Lied Public Library
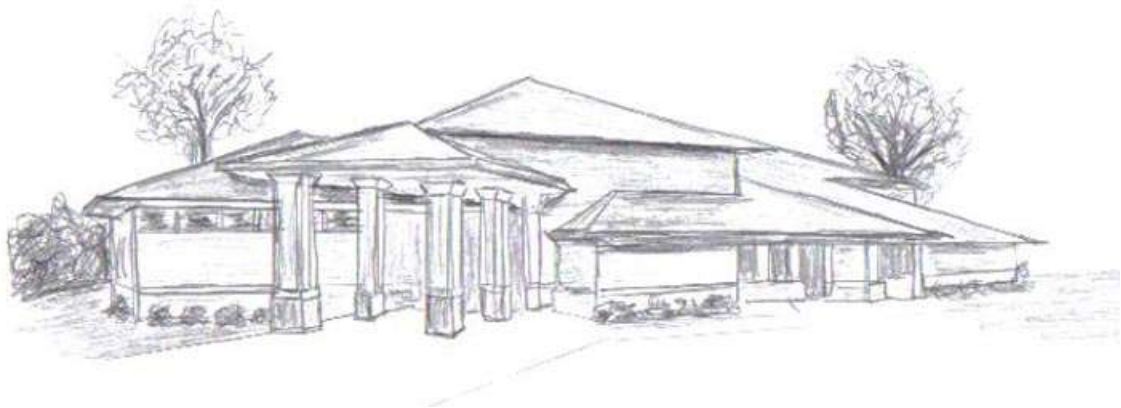## Clarinda, Iowa

Planning for Results
2012

Lied Public Library
100 East Garfield Street
Clarinda, Iowa 51632

The Planning for Results Process

In March 2012, a 20 member planning committee met to discuss an ideal future for Clarinda. The discussion included what role the Lied Public Library would be able to take in realizing this ideal future.

Committee Members included:
    Andrew Hoppmann - Library Director
    Marissa Gruber - Youth Services Librarian
    Janet Olenius - Library Trustee
    Pam Herzberg - Library Trustee
    Gary McClarnon - City Administrator
    Elaine Farwell - Clarinda Chamber of Commerce
    Marilyn Wagoner - Teacher - Clarinda Community Schools
    Julie McAndrews - President Clarinda P.T.A.
    Darrin Durfey - Middle School Student
    Randy Pullen - Director Clarinda Parks and Rec/Lied Center
    Julie Cabeen - Media Specialist - Clarinda Community Schools
    Shelley Anderson - I.W.C.C Library - Clarinda
    Linda Warrick - Circulation Librarian
    Jayne Davidson - Local Resident
    Jennifer McCall - Second Vice President - Bank Iowa
    Cynthia Whitmore - Assistant Vice-President -Page County State Bank
    John Greenwood - Clarinda Economic Development
    Carolyn Jennings - Retired
    John Woolson - Clarinda Foundation Director
    Karen Burns - Southwest District Library Service Area -Meeting Facilitator

The process used was "Planning for Results" which is a planning process developed by the Public Library Association, a division of the American Library Association. The Committee held meetings on March 5th and 19th. At that time they selected three service responses for the Lied Public Library to pursue and place a special focus on in the coming years.

The service responses selected created the library's mission statement which stresses what the library will focus on for the next three to five years. The library staff developed goals and objectives intended to support the selected service responses. The entire library staff was also involved in developing the activities to accomplish these goals and objectives. The three service responses are an addition to the library's already established day to day activities and will be used to enhance current library services. Two more areas of focus have also been included in the plan to help support the service responses and ensure their success. These are the library's web page and marketing library programs, events and services. Goals, objectives and activities have been planned for the web page and marketing to help support the service responses in the library's long range plan.

On April 19th, 2012 the final draft was approved by the Lied Public Library Board of Trustees.

Community Needs Discussion
Notes from Meeting Held Monday, March 5, 2012 & March 19th.

The Planning for Results Committee focused its first meeting on the community of Clarinda. The committee conducted an analysis of the Clarinda community based on what they saw as strengths, weaknesses, opportunities and threats for the city. From this analysis a list of community needs was developed and used as a basis for the selection of service responses placed in the library's long range plan. The second meeting involved looking at the needs of Clarinda and then the selection of the top service responses. Following are the notes from the meetings of the Planning for Results Committee:

Community Analysis (Strengths, Weaknesses, Needs)

Strengths of the Clarinda Community
- Glenn Miller Festival
- Dedicated people
- Volunteerism
- Community Pride
- Money can be raised if people believe in the cause
- Strong Community Organizations
- Friendly People
- Accessibility - close to larger cities
- Community College Job Training
- Great schools
- Lied Library/Lied Center
- New Hospital
- Strong industrial base
- Diverse economic base
- (affordable) quality child care: choices
- Family oriented
- Faith-based community
- Strong service community
- Experience, expertise, talent
- People that care
- Strong work ethic

Weaknesses of the Clarinda Community
- Money/Economy
- Downtown area/Square
- Location to larger cities
- Lack of jobs across the community that pay well
- Lack of training for jobs
- Lack of opportunities for Youth (Entertainment and Recreation)
- Loss of population
- Aging population
- Leadership
- Opposition to change
- Lack of networking with other communities or competition with surrounding communities
- Affordable housing
- Medical care – lack of doctors and dentists
- Age of city infrastructure
- Determine niche
- Lack of inertia

Opportunities for the Clarinda Community

- Downtown area/Square
- Business park – expanding businesses
- Provide jobs for young people
- Provide professional jobs
- Improvement of entertainment
- Cultural diversity
- Build on aging population (having things of older population)
- Expand on industry
- Attract youth
- Fix weak areas
- Library as an agent to create a commons for the community
- Outreach to all economic levels
- Expand housing (i.e. Condos)

Threats for the Clarinda Community

- Coming of the "super store"
- Businesses closing
- Family break down and values
- Agricultural base
- Aging population and loss of population
- No job opportunities
- Outsourcing of manufacturing jobs overseas
- Availability of housing within the city (affordable housing)
- Loss of community college
- Loss of Glenn Miller Festival
- Loss of Chamber of Commerce and Economic Development Corporation
- Inability to finance our future
- Doing nothing

Identifying Clarinda Community Needs

- Money/Funding for projects
- Volunteers willing to see things through to the end
- Increase in population
    - Retention of current population
- Leadership with vision
- Job (all areas)
- Incentives for businesses
- Education that prepares for the future: technology, green
- Corporate sponsorship
- Advocacy for what we've already got (Glenn Miller, 4-H, etc.)
- Opportunities for shared involvement: to be together
- Community buy-in
- More affordable housing
- Increased tax base
- Increase in lodging (hotels) restaurants
- Expand and improve infrastructure

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Lied Public Library
Clarinda, Iowa

Long Range Plan
2012-2017

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The Mission of the Lied Public Library

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The Clarinda community will have access to innovative library services delivered in an efficient and effective manner that will:

- **Foster young readers through early literacy**
- **Provide access to current digital resources**
- **Provide a comfortable and welcoming space**

Service Responses #1

Goal: Children birth to 5 years of age will learn early literacy skills that prepare them for school.
    Objective: The number of children birth to 5 years of age in the community with a library card will increase by 3% in five years.
    Objective: The circulation of children's picture books will increase by 3% in five years.
    Objective: Attendance at early literacy programs will increase by 3% in five years.
        Possible Activities: Survey those attending early literacy programs

Goal: Parents and caregivers will have access to materials and resources on early literacy to prepare children for school.
    Objective: The circulation of the parenting shelf will increase by 3% in five years.
    Objective: The circulation of the education shelf will increase by 3% in five years.
    Objective: The circulation of puppet and activity kits will increase by 3% in five years.
    Objective: 60% of parents/caregivers surveyed will report that they used something suggested in materials they checkout or received at the library.
        Possible Activities: Early literacy newsletter and early literacy kits

Service Responses #2

Connect to the Online World: Public Internet access. 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: The community will have access to current technology, resources, and assistance to ensure everyone can take advantage of resources and services on the internet.
    Objective: The use of the library's computers and wireless will increase by 10% in the next five years.

Objective: Use of library online databases will increase by 10% over the next five years.
Objective: Attendance of computer classes and technology training will increase by 5% in the next five years.
Objective: Traffic to the library's website will increase by 10% over the next five years.
Possible Activities: The library will replace a minimum of 3 computers each year to maintain current hardware and software. New databases will be investigated and added as needed. Library staff will become familiar with technology and training. Investigate bringing a Fiber Line connection to the library. Update and enhance the library's website and social media presence.

Service Responses #3

Goal: Residents will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.
Objective: The number of people with library cards will increase by 5% in five years.
Objective: The number of visitors to the library will increase by 5% in five years.
Objective: The number of people in attendance at library programs will increase by 5% in five years.
Objective: The library will continue to development, connect, assess its presence on social media outlets as they develop overtime to engage the community.
Objective: Over 75% of patrons surveyed will report that they feel welcomed by library staff by July 2014.
Possible Activities: Increase library hours, expanding library programing, increase use of library meeting rooms. Special adult, teen, and children programs. Coffee bar. Provide space for social clubs.

Support for Service Responses

Web Page: Update the library's website and integrate social media better with our website and catalog.

Marketing: Develop a marketing budget for the library. Create and use a uniform marketing of the library letterhead, logo, font, slogan for all library materials.