



  
**The Library**  
DAVENPORT PUBLIC LIBRARY

# DAVENPORT PUBLIC LIBRARY STRATEGIC PLAN 2022-2024

# GOALS & STRATEGIES

## MISSION

Connect a diverse community to resources that inform, enrich, educate, and entertain.

## VISION

Davenport Public Library will create a community-wide culture of learning in which all citizens use the library and see themselves reflected in the services and staff.”

## GOAL 1: IMPROVE MARKETING

**Objective:** Refine and implement a strategic marketing plan to reach more residents and inform them of the scope of Library services.

### ACTION PLANS:

1. Research ways to reach specific audiences with a focus on targeted population groups currently under-represented among Library users.
2. Develop and implement targeted messages for specific audiences.
3. Leverage partnerships to reach targeted audiences.
4. Develop a list of key informers for targeted audiences.
5. Market community center at Fairmount.
6. Train and encourage Board and key volunteers to share information in their networks.
7. Identify and implement messaging in other media and through other avenues as appropriate to reach targeted audiences.
8. Reinstate perks program for Library cardholders.
9. Complete outreach activities to targeted groups as identified in Goal #2.
10. Expand virtual programming to provide additional access to patrons unable to attend in person.

**Objective:** Expand what current patrons know about Library services.

### ACTION PLANS:

1. Train staff to inform patrons of other Library services.
2. Leverage partnerships to expand information sharing.
3. Leverage the city's neighborhood project and attend meetings.
4. Create a Library Ambassadors program.



**Objective: Advocate for the library and its services through natural partnerships.**

**ACTION PLANS:**

1. Identify opportunities and develop a schedule for Board and key volunteers to share Library information on social media and community events.
2. Develop elevator speeches.
3. Identify opportunities and develop materials and a schedule for Board and key volunteers to engage with city council members.
4. Create a Library Ambassadors program.

## **GOAL 2: BETTER REACH UNDERSERVED COMMUNITIES**

**Objective: Identify underserved communities.**

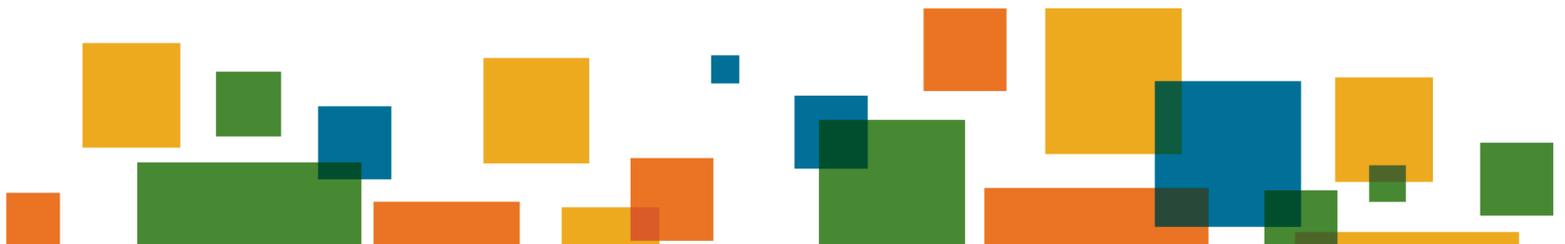
**ACTION PLANS:**

1. Partner with city neighborhood services to identify pockets of need.
2. Work with the school district to identify neighborhoods with poor transportation access.
3. Use existing library data to identify underserved communities.
4. Strategically partner with cultural and human service organizations to identify underserved communities and their needs.
5. Use the knowledge of the Library social worker to train staff on how to reach underserved communities.

**Objective: Strategically attend more community events to reach more underserved communities.**

**ACTION PLANS:**

1. Attend Good Neighbor meetings.
2. Get invited to attend Council Ward meetings.
3. Use existing library data to identify underserved communities.
4. Review the community calendar.



## **Objective: Develop and offer programs that target specific underserved communities.**

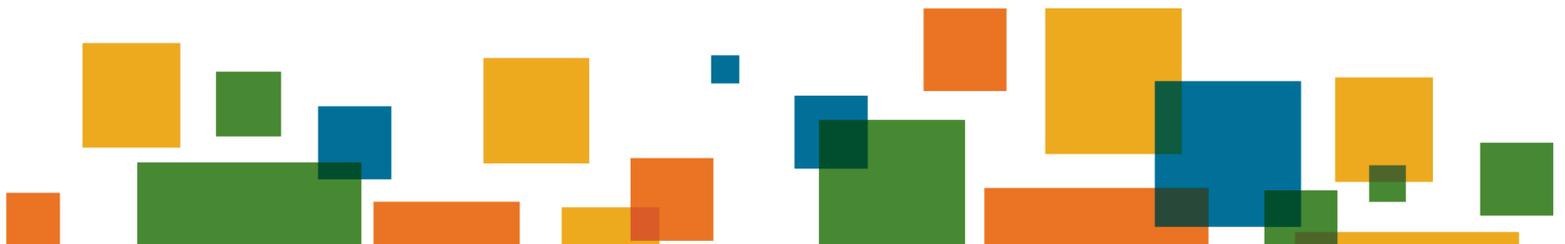
### **ACTION PLANS:**

1. Partner with local businesses to offer unique programs that target underserved communities.
2. Leverage partnerships with local colleges and schools.
3. Develop an outreach program to reach specific populations in need of early literacy and educational support.
4. Offer local history programming that represents the diversity of the community.
5. Park OWL at mobile home parks, low-income housing, and other key areas.
6. Strategically partner with cultural and human service organizations to develop and offer programs that target specific underserved communities.

## **Objective: Implement and evaluate the Library social worker program to determine feasibility of continuation.**

### **ACTION PLANS:**

1. Learn from the social worker the best approach to implement the program.
2. Collect and review social work utilization data.
3. Collect and review social worker referral data.
4. Determine the cost-benefit of continuing the social worker program beyond city funding.
5. If viable, develop a funding plan to continue with the social worker program beyond city funding.



# GOAL 3: BETTER ENGAGE UNDERSERVED OR UNDERREPRESENTED COMMUNITIES IN OUR FACILITIES

**Objective: Evaluate materials and collections to determine what meets the needs of specific community groups.**

## **ACTION PLANS:**

1. Reach out to community groups to determine needs.
2. Display artwork that represents the entire community.
3. Ensure that the local history collection represents diverse aspects of the community.

**Objective: Evaluate and develop programming to determine what meets specific community needs.**

## **ACTION PLANS:**

1. Identify needs that the Community Center at Fairmount can offer.
2. Offer programming that meets diverse community needs.
3. Ensure that the local history programming represents diverse aspects of the community.
4. Work with Parks Department to program Community Center at Fairmount.

**Objective: Ensure a welcoming culture for all patrons.**

## **ACTION PLANS:**

1. Develop staff training and communication to encourage customer service and community engagement, especially to new users.
2. Evaluate staff on engaging all patrons.
3. Identify ways to use native languages in strategic ways.

**Objective: Diversify staff to better reflect the community at large.**

## **ACTION PLANS:**

1. Create staff diversity goals.
2. Review hiring and advertising practices.
3. Reach out to community partners to share open jobs.
4. Create a culture that welcomes diverse staff.
5. Recruit future librarians from diverse backgrounds from high schools and colleges.



## Library Board of Trustees

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