

**Robert W. Barlow Memorial Library
Long Range Plan
2018-2023**

MISSION STATEMENT:

The Mission of the Robert W. Barlow Memorial Library is to support lifelong learning by anticipating and responding to community needs for information, to encourage a desire to read, and enrich the quality of life.

The RWB Library serves as a provider of information for our community, using traditional and innovative technology to encourage curiosity and free inquiry in a friendly environment with a knowledgeable staff.

The Robert W. Barlow Memorial Library staff and board of trustees set forth the following goals for the next five years with annual reviews and updates.

COLLECTION

Print Materials:

As stated in our collection development policy, selection is based on the merits of a work in relation to the needs, interests and demands of the community. The RWB Library supports and is supported by the American Library Association's Library Bill of Rights, Freedom to Read, and Freedom to View statements which affirm that free and convenient access to ideas, information, and the creative experience is of vital importance to every citizen today.

The RWB Library will continue to inspire learning and reading when selecting relevant, diverse and entertaining materials. We will continue to add and promote Magazines, Newspapers, Fiction and Non-Fiction best sellers, Christian Fiction, Reference Materials, Graphic Novels, Juvenile Reading Material, and Young Adult Fiction and Non-Fiction

Digital Content:

As technology changes and digital content (books, music, video streaming) becomes more available and easily downloadable to computers, phones, and other devices, the RWB Library will continue to work to include digital content to our collection. We will continue to monitor the digital collection; currently it is costlier than traditional materials. With consortia pricing allowing a bigger collection than we would have if we had to go solo, we are able to offer more to the public. This is one of the biggest areas of change for libraries today.

- **Genealogy Information** - Via Heritage Quest and Hardin County Newspaper Archive. Heritage Quest or any other genealogy research software will be pursued and maintained as interest and costs allow. The Hardin County Newspaper Archive will also be added to as copyright and budgetary limits allow.
- **Audio Books and eBooks** - Through a link on the RWB Library's website to Bridges, almost 40,000 copies of books available for all ages to check-out to library card holders. Bridges is gradually adding movie streaming to their site. Staff will continue to assist with and promote Bridges. We will also continue to add best-selling fiction and non-fiction audio CDs as budget allows or donations from the Friends of the Library.
- **Music** - We currently don't have a free music downloading site. We previously had Freegal, but it was not used as much as we would like and the cost was prohibitive. Other Beacon libraries have the service available through their website, which RWB Library patrons can access with their card. If a cheaper alternative were to come available, RWB Library would entertain bring music back to our website.
- **DVDs** – We will continue to add to our growing DVD collection, with content for all ages. We will continue to follow the trend of popular TV series as well as box office movies.
- **Language instruction**— The RWB Library does not currently offer a language instruction link. Other beacon libraries offer a language instruction link, which RWB Library patrons can access with their library card. If a cheaper alternative were to come available, RWB Library would entertain bringing language instruction back to our website.
- **Online Magazine Access** - We currently offer Ebsco, a low cost database linked on our website. Ebsco provides access to magazine and academic journals. RWB Library will continue the Ebsco subscription as long as the State of Iowa Library Services continues to subsidize its expense. The RWB Library will always been open to exploring other online magazine sites such as Zinio and Magster.
- **Educational Databases**- We currently have The Learning Express, a free database linked on our website that provide general subject study, citizenship pretests, and entrance exam prep. We also link to a free educational career site, Enrich Iowa. As funds and need allow, RWB Library will continue to pursue and make online databases available through our website.

Foreign Language Materials:

The RBW Library recently used grant funding to start a small Spanish Language Collection – adult, children's, periodicals and DVDs. The program did not see a high amount of circulation. The current plan will be to keep the collection at its current size. The collection will be monitored to see if more materials need to be added in the future.

- **Spanish Language materials** – Will possibly expand upon demand and with grant funding. We will continue to promote the collection in areas where

Spanish speaking individuals frequent. More signage can be added to promote the collection.

- **Foreign Language Reference materials** – We will continue to monitor and update our language reference materials in print and audio forms.

Non-Print Materials:

The RWB Library will continue to develop our non-print, or “special collections”. The future of libraries will be to provide materials outside of books and periodicals. The RWB Library currently offers puzzles, games, coloring materials, puppets, ice skates and bicycles. The RWB Library will always be on the lookout for new materials to incorporate into our collection.

- **Bicycles** – We will continue to aggressively maintain and promote the Book-A-Bike program. New bikes and equipment will be considered each year to keep the collection relevant. More fundraising would be considered in the future if needed.
- **Ice Skates** – We will work with the Winterfest committee to provide a generous supply of skates for a range of sizes.

SERVICES

The RWB Library will seek to promote the library as a community information center with services and programs for the entire community. Promotion will follow traditional methods such as the local newspaper, radio, social media and via the website. The RWB Library will work toward establishing the following services for our library patrons:

- **Online Presence/Website** – The RWB Library will be available to the public 24/7/365 through the new library website: iowafallslib.com.
 - Continue to post relevant links to community and state information.
 - Use Facebook and other social media platforms to promote library services.
- **Community Involvement** - Continue to build collaborations with other area libraries, organizations and other interested parties.
 - Host and support the community reads program, ONE BOOK.
 - Participate in and support the Iowa Falls Book Day, formerly known as Read Across America.
 - Host and collaborate with Iowa Falls Chamber/Main St on the Iowa Falls Art Walk or any other community activities.
 - Prepare book tubs for day care facilities, preschools, and schools as requested by teachers and providers.
- **Summer Reading Program** – Continue to look for new and exciting ideas for the program each year, not always depending on the ideas set forth by the State Library Services.
 - Director to meet with Youth Services Librarian for brainstorming session of new ideas each year, along with input from staff and board.
 - Engage with community to provide local programs.

- Solicit local businesses and organizations for donations as needed.
- **Teen/Tween Programs** - For middle school age children and teenagers. This population has been underserved by the library, and we will continue to be open to ideas on how to engage with this group
 - Continue to collaborate with Riverbend Middle School book club.
- **Children's Programming** – Will continue to be on the look for new and innovative programs, including such areas as art, science and technology.
 - Story Time Programming
 - We have established a program with high-demand from parents and caregivers of toddler age children through preschool.
 - Continue to develop programming consistent with play, movement and creativity.
 - Lego Club Programming
 - Continue with the club on the early out Wednesday and Summer Reading Program, with help from teen volunteers.
 - Consider hosting special Lego Club events.
 - Lean on grants and The Friends of the Library to provide new kits as well as technology driven kits.
- **Adult/Family Programming**
 - Continue to promote Yoga, Book Club and the Writers' Group, while investigating new ideas for programming
 - Consider programming for retired persons – card club, game club, puzzle nights.
 - Consider more one time programs for the library – nature, genealogy, author visits, travel info, or any instructional class.
 - Consider Tech classes as instructors become available.
 - Plan for future Parent's Pot luck if interest in shown.

EQUIPMENT/TECHNOLOGY

The RWB Library will seek to provide relevant and up to date equipment for the public. Our goal is to have an eye on technology and the needs of our patrons. The library will continue to replace equipment on a regular schedule, ensuring we have the most up to date equipment as funding allows.

- Replace staff and public computers on a rotating basis of every 4-5 years
- Continue to provide high speed internet and Wi-Fi. Provide security to the library's network with staff passwords. Continue to turn off the Wi-Fi connection when the library is not open to prevent the illegal downloading of material.
- Be open to adding Apple products to our selection of patron computers, including iMac desktops and iPads.
- Provide innovative printer options, including the possibility of adding 3D printers.
- Research options involving cell phone charging stations and hot spot check out.
- Be open to re-implementing and expanding the eReader program.
- Consider laminators and other business machines.

BUILDING

The RWB Library staff and board will strive to maintain a clean, tidy, safe and comfortable building and property. As the building ages, all means necessary should be taken to keep fixtures up to date, mechanicals maintained and the property well-manicured. Consider exploring ways to increase the use of the library's collaborative spaces.

- **HVAC System** – Continue to monitor with an annual boiler inspection and every other year inspection of controller system. As the boiler continues to age, a replacement of the boiler system and computers will need to be added to the CIP requests.
- **Bathrooms** – Keep the plumbing systems in proper order to avoid any over usage of water. Consider non-automatic flushing toilets at time of replacement. Consider adding hand dryers and large waste receptacles.
- **Lighting** – Continue to update to LED as funds and grants allow.
- **Landscaping** – Negotiate with city to allow for more maintenance provided by the Parks Department. Add to budget each year for replacement and maintenance of landscaping.
- **Solar Panels** – Be open to the idea of adding solar panels as funds allow.
- **Furniture** – Continue to replace original furniture and fixtures as funding allows.
- **Art Work**- Always be open to the addition of new art work and art displays, especially from the local school's art departments.

STAFF

- **Continuing Education** – Through the State Library Services and other educational services, the library will continue to support all staff in their pursuit of continuing education. From online classes to meetings with other regional librarians, collaborating with other libraries and librarians is a priority. The Library Director will achieve the required CE credits to maintain the Public Library Director certification from the Iowa Library Services.
- **Staff Development Days/Meetings** – As time allows, do at least 1-2 staff development days per year. Also host staff meetings when issues and events arise.
- **Director as Staff Advocate** – The Director will advocate for all staff members for fair salaries and benefits. The Director will allow for reasonable flexibility to staff for time off, while adequately staffing the library. For safety reasons, an evening shift will always be worked by two staff members.

GENERAL

- **Grant writing** – The RWB Library will continue to seek grants and alternative/additional means of funding for the collections and services. HCCEF, Barlow Family Foundation, Iowa Falls Community Chest, Alliant Energy Foundation and the Friends of the Library are organizations the library has received funds and grants in the past.
- **Governmental Outreach** – The Library Director will advocate for adequate funding and support from the city and county. The Director will attend city and county meetings as necessary and continue to maintain open and accessible relationships with city and county officials.
- **Accreditation** - The RWB Library will seek the highest level of accreditation from the Iowa Library Services. The library will maintain accurate records and strive to meet all possible standards as required for the highest tier of state funding.
- **Library Policy** – The Library Director and Board will maintain a schedule of regularly reviewing policy. Policy shall meet with the current levels of accreditation as required by the Iowa Library Services.

Approved by the Board of Trustees, 01/09/2017