

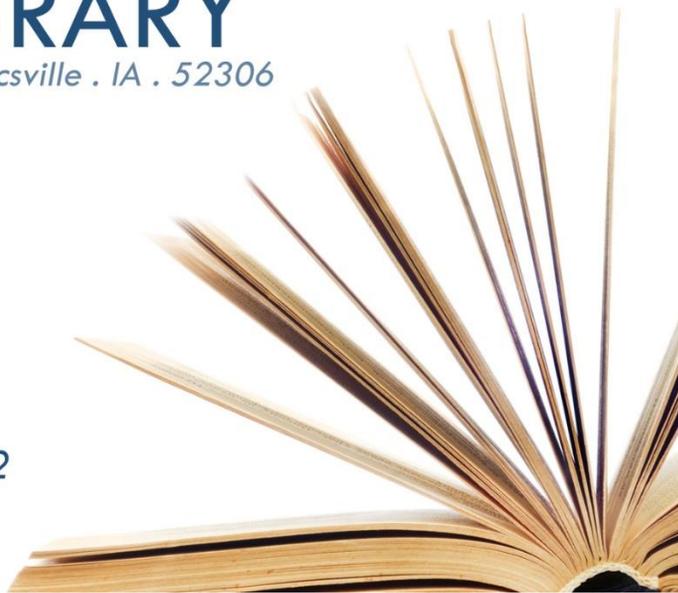
# STRATEGIC PLAN

# MECHANICSVILLE PUBLIC LIBRARY

*218 East First Street . Mechanicsville . IA . 52306*

**Effective:**

*July 2018 - June 2022*



*4 year plan*

Approved by the Mechanicsville Public Library Board of Trustees  
Wednesday, May 2, 2018

## COMMUNITY

Mechanicsville is in Cedar County in Eastern Iowa. The population of Mechanicsville has increased from 1,173 in 2000<sup>1</sup>; the population is 1,754 as of 2010<sup>2</sup>. The median age is 42.2<sup>2</sup> years and the population comprise 49.3% males and 50.7% females<sup>2</sup>. Residents of Mechanicsville are nearly all White with a minute percentage of Hispanic, Latino, Asian, or African Americans. English is the predominate language.

The children of Mechanicsville attend school in the North Cedar School District with the elementary school in Mechanicsville and the Jr./Sr. High School in Clarence, IA. Many students open enroll to other nearby schools; Tipton, Lisbon and Mt. Vernon being the primary schools students open enroll in. Approximately 20.4% of the population is school age and 5.9% are preschoolers.<sup>2</sup>

There are a couple of daycares in town and a small percentage of citizens homeschool their children. Residents participate in three local churches and several community clubs and groups.

Mechanicsville is primarily a bedroom community with a small number of local businesses and employers. Such businesses include a bank, a bar, a chiropractor, an art studio, a spa, a beauty salon, a care center, a post office, a convenience store/gas station, a phone company, a CPA, apartments, and various car, carpentry, woodwork, and farm services. Median income (\$57,639) is above state averages (\$54,570)<sup>3</sup> and unemployment is below the state average (Mechanicsville 1% v. State 4.5%)<sup>4</sup>, with cost of living lower than the state average.

Citizens have access to information in a variety of formats including area newspapers, cable access channel and internet provider.

### CENSUS 2000

<sup>1</sup> DP-3 PROFILE OF SELECTED ECONOMIC CHARACTERISTICS: 2000 | Mechanicsville

AMERICAN FACT FINDER | UNITED STATES CENSUS BUREAU

<sup>2</sup> DP-1 PROFILE OF GENERAL POPULATION AND HOUSING CHARACTERISTICS: 2010 | 2010 Demographic Profile Data

<sup>3</sup> S2503 FINANCIAL CHARACTERISTICS | 2012-2016 American Community Survey 5-Year Estimates (Iowa & 52306)

<sup>4</sup> S2301 EMPLOYMENT STATUS | 2012-2016 American Community Survey 5-Year Estimates (Iowa & 52306)

## LIBRARY

The Mechanicsville Public Library building formally opened May 7, 1947. It has moved twice, first in April of 1956 and then to its current location in 1964. There have been two expansions to the current library. The first was in 1981 where the library expanded to the East, then again in 1998 the library expanded to the West. In 2012 an outdoor space was created with help from an Eagle Scout and several residents.

Four employees keep the doors of the library open 34.5 hours each week with morning, afternoon, and evening hours throughout the week, and Saturday hours. The library provides books, periodicals, games, visual and audio materials, crafts and more. Also provided are online databases, downloadable audio books, eBooks, programs include summer reading programs, S.T.E.A.M. Makerspace Cart, copy services as well as five public access computers.

The library's staff is pleased to provide a welcoming and comfortable space for all ages to enjoy as well as creative programming such as a Makerspace. Mechanicsville Public Library offers events and programs based on the needs and schedule of community members. The library is accredited at Tier 3, the highest level possible, by Iowa Library Services. The staff appreciates the financial support provided by the city, county, and state governments and the diligent work of the library's trustees.

## STAFF

Meredith Dehmer  
*Director*

Jane Pini  
*Assistant Director*

Carrie Albaugh  
*Library Aide*

DJ Stull  
*Library Aide*

## TRUSTEES

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## THANK YOU

Mechanicsville Public Library Board of Trustees and Staff want to thank all the community members, users and non-users, for taking the time to participate in our survey. The information gathered from your responses directly relate to our Strategic Plan presented in this document.

## MISSION

The mission of the Mechanicsville Public Library is to strengthen the community by providing an inviting, dynamic environment with access to services that support the enrichment, education, and empowerment of its residents.

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## SELECTED SERVICE RESPONSES

### SERVICE RESPONSE | SATISFY CURIOSITY

#### Lifelong Learning

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

#### GOAL 1: CHILDREN WILL DISCOVER THE JOY OF READING AND BECOME LIFELONG LEARNERS.

**Objective 1:** Completion rates for the library's Summer Reading Program for youth will increase by 5% by summer of 2021.

**Objective 2:** By FY20 an early childhood reading program will roll-out and see 75% of participants "graduate"/complete the program within 3 years.

**Objective 3:** FY21 Parents and caregivers will have access to physical and digital resources to help prepare their children for learning.

#### Strategies for Staff

- Develop and offer "1000 Books Before Kindergarten" or similar program. Plan milestone incentives and "graduation" prize.
- Provide regular youth programs that promote learning about the world around them through stories, crafts, and interaction with others.
- Summer 2018 establish a baseline of summer library program registrants and number who completed the program. Provide a clear guideline as what qualifies as registering and completing the program.
- Summer 2019 provide online registration for summer programs.
- Rework library website Children's Page to be more attractive and a great source for both parents and children.
- Ensure staff is well trained and promotes our library's e-resources for children and their caregivers. (ABCmouse, Tumblebooks, Library website, and Bridges.) Develop a training checklist that ensures staff's basic knowledge and understanding of these offerings.
- Collaborate with Iowa State Cedar County Extension office to offer regular programming at the library for young children and their caregivers.
- Continue daycare deliveries and work with daycares to incorporate additional services.

## GOAL 2: TEENS/TWEENS WILL FIND MATERIALS, PROGRAMS, AND INTERACTIVE EXPERIENCES TO ENHANCE THEIR CURRENT INTERESTS.

**Objective 1:** By 2021 Tweens/Teens will have a Teen Advisory Board that meets regularly to help guide library to build a collection and programming around their interests.

**Objective 2:** FY19 establish one or two Book Groups for these age ranges.

**Objective 3:** 75% of program participants will have positive responses to programming offered.

### Strategies for Staff

- Develop marketing materials promoting library card registration and library programming for this age group.
- Provide patron demonstrations of library e-resources. Present these resources in the form of games & challenges that let this age group discover all that the library provides while having fun.
- Collaborate with local leaders and organizations to give presentations to encourage community ties and to allow teens to gain knowledge of real world opportunities.
- Plan 3-4 Tween/Teen events annually.
- Using *Project Outcome* start collecting feedback from this age group about the programs and services the library offers.

## GOAL 3: ADULTS WILL HAVE RESOURCES AND PROGRAMS THAT INFORM, ENTERTAIN, ENGAGE, AND INSPIRE.

**Objective 1:** 75% of program participants will have positive responses to programming

**Objective 2:** By FY21 the library website will be updated to better inform, engage, and inspire adults in the community.

### Strategies for Staff

- Develop marketing materials promoting library card registration and library programming.
- Provide patron demonstrations of library e-resources.
- Staff training of library e-resources. (Bridges, Gale, Learning Express, Card Catalog, Credo, etc.) Create opportunities for online learning opportunities as well as hands-on learning. Develop a training checklist that lists various e-resources and online services library staff should have working knowledge of.
- Perform regular surveys of current interests to maintain a collection that is relevant to our adult community.
- Look in to the “Great Courses” collection to find self-directed courses residents can educate themselves in the comfort of their own homes.

- Ensure staff is well trained and promotes our libraries participation in the Inter-Library Loan program. This is a critical resource for smaller libraries to ensure patrons have access to materials to encourage lifelong learning.
- Collaborate with Cedar County Historical Society to provide adult programming opportunities.
- Collaborate with community leaders and organizations to promote community understanding and opportunities to get involved for adult residents.
- Provide adult programming that encourages social interaction and lifelong learning. (Possibilities include book talks, knitting, arts, speakers)
- Using *Project Outcome* start collecting feedback about the programs and services the library offers adult residents.
- Continue outreach efforts to ensure homebound residents have access to library materials to encourage lifelong learning.
- Create a Library Policy on Homebound Services.

## SERVICE RESPONSE | CONNECT TO THE ONLINE WORLD

### Public Internet Access

**Mechanicsville residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the internet.**

## GOAL 1: EVERYONE WHO NEEDS AN INTERNET CONNECTION WILL KNOW IT IS AVAILABLE FOR FREE AT THE LIBRARY AND IS ABLE TO USE IT.

**Objective 1:** FY19 library will encourage community's use of library internet access through regular promoting and marketing both online and in print.

**Objective 2:** By FY21 Library staff will be able to troubleshoot minor wi-fi/internet connection fails to ensure public's online access through the library. We should see a decrease in customer dissatisfaction with lack of ability to solve the issue.

### Strategies for Staff

- Ensure staff is well trained and promotes our libraries public computers and wi-fi access.
- Keep public equipment working, current and attractive to encourage use by the community.
- Review Library Internet Policies.
- Research software that tracks number of wi-fi users daily.
- Promote website and internet access on front window with signage.

## GOAL 2: PATRONS WILL HAVE BETTER ACCESS TO DIGITAL RESOURCES AND CONNECTIVITY.

**Objective 1:** By FY20 Library will have upgraded fiber internet connection.

**Objective 2:** Starting FY19 library to develop Staff Training checklist for all computer related equipment to ensure all staff has a basic understanding of equipment and be able to do minor troubleshooting.

**Objective 3:** FY19 Library to begin planning and implementing basic classes on using the internet including: creating an email address and various search methods.

### Strategies for Staff

- Work with Mechanicsville Telephone Company to ensure fiber upgrade is completed at the library to stay current with rest of the community.
- Work with local computer consultant to ensure library is staying current with public offerings with the public computers.
- Continue to protect equipment with proper anti-virus on all computers and Reboot Restore software on Public computers.
- Maintain current Microsoft Office Products so patron can be as productive at the library as they would be at work, school, or home.
- Research TechSoup to provide other creative offerings for patrons' digital experiences at the library at an affordable price.
- Review Library Computer Policies regarding time limits, technology upgrade cycles.
- Survey residents to see what sorts of training they might like to have offered and see if that is in our range of ability to develop. If not, look for an expert who might like the opportunity to do a instructional training.
- Collaborate with speakers to discuss internet safety or similar programs.
- Review library physical collection for materials on being safe online.

## SERVICE RESPONSE | VISIT A COMFORTABLE SPACE

### Physical and Virtual Spaces

**Mechanicsville residents will have safe and welcoming physical places to meet and interact with others or sit quietly and read and will have open and accessible virtual spaces that support networking.**

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## GOAL 1: RESIDENTS WILL FIND A WELCOMING AND SAFE SPACE THAT SERVES AS AN ANCHOR FOR THE COMMUNITY.

**Objective 1:** Starting in FY19 address with city council future options to improve/get a new library space to provide more community services and offerings.

**Objective 2:** FY19-FY22 Library will improve outdoor spaces to support use by Mechanicsville residents of all ages.

**Objective 3:** FY19-FY22 Library will freshen up the look of the interior and exterior to encourage residents to stop in and see all that the library has to offer.

### Strategies for Staff

- Review hours of operation to best fit the needs of the community and comply with the Iowa Standards.
- Work with city to address building façade. Painting, awning, trim work, metal cladding, ramp & railing. Community survey noted main street look needs to be improved.
- Address pigeon problem at front entrance. Their roosting on the window sills create a mess below that patrons need to walk over/through to enter library.
- Review costs for vinyl signage on windows to indicate “Library”, quote or two and website address.
- Repair cracks in walls and prime and paint all white trim.
- Give library a fresh coat of paint throughout. Review color schemes.
- Review carpet/vinyl flooring for repairs and updates.
- Look for a space to hang a community bulletin board.
- Improve outdoor lighting.
- Upgrade outdoor furnishings (benches) to enhance use.
- Review with City Council the need for an exhaust fan in the bathroom.
- Review with City Council and City Attorney allowing patrons after hours to bring their own wine/beer to movie or other adult (over 21) activities.

## GOAL 2: LIBRARY WILL PROVIDE A FLEXIBLE AND ADAPTABLE PHYSICAL SPACE THAT IS ACCESSIBLE TO ALL RESIDENTS AND ADEQUATELY SUPPORTS COLLECTIONS AND SERVICES.

**Objective 1:** Annually review space for best flow and accessibility. Look at current trends in library services and watch for opportunities to implement those trends in our space.

**Objective 2:** By 2022 library to be outfitted with new modern seating & tables.

### Strategies for Staff

- Perform a general Space Needs Assessment of library space inside and out.

- Based on rate of circulation of magazines, remove current magazine racks and replace with smaller wall racks.
- Research opportunities for a “quiet” mobile work station(s) with internet access away from Teen and Public Computer Stations.
- Procure new seating for computer stations.
- Procure new general seating. New seating should fit in with tables and be very flexible in terms of storage.
- Procure updated lounge/reading seats. Colors should be neutral to be used in any area of the library as may flex. Review Iowa Standards for minimum quantity required.
- Procure new tables that invite patrons to work, study and socialize. Tables should have locking casters and adjustable leg heights to have the flexibility to work for various programs and areas in the library.
- Relocate TV screen to better accommodate movie showings.
- Research need for rolling task tables that could be used around library for patrons with their own devices.
- Install blinds/shades at front windows to cut down on harsh sun reflections and to dim the library for daytime movie showings.

### GOAL 3: RESIDENTS WILL BECOME FAMILIAR WITH THE LIBRARY’S VIRTUAL SPACES.

**Objective 1:** By FY21 Create a user-friendly Library Website that residents want to use for various online resources and staying aware of library programs and services.

**Objective 2:** By 2020 Library staff will be able to assist residents on how to use and access various library digital resources that can be found on the Library Website.

#### Strategies for Staff

- Director to layout template for Library Website (based on current layout) with specific ideas for content.
- Work with District LRT to determine best PLOW Theme to allow different devices to easily view our page.
- Promote Library’s Facebook Page for quick updates and current programs being offered.
- Staff training of library e-resources. (Bridges, Gale, Learning Express, Card Catalog, Credo, etc.) Create opportunities for online learning opportunities as well as hands-on learning. Develop a training checklist that lists various e-resources and online services library staff should have working knowledge of.