



Atlantic
PUBLIC LIBRARY

STRATEGIC PLAN




WWW.ATLANTIC.LIB.IA.US

THE PROCESS

Library director Michelle Andersen began collecting community data from other organizations and through short surveys in 2020. This was a good way to see what else was happening in the city and what local residents wanted from the library in particular areas (programming, adjustments to service, etc.).

This information gathering culminated with focus groups in September 2021. Three focus groups were held for the public as well as one with library staff. The results of the focus groups were presented to the library board of trustees who approved an ad hoc committee be formed to review information and draft a new strategic plan.

Besides the information from the surveys and focus groups, the strategic plan committee also reviewed current community data and compared current data to the data that was collected five years ago. Some changes made a lot of sense; others were quite surprising. Probably the biggest factors in determining goals for the plan involved trends in local library use and the lived experience of the COVID-19 pandemic.



**The Atlantic Public
Library connects the
community to
information, resources,
and each other in order
to spark ideas and new
connections.**

Goal: City residents will know the library's mission and services.

By 2026, there will be a 10% increase in active member accounts.

- Develop (2022) and implement (2022-23) a marketing plan that includes print and online strategies to reach all residents.
 - Printed materials to hand out and/or mail to residents
 - Local ads in the newspaper and/or on the radio
 - Segmented e-mail communications
 - Social media use that creates interaction between followers and the library
 - Set standards for online ads
 - Explore use of video, podcast, and/or blog
- Train staff to utilize patron interactions to create awareness of other library services and/or events (2023).
- Participate in at least one community-wide event each quarter of the year (like county fair or AtlanticFest) to promote library services (starting in 2024).
- Measure success (number of active member accounts) and adjust marketing plan accordingly (2025).

MARKETING & PUBLICITY

Goal: Residents will rely on the library for local information.

Track number of visits to local information webpages;
record number and types of handouts

- Keep record of local reference questions (2022)
- Create website or partnership for local information (2023)
- Manage a community event calendar in partnership with other organizations (2024).
- Create a local information hub in the lobby of the library (2024-25).
- Partner with 3 organizations each year (2025) to offer public programs, library displays, or special events.

COMMUNITY INFORMATION

Goal: Residents will have accessible and welcoming spaces to enjoy the library and gather together.

Door counts will increase by 10% and average session length (dwell time) for computers, tablets, and wi-fi will increase.

- Follow through on USDA grant for computer tables, flooring, and painting upstairs (2024).
- Coordinate elevator updates with the city improvement plan (2025).
- Identify and explore funding options for other projects (2026) including:
 - Upstairs laptop bar with chairs
 - Comfortable seating upstairs
 - New service desk upstairs
 - Meeting room flooring & painting

**PHYSICAL
SPACE**

Library trustees:

Janet Nielsen, president
Vicki Brown, vice-president
Donald McLean, secretary
Buffy Barrs
Janice Dickerson
James Northwick
Becky Osborne
Adam Skog
Greg Williams

Strategic Plan Committee:

Buffy Barrs
Kennedy Freund
Sue Petersen
David Schwab
Gaylord Shelling
Adam Skog
Deb Williams
Karen Williams

Library staff:

Michelle Andersen, director
Diane McFadden, adult librarian
Jody Allumbaugh, adult librarian
Sue Petersen, youth librarian
Jake Burgess, youth assistant
Crista Wiskus, clerk
Sondra Marnin, clerk

Mission statement:
The Atlantic Public Library
connects the community
to information, resources,
and each other
in order to spark ideas
and new connections.

Plan approved by the library board of trustees on January 10, 2022.

