

**Pella Public Library**  
**Plan for Service**  
**2013-2018**  
**Adopted June 11, 2013**

**Mission Statement:**

The Pella Public Library provides services and resources to enrich personal lives and provide for self-education. Through the library, users of all ages may:

- experience the joy of reading;
- learn throughout their lives;
- find, evaluate and use information in a variety of formats;
- better understand their personal and community heritage; and
- meet and interact with others.

**Goals**

**I. The residents of the Pella area will have the programs and services they need to foster, stimulate, and encourage their interest in reading and lifelong learning.**

1. Implement a second overdue notice for patron convenience (December 2013)
2. Offer programming that emphasizes early literacy (June 2014)
3. Improve customer service through staff training and improved signage (December 2014)
4. Analyze staffing issues, report findings, and suggest solutions (December 2015).
5. Investigate and report on the feasibility of the following survey requests: 1. extending check out times, and 2. changing or adding to hours open (June 2015)
6. Offer innovative programming for adults and families e.g. game nights, classic movies (June 2016)
7. Compile and make available community referral information (June 2017)
8. Outreach to special populations (homeschool families, ELLs, new residents, exchange students, daycares) (Ongoing)
9. Partner with schools and other community entities (Ongoing)
10. Provide timely staff training (Ongoing)

Measures:

- a. The number of children earning a prize during the Summer Reading Program will be maintained at the current level or increase.
- b. Attendance at library programs will be maintained at the current level or increase.
- c. The library staff will conduct at least 12 outreach programs per year.
- d. The library will offer at least 6 programs per year on lifelong learning topics.

**II. The library will provide the technology necessary to support the recreational, informational and learning needs of its users.**

1. Implement a new filtering solution. (December 2013)
2. Investigate mobile applications and report findings. (June 2014)
3. Evaluate the need for wireless Internet hardware upgrades as mobile use increases. (December 2014).
4. Research the feasibility of adding a color copier. (December 2015)
5. Investigate an OPAC upgrade through Millennium or open source software. (December 2016)
6. Implement debit/credit cards as a payment option. (December 2017 or as soon as the City proceeds)
7. Complete the series cataloging project. (June 2018)
8. Look for ways to better accommodate technology users by providing appropriate furniture, additional outlets, dedicated space, etc. (Ongoing)
9. Maintain adequate technology infrastructure (Ongoing)
10. Serve the patron need for technology-related information and in-depth assistance through technology fairs, technology consulting hours with staff or volunteers, additional how-to guides on the website, etc. (Ongoing)
11. Expand online services, such as reader's advisory, author alerts, online book clubs, online summer reading program, allowing patrons to post online reviews. (Ongoing)

Measures:

- a. The library will offer at least 1 technology fair or similar event per year.
- b. The library will add or update at least 10 "how to" guides to our website (how to use OPAC, WILBOR, etc.) over 5 years.
- c. The number of people accessing the Internet via library devices or using the library's wireless service will increase 2% over five years.
- d. The library will offer computer training classes at least annually.
- e. Visits to the library website will be maintained at the current level or increase.
- f. The library will offer at least one new or improved online service per year.

**III. Residents of the Pella area will have access to library materials that meet their needs for information, lifelong learning, and recreational reading, listening, and viewing.**

1. Expand the digital magazine collection if usage statistics warrant. (December 2013)
2. Use collection analysis to guide purchase decisions and budget allocations. (June 2014)
3. Improve the audio book and music collections. (June 2015)
4. Expand/improve eBook offerings by investigating a different vendor or platform for eBooks and/or seeking opportunities for collaboration with other libraries or consortia. (June 2016)
5. Expand downloadable offerings to include music and video, if financially feasible. (June 2017)
6. Maintain a vibrant, evolving collection that meets or exceeds state standards. (Ongoing)
7. Add new formats/collections/databases as appropriate and financially feasible. (Ongoing)

Measures:

- a. Circulation of downloadable materials will be maintained at current levels or increase.
- b. Circulation of physical materials will remain in the top 10% for libraries of our size in Iowa.
- c. The library will meet state accreditation standards for acquisition, weeding, collection size, and collection scope.

**IV. Residents of the Pella area will have access to library materials, programs, and services that meet their desire to know and better understand their personal and community heritage.**

1. Weed and catalog the vertical file collection. (June 2015)
2. Weed and catalog the Dutch language collection. (June 2016)
3. Pursue microfilming and/or digitizing project(s). (Ongoing)
4. The library will maintain the Heritage Room collection as appropriate. (Ongoing)

Measures:

- a. The library will offer at least one program per year that focuses on genealogy research or local history.
- b. The Genealogy Club will meet at least 8 times per year.
- c. By 2018, all back issues of the Pella Chronicle will be digitized and available online.

**V. The library will be a community meeting place and a place for the exchange of information and ideas.**

1. Promote/advertise the monthly displays in the display cases. (December 2013)
2. Plan for the replacement of light fixtures and include in the CIP budget. (December 2013)
3. Add an additional board book bin or other face-out shelving. (June 2014)
4. Investigate sound proofing the study rooms. (December 2014)
5. Move and improve the Teen area. (June 2015)
6. Recommend signage improvements. (June 2016)
7. Conduct a user satisfaction survey. (December 2016)
8. Add Early Literacy play areas. (June 2017)
9. Budget for a building consultant or architect to assess the need for a building remodel or addition to meet changing needs, such as a technology commons or makerspace. (June 2018)
10. Continue to market and brand the library and its services to increase community visibility, including working with Geisler Library staff to inform Central students about the services offered at the Public Library; addressing community growth; and encouraging library staff involvement in community groups. (Ongoing)

Measures:

- a. Visits to the library will be maintained at the current level or will increase.
- b. Use of the library meeting room by outside groups will be maintained at current levels or will increase.
- c. Use of the library study rooms will be maintained at current levels or will increase.
- d. 80% of respondents to the user satisfaction survey will indicate they are satisfied or very satisfied with the library.

**Adopted by the Pella Public Library Board of Trustees on June 11, 2013.**