



STRATEGIC PLAN 2018-2020



GOALS and STRATEGIES

MISSION

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

VISION

Provide vibrant and essential library services for our community.

GOAL 1: ACCESS & AWARENESS

Increase access to and awareness of Library services, programs and materials.

STRATEGIES:

1. Evaluate open hours and develop models to increase hours in a consistent, system-wide manner.
2. Explore options for use of community rooms when the Library is not open.
3. Review policies and procedures, including fines, to eliminate real or perceived barriers to accessing the Library.
4. Continue "next stage" re-branding efforts with innovative messaging and approaches to stimulate excitement and pride in the Library.
5. Further develop staff training and communication to encourage customer service and community engagement, especially to new users.
6. Increase board member involvement in community engagement and public awareness efforts.
7. Explore opportunities for the Library to support the goals of the Q2030 initiative.
8. Engage diverse populations to increase their participation with the Library.
9. Build connections and meaningful partnerships with social service providers, agencies and funding organizations serving specific under-resourced populations to advance awareness of services throughout the community.

GOAL 2: MAIN LIBRARY

Position the Main Library as a major educational and cultural asset supporting downtown economic development.

STRATEGIES:

1. Work closely with Scott Community College to create a seamless partnership to serve and engage students, faculty and staff.
2. Develop a plan and a public relations campaign to increase interest and counter any barriers - real or perceived - to using the Main Library.
3. Pursue funding opportunities to make internal and external improvements to the facility that will increase excitement and establish the Library as a community center in the downtown community.
4. Increase awareness and use of local history materials in the Richardson-Sloane Special Collection.
5. Increase awareness of the Main Library as an architectural asset.
6. Identify specific assets of downtown Davenport to feature in Library programming, communications and resources (such as river access, entrepreneurial projects, music, running and fitness, etc.).
7. Further develop partnerships with downtown educational and cultural institutions, such as the Creative Arts Academy, Central High School, Palmer College, the RME and the Figge, and position the Library as a vital part of an "education corridor" in the downtown area.

GOAL 3: CHILDHOOD LITERACY

Improve early childhood literacy and school readiness throughout the community.

STRATEGIES:

1. Explore opportunities and build partnerships to provide reading, tutoring and other educational and literacy support services to improve school readiness.
2. Develop and implement a promotional campaign to increase attention to the importance of early literacy, and the Library's role in early literacy efforts.
3. Develop an outreach program to reach specific populations in need of early literacy and educational supports (such as low-income families, children with special needs, teen parents and homeschool families).
4. Explore ways to provide reading, tutoring and other educational and literacy support services, creating opportunities to build connections across the community.
5. Incorporate multi-generational features in designing programs and services when appropriate.

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*The Board and Staff would like to thank the Friends of the Davenport Public Library
for providing funding support for the strategic planning process.*



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