



Long Range Plan

2022-2027

Completed April 2022



Bondurant Public Library Long Range Plan 2022-2027

Goal 1: Strategically Expand External Marketing/Communications

Focus Group Conclusion: Library marketing is not reaching a significant portion of the community.

How Goal 1 improves library service: The library currently provides excellent services that the public may not be aware of, and the library may not be utilizing the most efficient and effective channels to communicate those to the public. Formalized plans and processes are necessary to deliberately focus staff time on maximizing marketing efforts.

Objective 1: Establish a Marketing Plan

Project 1: Library Staff will research partnerships with Bondurant Chamber of Commerce and review established marketing plans.

Project 2: Determine assessment values and incorporate Long Range Plan goals into Marketing Plan.

Assessment: Track social media engagement, door count increases, new library cards and website hits.

Objective 2: Install Exterior Sign

Project 1: Develop/revise Bondurant Community Library's Display Policy to include electronic signage.

Project 2: Establish goals for digital sign usage.

Project 3: Solicit quotes from vendors.

Project 4: Partner with funding sources for purchase and installation of digital signage. Purchase and install digital signage.

Assessment: Track increase/decrease in program attendance over all demographics.

Goal 2: Increase Programming Attendance

Focus Group Conclusions: Library programming is underutilized.

How Goal 2 improves library service: Programming is a core function of public libraries, and are generally considered a basic service. In order to serve the entire community, it is important for libraries to be deliberate about where to concentrate resources when developing new programs. At Bondurant Community Library, programs for children and adults will continue to be treated as core services and be developed accordingly.

Objective 1: Increase All Program Attendance

Project 1: Library Staff will connect with libraries with successful programming.

Project 2: Develop and implement three new programs per each demographic (adults, new adults 18-30, children 0-2nd grade, youth 3rd grade to 12 grade).

Assessment: Track increase/decrease in programming attendees.

Objective 2: Develop patron feedback matrix for assessment

Project 1: Develop patron survey tools that can be used across all demographics.

Project 2: Develop avenues for distributing patron surveys with emphasis on sections of the community that do not normally frequent the Library's physical spaces.

Assessment: Feedback from the community that can be used for future programming planning.

Goal 3: Develop Outreach and Mobile Services

Focus Group Conclusion: Library services are not accessible to all.

How Goal 3 improves library service: In a city that is growing, neighborhoods will vary on their ability to access library services, and societal changes will provide challenges on providing services that are accessible by all.

Objective 1: Provide Service to at Least 5 Off-site Locations Per Year

Project 1: Develop schedule for pop-up libraries to be held in the community throughout the calendar year.

Project 2: Yearly assessment of viable outreach opportunities in the community.

Project 3: Develop relationships with outreach entities to provide programming.

Assessment: Track increases/decreases in outreach visits and attendance.

Goal 4: Increase Patron Awareness of Library Collections

Focus Group Conclusion: Library collection is underutilized.

How Goal 4 improves library service: Collections provide communities with the lifelong learning opportunities, in the format they need. Increasing use means the community is aware of these opportunities, and are taking advantage of them.

Objective 1: Increase Use of Collections

Project 1: Determine areas of the collection that report low circulation number.

Project 2: Determine collection development needs to boost low circulation in areas of the collection that report low circulation numbers.

Assessment: Track increase/decrease in circulation of targets areas.

Objective 2: Develop a Library of Things

Project 1: Assess community need/wants for the development of a Library of Things.

Project 2: Develop partnerships for purchase of items for a Library of Things.

Project 3: Procurement of items to be cataloged and circulated as a Library of Things.

Assessment: Track circulation on materials that are added to the collection as a Library of Things.

Goal 5: Staff Training and Development

Focus Group Conclusions: Not all library staff hold the appropriate State Library of Iowa endorsement, and the growing need for library services will require changes in staffing levels and training.

How Goal 5 improves library service: Every service a library provides relies on staff that is trained and available. To offer new services, staff requires time to learn, research, and develop the means, funding, and procedure to make them a reality. Like any service organization, the staff is the single more important resource available and should be supported as such.

Objective 1: Assess staffing needs each fiscal year.

Project 1: Convert Children's Librarian staff from part time to full time position.

Project 2: Assess additional part time staffing as needed.

Project 3: Assess need of temporary part time seasonal staffing for peak programming times.

Assessment: Track operations to determine if Library staffing is adequate.

Objective 2: Eligible Staff Attain State Library of Iowa Endorsements

Project 1: Identify Library staff training wants/needs for Endorsement Program possibilities.

Project 2: Determine staffing schedule to adequately rotate all eligible staff through the Endorsement program.

Project 3: Staff enrollment in State Library of Iowa Endorsement program.

Objective 3: Succession Planning

Project 1: Develop operations manual for all Library staff.

Project 2: Develop Building Maintenance manual.

Project 3: Develop Library Director manual.

Assessment: Track levels of Library staff endorsements. Track that all Library operations are documented.

Adopted: 4/2022