



Strategic Plan 2018-2023

Background

The library's planning process began in 2016 with two community focus groups: one with Johnston residents and one with Library staff. Attendees were asked to share aspirations they had for the Johnston community and how the Library might play a role in achieving them. With this input, the Library Board created a new mission statement and Library staff developed a number of practical objectives for the next several years.

We're excited about the direction this plan points us in—where we continue to improve existing collections and services while developing new initiatives that help us better serve a growing and changing community. We are not done listening. The plan will continue to evolve as we learn more about our patrons, about the Johnston community, and about the world at large in the coming years. We hope you will join us on the journey.

Eric Melton, Library Director

MISSION:

Promoting discovery. Inspiring creativity. Engaging community.

STRATEGIC THEME #1

Promoting Discovery

We believe that a healthy community depends on broad and equitable access to information and help finding and understanding that information.

- The library will promote discovery by:
 - Helping patrons overcome economic, educational, and other barriers to information by providing access to technology and learning opportunities
 - Making staff expertise more accessible—particularly in the areas of early literacy, research, and reading
 - Ensuring library collections, services, and spaces support the diverse interests and needs of our community
 - Expanding and promoting outreach initiatives

Promoting Discovery: Objectives 2018-2020

Spaces
Establish a more family- or parent/child-friendly place to use a computer
Explore sound dampening for noisy areas
Create more "nooks" for quiet reading or studying
Public Awareness
Continue to grow awareness about the Johnston Public Library through the weekly e-newsletter, Facebook and instagram posts, and <i>Des Moines Register</i> and <i>Johnston Living</i> articles
Develop a web page for that includes examples of Youth Services activities—from weekly storytimes and other programs—that can be replicated at home
Offer JPL brochures and other staff-created informational materials in multiple languages
Explore creation and distribution of library "welcome packets" for people new to the U.S. or new to Johnston
Start a library Youtube channel

Offer JPL brochures and other staff-created informational materials in multiple languages
Content/Collections
Explore new ways of analyzing circulation and collections to ensure selections are meeting patron needs
Circulate pre-loaded tablets/e-readers for the technologically- or visually-impaired
Analyze the Youth Services collection to ensure it reflects an array of perspectives
Examine the Young Adult collections for materials better suited to the Juvenile collections
Develop blog posts, pathfinders, or other kinds of online content that directs patrons to resources on a particular topic
Work with the Johnston Historical Society to digitize local history content and make it available online
Start a "Hot Picks" collection of new materials where one copy of a popular title goes on display when available and cannot be held
Move the Reference Collection into the circulating collections
Review cataloging of older (still relevant and still circulating) materials to improve consistency of search results
Review standing orders with vendors to streamline ordering process
Refine metadata in bib records to improve filtering for audience, material type, and subjects
Build a collection of "rapid reads" titles for adults learning to read English
Technology
Explore online fine payment options
Add additional public PCs
Programs / Services
Offer notary services
Establish regular afterschool programming, particularly on early out days
Make videos of storytimes and other programs available online
Hold more children's programs outside the library—at local businesses, schools, and other organizations

STRATEGIC THEME #2

Inspiring Creativity

We believe that learning and creating are complementary and that individuals thrive when they have ways to express themselves.

- The library will inspire creativity by:
 - Collecting and promoting foundational and practical resources in the sciences and humanities
 - Providing access to creative tools and technology
 - Offering opportunities for personal instruction
 - Designing spaces and developing programs that encourage creative play

Inspiring Creativity: Objectives 2018-2020

Spaces
Explore creating a space for older teens (ages 13-18)
Programs / Services
Explore patron-led audio projects including collecting oral histories, of Johnston residents
Technology
Establish a space to permanently set up the library's virtual reality technology
Collaboration
Explore collaborations to offer coding and other technical instruction at the library

STRATEGIC THEME #3

Engaging Community

We believe that citizens learning more about each other and the place they live strengthens the community and empowers individuals.

- The library will engage community by:
 - Seeking partnerships that benefit library patrons and the community at large
 - Expanding and promoting the library's local history collections
 - Offering information about local organizations and services
 - Providing opportunities for patrons to explore the history and culture of Johnston's minority communities

Engaging Community: Objectives 2018-2020

Spaces
Explore creating a space for older teens (ages 13-18)
Public Awareness
Increase knowledge about JPL volunteer program and communicate effectively to volunteers and staff
Content/Collections
Create a page on the library's website that contains information about community services, activities, and places
Create a community information kiosk that includes information about community services, activities, and places
Explore options for maintaining history of JPL in both digital and print formats
Programs / Services
Organize programs that showcase a particular country or culture
Explore programs or other activities that strengthen the library's relationships with underserved populations including immigrants and those that live adjacent to the library
Collaboration
Explore collaborations to offer free tax help at JPL

Explore collaborations to offer free homework help
Collaborate with EMBARC, Goodwill, United Way, and others to explore ways of serving immigrants and other minorities better