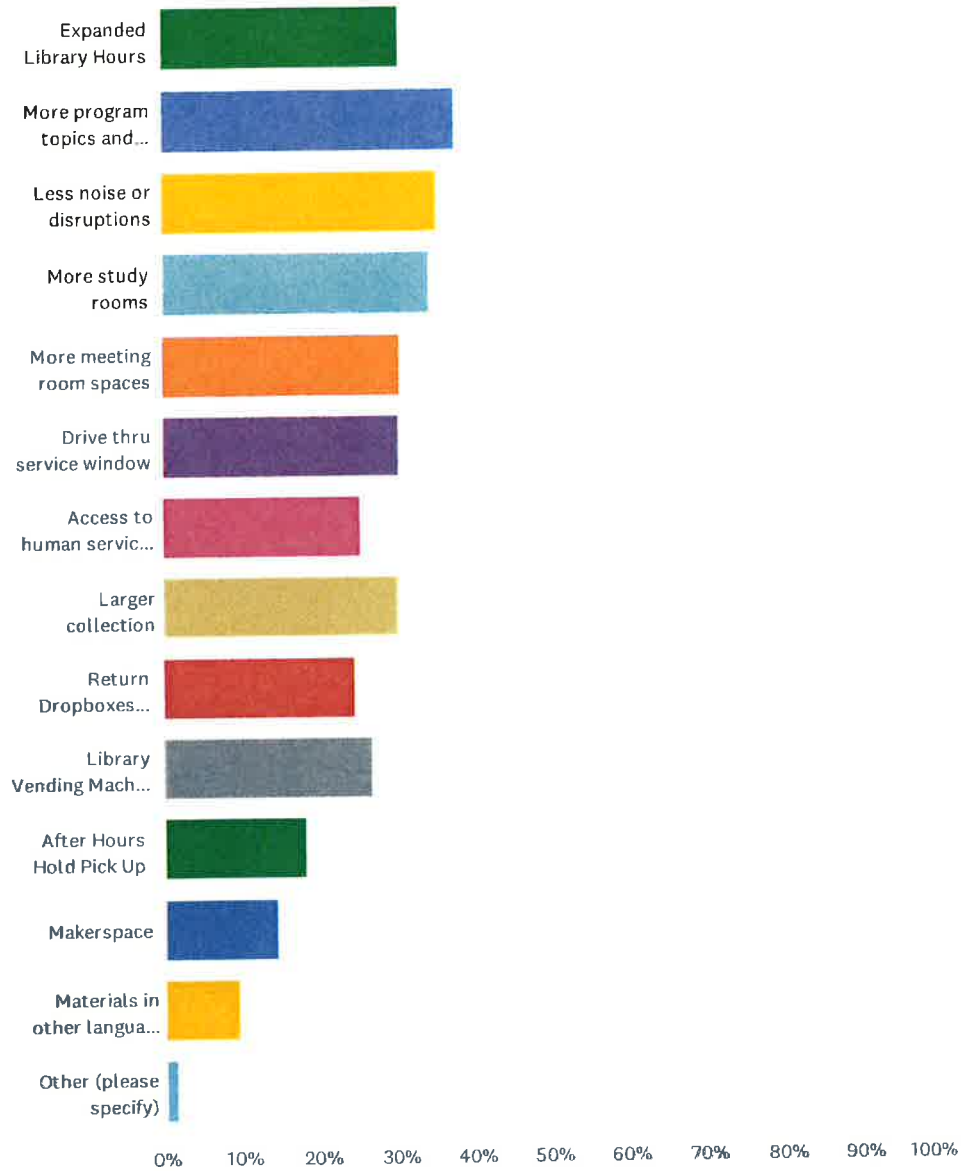
## What existing library services are important to you?

Answered: 1,736 Skipped: 0



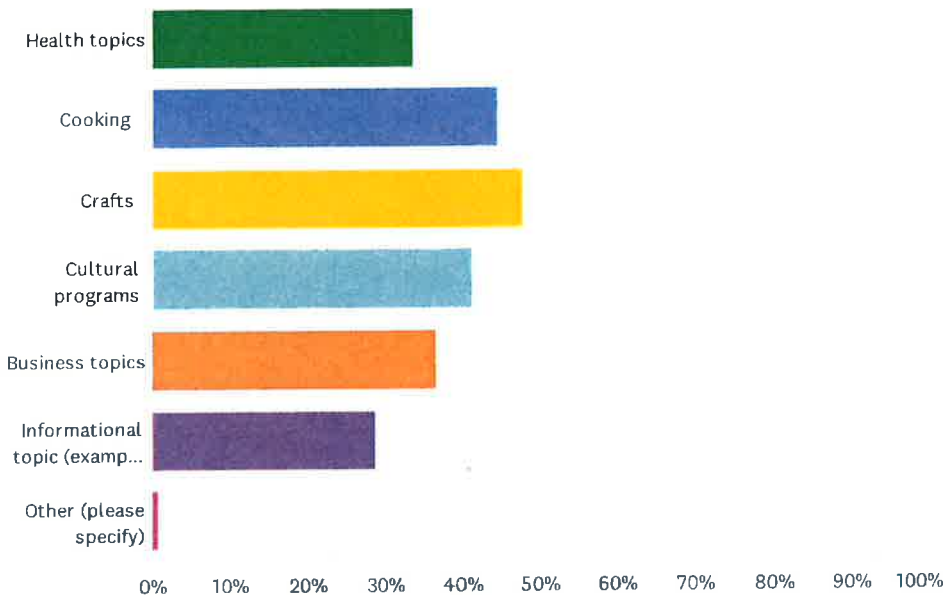
## Which NEW Library Services, if available, would cause you to use GPL more frequently?

Answered: 1,736 Skipped: 0



Adult programming topics I would enjoy are (select all that apply):

Answered: 1,722 Skipped: 14

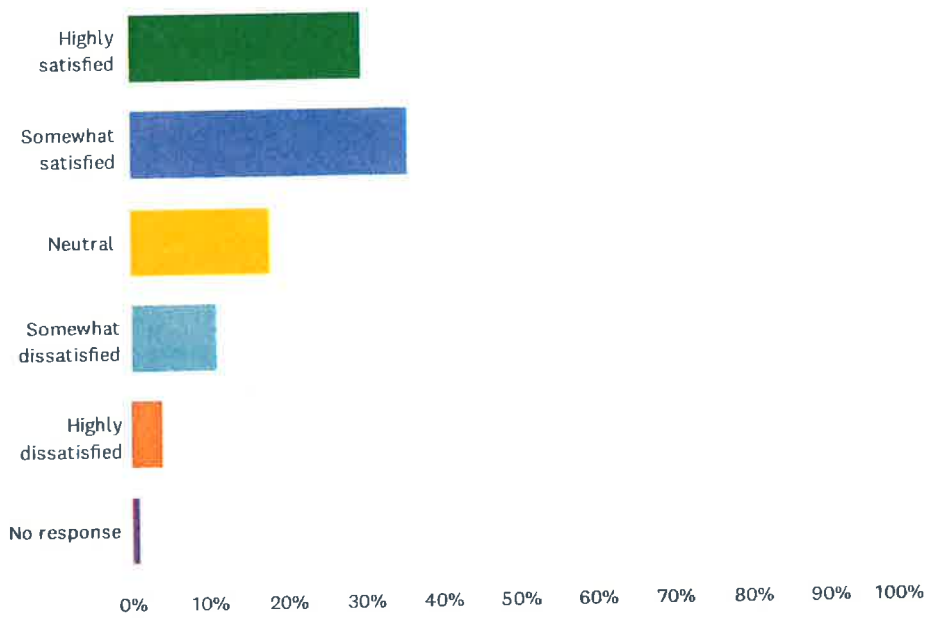


ANSWER CHOICES	RESPONSES	
Health topics	33.68%	580
Cooking	44.48%	766
Crafts	47.97%	826
Cultural programs	41.11%	708
Business topics	36.76%	633
Informational topic (example: bike repair, Tech Drop In, Ask a Lawyer, travel, etc.)	28.75%	495
Other (please specify)	0.81%	14
Total Respondents: 1,722		



# How would you rate your overall satisfaction with the Grimes Public Library?

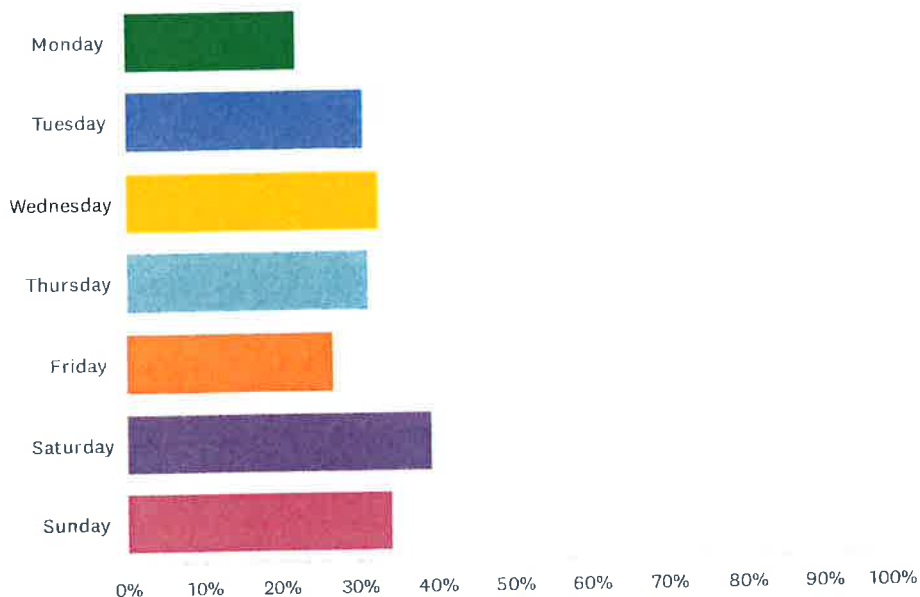
Answered: 1,722 Skipped: 14



ANSWER CHOICES	RESPONSES	
Highly satisfied	29.85%	514
Somewhat satisfied	35.89%	618
Neutral	18.06%	311
Somewhat dissatisfied	11.15%	192
Highly dissatisfied	4.01%	69
No response	1.05%	18
<b>TOTAL</b>		<b>1,722</b>

## What days of the week work best for you to attend library programs?

Answered: 1,722 Skipped: 14



### ANSWER CHOICES

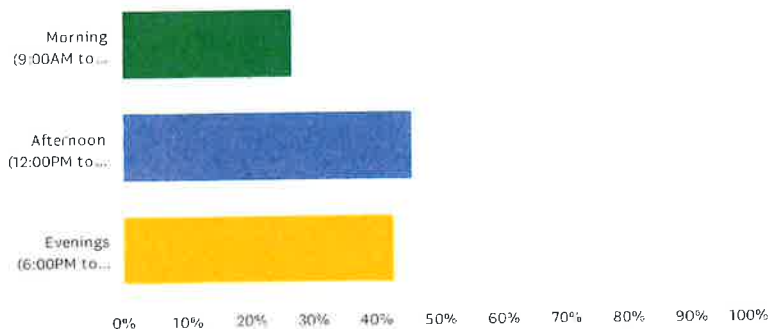
Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday  
 Saturday  
 Sunday  
 Total Respondents: 1,722

### RESPONSES

22.36% 385  
 30.84% 531  
 32.75% 564  
 31.30% 539  
 26.95% 464  
 39.49% 680  
 34.32% 591

## What times work best for you to attend programs?

Answered: 1,722 Skipped: 14



## **Strategic Theme One**

**Grimes Public Library will be a high-performing organization providing professional exceptional library experience for a growing community of patrons**

***Goal A: Offer up-to-date resources in a variety of formats – both physical and virtual.***

1. By the end of the 2024 calendar year, increase the physical collection to 58,300.
2. By the end of each year, purchase at least 10 new kits for the adult and/or children collection.
3. By the end of each fiscal year, investigate the feasibility of adding or ending subscriptions for new databases and/or other resources.
4. By the end of each fiscal year, complete weed the library's collection to assure that the collection remains current and relevant.
5. By the end of each fiscal year, complete weed of the library's patron database as directed by the State Library of Iowa accreditation program.

***Goal B: Support technology needs of the community and library.***

1. Once a year, assess the library technology offerings to patrons and staff as to maintain, replace and appropriately add technology assets.
2. By the end of each quarter, purchase at least 20 new eBook selections.
3. Annually, evaluate how the wireless internet needs of the community are being met by the library and implement changes as appropriate.
4. Twice yearly, offer a course to the public on Internet or computer use.
5. Continuously evaluate and at the end of each fiscal year, implement identified attainable opportunities to improve the ILS, self-checkout system, and print management system.
6. By 2024, evaluate and change if necessary the staffing scheduling software.

***Goal C: Offer programs that meet a range of ages and interests.***

1. Continuously evaluate and, as appropriate, implement programs which spark imagination and support learning initiatives and literacy for patrons of all ages.
2. By the end of 2026, implement two additional daytime, and one additional evening/weekend programs.
3. By 2025, offer six additional adult programs.
4. Evaluate opportunities and, as appropriate, collaborate with the city, community agencies and/or community businesses to provide one community sponsored programming event held at the library.
5. Each calendar year, at least one culturally diverse program will be offered.

## **Strategic Theme Two**

**Grimes Public Library will expand services and provide more quality-of-life amenities for the City of Grimes.**

***Goal A: Develop and strengthen relationship with outside schools and businesses and organizations.***

1. A library staff member will attend one regularly scheduled DCG event to provide public information regarding library services and programs.
2. Annually, a library representative will attend at least six Chamber of Commerce events.
3. Continuously seek opportunities to patronize Grimes businesses when purchasing goods or services for the library. This also includes seeking incentives for library programs.

***Goal B: Develop and strengthen offerings for those with unique physical and learning needs.***

1. Add an adult-sized changing table to our family restroom.
2. By 2025, enhance the mother's room with at least two sensory touch items, and one visual sensory item to give patrons a space to go if feeling overwhelmed by the environment.
3. By 2026, add PECS (Picture Exchange Communication System) in the collection and on objects around the library space.
4. By 2026, add a visual enhancer for those with visual needs.

***Goal C: Develop and strengthen relationship with organizations.***

1. Library staff or board members will seek out opportunities to attend a community event once a year to foster and make new community connections.
2. By the end of the 2025, the library will develop a partnership with the food bank benefiting patrons and the food bank.

### Strategic Theme Three

**Create thriving spaces where the community connects, accesses library resources, and shares their stories.**

**Goal A:** *Continue to create, design and expand our virtual spaces.*

1. By the end of 2024, evaluate and as appropriate, ~~and~~ purchase management software for the management of technology, meeting rooms, and passes.
2. Twice each fiscal year evaluate and, as appropriate implement and/or eliminate new social media platforms.
3. At the end of each fiscal year, evaluate databases and eliminate, enhance, and/or purchase.

**Goal B:** *Ensure library spaces are functional and attractive.*

1. By 2024, implement, an independent "gaming area" outside meeting room or study room spaces.
2. Continuously evaluate and, as appropriate, implement changes to the library layout permitting more efficient and effective use of the physical space to meet the needs of the community.
3. Twice a year, have the carpets and windows thoroughly inspected and cleaned.
4. Once a year, evaluate the walls and repaint damaged sections.
5. Once a year, add and/or replace live plants within the library to create subtle comfortable spaces.

**Goal D:** *Expand services within our community.*

1. By the end of 2026, evaluate the need for an offsite 'library vending machine'.
2. By the end of 2026, if appropriate, evaluate a location for a 'library vending machine'.
3. By 2025, evaluate and if appropriate establish a remote book return drop off/s at a location determined to have the greatest likelihood of use within the community.

4. By end of 2024, evaluate, place "story walk" fund

## **Strategic Theme Four**

### **Create vibrant beautiful spaces.**

#### **Goal A:** *Expand community's exposure to art.*

1. By the end of 2025, have a consistent on-going art gallery displaying a new and/or different artist every quarter.
2. By the end of 2026, create spaces outside that encourage reflection, beauty, imagination, and a peaceful atmosphere.
3. By the end of 2025, have a permanent piece of art displayed on the adult floor directly above the donor wall.
4. Each quarter, provide a new visual arts display at the library on the adult floor.
5. By 2025, add a circulating art collection.

#### **Goal B:** *Create opportunities to enhance community's positive interaction.*

1. Expand community's interaction by evaluating spaces to ensure they reflect the ability to interact in large and small groups.
2. Evaluate every quarter play interactives within the children's area to ensure they are enhancing positive interactions and keeping the interest of children.
3. Provide a coffee/break area for adults to assist in their comfort.
4. Twice a year, the library will host a community-wide event allowing citizens to interact with each other.
5. Maintain passive programming to encourage community engagement and social interaction opportunities.

#### **Goal C:** *Promote healthy and vibrant staff atmosphere.*

1. Twice a year, provide access to continuing education opportunities.
2. Quarterly, provide an opportunity for a staff function.
3. Continue to evaluate on-going processes and procedures to best care for staff.
4. By the end of 2024, enact a monthly staff appreciation program.