

**Atlantic Public Library
Long-Range Plan
2017-2021**

Approved by the Board of Trustees June 19th, 2017

Community

Atlantic is located in Cass County in Southwest Iowa. The population of Atlantic has shown steady decrease since the 2000 Federal Census. The current population is estimated at 6,929. The community is fairly balanced with no significantly large population of any particular age group. The residents of Atlantic are predominantly white. A small Hispanic population is present as well. English is the principal language spoken in the community.

There are 4 licensed daycare centers in Atlantic. Parents also rely on in-home daycare providers. The children of Atlantic attend school in the Atlantic Community School District. All school buildings are located in town. It is estimated that there are 21 homeschool families in the community which is a sizeable number represented. Excluding preschoolers, approximately 19 percent of the population is school age.

The community's largest employers include Atlantic Bottling Company, Cass County Memorial Hospital, and Atlantic Community Schools. Because of the close proximity to Interstate 80 and proximity to Omaha and Des Moines, some residents choose to commute. Median income in this community is slightly below the national average. Unemployment is lower than the national average.

The community boasts many amenities. Local organizations include the ARISE, Friends of the Library, Cass County Committee on Aging, Family Crisis Network, and a number of civic groups. The citizens take pride in the many amenities provided by their community, varied community groups, and a dedicated school district among other things.

The library staff and trustees wish to extend a generous thank you to the community members that took the time to participate in the Community Committee portion of this planning process.

Introduction

In February 2017, the Board of Trustees of the Atlantic 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 reality.

Misty Gray of the State Library of Iowa facilitated a community meeting 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, Threats) analysis of Atlantic. Then, they focused on services the library could provide to improve the community. Each participant voted, identifying which of the eighteen service responses would be most beneficial to Atlantic. The Library Board then analyzed these results and identified the following service responses to focus on for strategic planning:

- Know Your Community: Community Resources and Services
- Create Young Readers: Emergent Literacy
- Learn to Read and Write: Adult and Family Literacy
- Make Career Choices: Job and Career Development
- Satisfy Curiosity: Lifelong Learning

The Trustees used these service responses as the foundation for the strategic plan. This plan outlines goals, objectives, and activities that will help library staff meet the needs identified during the committee meeting. The Atlantic Public Library Strategic Plan is submitted as a written endeavor to accomplish the goals set forth by the community committee members.

Community Planning Committee Members

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Diane McFadden - Adult Services Librarian

Katlyn Mudd - Youth Services Assistant
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Mission Statement

The Atlantic Public Library sparks the community through programs, outreach, and opportunities providing literacy resources to enhance personal achievement and satisfy curiosity.

Tag Line

Spark Ideas

Service Responses, Goals, and Objectives

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.

GOAL 1: Residents will rely on the library for community information.

- Create a policy for the bulletin board and for displays – 2017
- Create a page on the library's website linking to community resources – 2018
- Reach out to community resources to use the display cases in the library to promote their services – create a schedule of resources for the entire year – 2018
- Training and educating ALL staff to know where and how to find community resources – 2018
- Create a more accessible flyer/information area – 2019

GOAL 2: Residents will have exposure to the library as a community asset.

- Partner with the Chamber of Commerce to work at/with community events – 2017
- Advertise in the newspaper and radio for library services and events twice a month – 2018
- Promote the library in the community with brochures and information – 2019
- Partner with at least 8 community organizations to promote their services/events – 2019
- Have a presence at a majority (70%) of community events in Atlantic – 2020

Create Young Readers: Emergent Literacy

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

GOAL 1: Babies and toddlers from birth to 2 will have programs and services available designed to develop an early love of reading.

- At least twice per year, offer Hug-a-Book programs/events where participants get a book to take home and enjoy a variety of programs to engage them – 2018
- Offer a special library card for birth-6 years old – 2019
- Offer monthly Tummy time / Lapsit storytime – 2020

GOAL 2: Children ages 3 to 5 will have programs and services available that will ensure that they will enter school ready to learn to read, write, and listen.

- Initiate a Read Aloud 15 Minutes program – 2017
- Provide monthly outreach to preschools, Ann Wickman, and Head Start – 2017
- Partner with schools by participating in Kindergarten Round-up – 2018
- Create at least 4 activity kits for check-out to families geared towards early literacy – 2018
- Purchase a sensory table and change display at least twice a year; incorporate developmental games and toys for use in the children's department after the initial year – 2019
- Initiate a 1,000 Books Before Kindergarten program – 2020
- Increase storytime attendance to at least 15 participants – 2020

GOAL 3: Parents and daycare providers caring for children from birth to five will have programs and services designed to ensure that they have the resources they need to foster a love of reading at an early age.

- At least once a year, attend continuing education classes for daycare providers to promote library services – 2017
- Increase homebound delivery to at least 4 additional home daycares – 2018
- Twice per year, partner with area agencies like WIC to provide library information to families – 2019
- Create and distribute a "Welcome Kit" for new parents in partnership with the county hospital – 2019

Learn to Read and Write: Adult and Family Literacy

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

GOAL 1: Adults and teens will have programs and services they need to improve their digital literacy skills.

- Offer monthly technology help desk / genius bar sessions – 2017
- Partner with IWCC, Atlantic Community School District, and / or ISU Extension to offer at least 2 classes per year on reading & writing computer code – 2018
- Partner twice a year with IWCC to offer at least 4 computer classes for beginners – 2018

GOAL 2: Adults and teens will have programs and services they need to improve their literacy skills.

- Each September, celebrate Adult Literacy month by providing a program and offering a reading challenge – 2017
- Add at least 30 hi-low titles per year to the adult collection that offers materials targeting lower reading ability but at-age-level interest – 2019
- At least twice per year, partner with organizations to offer literacy tutoring or classes in the library – 2019
- At least once per year, work with high school and other organizations (IWCC, Chamber, etc.) to identify potential candidates for literacy services – 2019

GOAL 3: Adults and teens will have the programs and services they need to develop new literacy skills.

- Offer at least 6 sign language classes each year – 2018
- Partner with community agencies to offer classes on at least 8 different topics (banking, shopping, basic car care, etc.) each year – 2018
- Create a local / regional resource list for adults, teens, and families looking to improve skills or learn new ones – 2019

GOAL 4: Families will have the programs and services they need to improve literacy skills in a multigenerational environment.

- Every fall, provide training for homeschool and daycare providers on databases and library services – 2018
- At least once per year, work with Parents as Teachers to demo/encourage reading as families – 2018
- Create a reading / activity log for families for Summer Reading – 2019
- At least one time each year, offer family reading / writing programs which create competition within families with 1st – 3rd graders – 2020

Make Career Choices: Job and Career Development

Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

GOAL 1: Jobseekers will have the resources necessary to find employment.

- Add the Occupational Guide Handbook to the library website – 2017
- Partner with Iowa Workforce Development to train staff how to use the IWD website - 2018
- Upgrade Brainfuse to add the JobNow feature that include interview coaching – 2019
- Create a job board in the library for jobs in the community - 2019
- At least once a year, promote e-resources & print collection aimed at job & career change /advancement – 2019

GOAL 2: Jobseekers will develop the skills necessary to find employment.

- Partner to host quarterly resume workshops – 2018
- At least two times per year, partner with Iowa Workforce Development to show the public how to use their website – 2018
- Every fall, host an information night partnering high school, IWCC, and others to provide training and support for financial aid and scholarships (finding & applying) – 2018
- Each year, coordinate and plan a Job & Career Fair in partnerships with community businesses, organizations, high school, and IWCC – 2019
- Each year, offer at least 2 classes on job hunting, interviewing, and negotiating salaries – 2019
- Each year, cultivate at least 1 partnership with a local business to create demand for job training and provide space for training – 2020

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

- Survey the community to learn the topics generate the most interest at least once every three years – 2017
- Create and maintain a resource list or database of presenters / guest lecturers with contact information, topics of interest, costs, availability, etc. – 2018
- Survey participants concerning their experiences at 80% of library programs – 2018
- Create a Promotion & Communication Checklist – 2018
- Create a schedule of events for promotion 4-6 months in advance – 2019

GOAL 2: Adults and teens will have programs and services which allow for the exploration of topics of personal interest and lifelong learning.

- Create at least six activity backpacks – 2017
- Every month, provide at least one program on a variety of topics including but not limited to lectures, hands-on activities, STEM, community tours, community education, etc. – 2018
- Increase Homebound services by 3% each year – 2019
- Have a display of relevant collection items present during teen and adult programs – 2020

GOAL 3: Children will have programs and services which allow for the exploration of topics of personal interest and fosters an early interest in lifelong learning.

- Offer at least 10 programs per year on a variety of topics including but not limited to hands-on activities, crafting, STEM, etc. – 2017
- Every month, provide at least one presentation or guest speaker on a topic of interest to children – 2018
- Have a display of relevant collection items present during youth programs – 2019