

City of Fort Dodge Vision Statement

The City of Fort Dodge is a top-ranked municipal government in Iowa that consistently delivers user-friendly, high quality services:

- Within budget constraints,
- To pleasantly surprised citizens,
- By a team of proud employees working in a great environment.

Fort Dodge Public Library Mission Statement

Our Library provides a welcoming space to get connected, satisfy your curiosity, and learn more about your place within the global community.

Strategic Plan Process History

The Fort Dodge Public Library prepared this strategic plan with the assistance and oversight of the State Library of Iowa and their District Consultant, Maryann Mori.

The Library Board of Trustees met with Maryann Mori several times in 2018 to learn about the planning process, to review the resources listed below, to discuss the needs of the community, decide what service responses they felt should be the library's focus for the next five years and to draft and write a new plan.

In their efforts, the Board utilized the extensive demographic information available through the State Data Center of Iowa as well as the City of Fort Dodge Comprehensive Plan Existing Conditions Report (April 2015 - prepared by Houseal Lavigne Associates) and the Main Street Fort Dodge Downtown Public Survey (December 2017) to craft this plan.

Update

Following thoughtful discussion and evaluation, the Library Board of Trustees has decided to extend Fort Dodge Public Library's current strategic plan by one year. This extension allows us to build on our accomplishments by removing completed goals and updating the remaining objectives to align with the new timeline. This approach offers several benefits:

- **Adaptation to Recent Challenges:** The COVID-19 pandemic presented unique challenges that affected our ability to reach certain goals, particularly those involving collaboration with other organizations and programming. Extending the plan provides us with the flexibility to address these challenges and move forward effectively.
- **Alignment with City Changes:** Recent changes to state tax laws have affected funding for cities, prompting a review of the City of Fort Dodge's strategic plan. By extending our plan, we hope to ensure that the Library's future objectives will be well-coordinated with updates to the City's strategic plan.
- **Smooth Transition for New Leadership:** With anticipated changes to the Library's management team, extending the plan allows our new team member to contribute valuable insights and influence the development of future goals and objectives.
- **Enhanced Planning Process:** The Board is excited to incorporate focus groups and updated demographic information into our next strategic planning phase, ensuring a more comprehensive and informed approach.

Fort Dodge Public Library – Strategic Plan 2025-2026

Service Area 1: Digital Learning

Goal 1: Patrons will have access to staff members who are fully knowledgeable about the library's digital resources.

Objective: Staff will show a basic level of competence when using, explaining, or recommending library databases and apps.

Activity 1: Starting in 2025, staff members will demonstrate basic competence in using the library's digital resources and apps as part of their annual review.

Goal 2: Adults will learn the value of the library's online resources and apps and how to utilize them.

Objective: Library staff will create opportunities for the public to learn more about its online resources and apps.

Activity 1: Beginning in spring 2025, the library will offer one training session quarterly for patrons.

Activity 2: Staff will develop/promote online scavenger hunts or contests biannually starting in spring 2025.

Activity 3: Staff will offer a class such as "Searching the Deep Web"/website evaluation/basic online searching/etc. biannually starting in fall 2025.

Activity 4: Starting in fall 2025, staff will utilize online resources such as Niche Academy, Facebook, and YouTube to produce and post videos about its resources and apps and how to use them.

Service Area 2: Education/Lifelong Learning

Goal 1: Adults will have access to a variety of educational and entertaining programs.

Objective: The library will hold a joint program with another city department or outside agency annually beginning in summer 2025.

Activity 1: Starting in fall 2024, staff will network with other agencies/city department heads to develop relationships to better serve the community.

Activity 2: Library staff will investigate offsite programming possibilities starting in spring 2025.

Goal 2: Teens will be able to attend teen-focused programs.

Objective: Library staff will revitalize its teen advisory group.

Activity 1: Staff will contact area schools to identify possible recruits in fall 2024.

Activity 2: Staff will continue to promote the teen advisory group in the Library, on its website and through social media.

Activity 3: Staff will create a private social media page for the group to communicate starting in fall 2024.

Objective: The library will continue to host programs focused on teens and their interests quarterly.

Activity 1: Staff will work with the teen advisory group to plan at least two of the programs starting in winter 2025.

Activity 2: Staff will work with the teen advisory group to plan the summer reading program for young adults in spring 2025.

Activity 3: Staff will continue to promote its teen programs through the schools.

Objective: Starting in 2025, the library will hold an annual after-hours event for teens.

Activity 1: Staff will work with the teen advisory group to identify possible events.

Activity 2: Staff will work with the teen advisory group to plan the event.

Goal 3: Patrons of all ages will be able to interact at intergenerational and family programs.

Objective: The library will hold an all ages/family program annually.

Activity 1: Starting in fall 2025, library staff will glean ideas from available resources, other agencies, and libraries, as well as gather suggestions from patrons for new program ideas.

Goal 4: Older adults will have access to a variety of educational and entertaining programs both in the Library and off site.

Objective: Starting in fall 2025, the library will hold a joint program with another city department or outside agency annually.

Activity 1: Staff will network with other agencies/city department heads to develop relationships to better serve the community starting in spring 2025.

Activity 2: Staff will glean ideas from available resources, other agencies, and libraries to develop such a program starting in spring 2025.

Objective: The library will investigate off site programming opportunities for older adults.

Activity 1: Staff will contact local retirement communities and agencies serving senior citizens in winter 2025 to discuss their needs.

Goal 5: Library users will be able to participate in and learn from multicultural activities.

Objective: The library will continue to monitor the community's cultural demographics and work toward integrating diversity in its programming and services.

Activity 1: The library will provide access to multilingual apps in 2025.

Activity 2: Beginning in spring 2025, staff will reach out to local and statewide individuals and agencies serving and/or working with minorities to develop relationships to better serve the community.

Activity 3: Staff will glean ideas from available resources, other agencies, and libraries to develop multicultural programs starting in spring 2025.

Activity 4: Staff will incorporate multicultural programming for its patrons starting in summer 2025.

Service Area 3: Spaces/Places

Goal 1: Library users will see an improvement in the library's interior space.

Objective: In spring 2025, the library will complete a space needs assessment.

Activity 1: The library will identify and hire a consultant for a space needs assessment in winter 2025.

Objective: The library will update its interior space starting in fall 2025.

Activity 1: The library director will work with city officials and the Library's Foundation to secure funding.

Activity 2: The library director and board will organize a committee to help develop a plan for improving the library's interior space in winter 2025.

Activity 3: The committee will investigate options and pricing for new carpet and furniture beginning in spring and summer 2025.

Activity 4: The library director and staff will consider options for revising the current circulation/reference desk areas in spring 2025.

Goal 2: The public will see activities at the Karl L. King Park (City Square).

Objective: Beginning in summer 2025, the library will hold one special event annually on the square.

Activity 1: Beginning in winter 2024, the library will glean ideas from available resources, other agencies, and libraries to develop such a program.

Activity 2: The library will publicize the event through print and social media.

Approved 12/27/2018

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