



2014- 2017

Davenport Public Library

Strategic Plan



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LIBRARY DIRECTOR

Rev: 2015



Mission

The Davenport Public Library connects a diverse community to resources that inform, enrich, educate and entertain.

Vision

Our vision articulates what success will look like in the future.

The Davenport Public Library...

- Is recognized as a premiere resource for educational support and literacy
- Provides invaluable tools for building the community's prosperity
- Is a welcoming gathering place and a cornerstone of family, cultural and civic life

Introduction

People have long turned to Davenport Public Library (DPL) as a critical and free source of educational and recreational programming and resources. For the Library to remain relevant, it must adapt to meet the current and anticipated needs of Quad Citians—from combating illiteracy, unemployment and the digital divide, to cultivating entrepreneurship, creativity and civic engagement. Now more than ever, the Library must be flexible, dependable and well equipped to support its city.

The Davenport Public Library Strategic Plan team worked with Library management, staff, community support groups and advisors in the development of this Strategic Plan. The team drew from a variety of research, including community surveys, analysis of peer city libraries and public input. An independent facilitator used the “Strategic Planning for Results” process, developed by Sandra Nelson and June Garcia. This renowned method for evaluating a community and envisioning its future helps libraries develop strong, practical plans, backed by community support. This Strategic Plan provides a direction for the Library for the next three years and beyond. From this process emerged four areas of strategic focus:



GOAL ONE

Stimulate the Imagination/ Expand Access to Information

Target: 2014-2017

- I. Provide access to digital material
 - Build a comprehensive digital collection that is among the best in the Quad Cities
 - Take a leadership role in determining the best way for libraries to preserve collections in older formats
- II. Drive new models for improving information access and delivery
 - Implement state of the art improvements for a user-friendly website and catalog
 - Re-invent ways the Library connects information seekers with librarians and resources
 - Pilot new ways to showcase, organize and deliver collections, drawing on customer feedback and best practices
 - Deliver innovative services such as automated book/DVD machines in targeted locations
- III. Integrate learning into daily life
 - Establish the Library as the first source for practical information on commonly shared life challenges such as parenting, personal finances, education, health and aging
 - Create a platform where librarians, individuals and organizations can exchange knowledge on topics of interest to the community
 - Transform the Library into a learning lab where anyone can experiment with new technologies
- IV. Develop a communications plan that will keep major stakeholder (Library Board of Trustee, FRIENDS of the Library, the Mayor and City Council, City Administrator and major donors) involved with the library as an essential service of the city. Review and update by January 2016

GOAL TWO

Create Young Readers/Expand Teen Readers

Target: 2015

- I. Promote early literacy, lifelong learning and civic participation
 - Create a foundation for educational success through youth, family and school engagement
 - Build strong literacy skills among teenage learners, enabling them to achieve their educational goals. Progress check in December 2015
 - Develop intergenerational programming that inspires people to share stories across ages and cultures
 - Support self-directed learning by enhancing resources and adapting to emerging technologies
 - Collaborate with 2 new local community organizations by July 2015
 - Continue to promote Every Child Ready to Read through story times and create a web video that includes concepts parents/guardians can do at home by December 2015
- II. Build community around books
 - Re-imagine the Library's role in introducing readers to new books and helping readers choose the next book
 - Provide more ways for people to join conversations about books and culture

GOAL THREE

Discover Your Roots; Genealogy and Local History

Target: 2015-2016

- I. Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of their community
 - Continue to collaborate with other Scott County communities regarding preservation of their records
 - Provide at least one program per year with the Scott County Iowa Genealogical Society

- II. Acquire, organize, preserve and provide access to materials that document the history of Davenport, Scott County and the Quad-City region
 - Continue to promote the use of the genealogy and local history collection through the Special Collection's website, blog and other programs
 - Administer the City's Archives and city records center and work with the city departments on the maintenance and preservation of their records, focusing on records in the communications department during 2015.
 - Expand the current efforts to present the Library's genealogy and local history information electronically and to preserve these digital assets
 - Acquire additional support for the Richardson-Sloane Special Collections Center through the FRIENDS of DPL Legacy Giving Program

GOAL FOUR

Empower Communities and Neighborhoods

Target: 2015-2017

- I. Bring Library resources to where people are
 - Establish a system-wide, coordinated outreach program to ensure Library staff know and participate in the life of the communities and neighborhoods we serve
 - Use online communities to reach new audiences

- II. Establish the Library as a civic focal point and resource for Davenport communities
 - Convene civic conversations where neighbors have a voice in discussing issues that matter
 - Develop dynamic programming, services and spaces for teens and adults
 - Welcome immigrants and refugees with relevant collections, services and connections
 - Adapt spaces and services to Support Davenport's Communities and Neighborhoods