



BOARD OF TRUSTEES OF THE INDIANOLA PUBLIC LIBRARY

December 12, 2023

5:30 PM

Indianola Public Library - Meeting Room B

Agenda

- 1. Call to Order**
- 2. Public Comment**
 - A. Public Notice of Virtual Meeting
- 3. Minutes Approval**
- 4. Trustee Continuing Education**
 - A. State Library of Iowa Webinar: Personnel
- 5. Financial Reports**
 - A. Approve Monthly Claims
 - B. Review Financial Reports
- 6. Unfinished Business**
 - A. Capital Improvement Plan Update
- 7. New Business**
 - A. Building Closure Jan. 15, 2024*
 - B. Policy Review: Display Case and Bulletin Board*
 - C. Annual Review of Strategic Plan
- 8. Reports**
 - A. Friends of the Library Report
 - B. Director's Report
 - C. Library Statistics
- 9. Agenda Items for Next Meeting**
- 10. Trustee Comments**
- 11. Adjourn**



— Public Library —

NOTICE:

The Indianola Public Library is committed to maintaining a high level of communication with the community by providing easy-to-access information and materials about library activities and policies.

Due to a building closure, the Indianola Public Library will host its December 12, 2023 virtually at <https://us02web.zoom.us/j/83335920128>.

Meeting ID: 833 3592 0128

If you plan on attending the meeting, please RSVP mpatrick@indianolaiowa.gov.

Thank you for your cooperation, patience and understanding.

- The Indianola Public Library Board of Trustees





The Boardroom Series Fall 2023

Intersections: Where Cities and Their Libraries Meet

September, October, November

Facilitated By

Bonnie McKewon and Mandy Easter: State Library of Iowa
bonnie.mckewon@iowa.gov / mandy.easter@iowa.gov



A Connection to Standards

Chapter 3: Library Personnel

Directors need to meet endorsement requirements, boards need to evaluate their directors, boards need to ensure job descriptions for all staff positions, boards need to develop HR policies, boards and management provides a planned orientation program for new hires ... and more ☺

Your City-Library Ordinance

Library Board Authority Over Library Personnel

4. To employ a librarian, and authorize the librarian to employ such assistants and employees as may be necessary for the proper management of the library, and fix their compensation; provided, however, that prior to such employment, the compensation of the librarian, assistants and employees shall have been fixed and approved by a majority of the members of the board voting in favor thereof.
5. To remove by a two-thirds vote of the board the librarian and provide procedures for the removal of assistants or employees for misdemeanor, incompetency or inattention to duty.
6. To authorize the librarian to select and make purchases of books, pamphlets, magazines, periodicals, papers, maps, journals, other library materials, furniture, fixtures, stationery and supplies for the library within budgetary limits set by the board.

Personnel Issue:

Library Employees are City Employees



- ☐ Library staff are on the city's payroll; paychecks are issued "City of"
- ☐ If there is a city salary matrix, library staff are included
- ☐ Library staff are included in the city's workers' compensation insurance
- ☐ The same city holidays are often observed by the public library; the same holiday benefits should apply to library staff
- ☐ Policies regarding behaviors like smoking and drinking on public property, OSHA compliance, etc apply to the library staff

Again ... Yes 😊

Library Employees are City Employees

- ❑ Public libraries do not exist without their cities—cities established them
- ❑ Iowa Code 392 == City Administrative Agencies
- ❑ Iowa Code 392.5 == Library Boards
- ❑ Iowa Code 392.1 == The Relationship Between Cities and Their Administrative Agencies

Personnel Issue: Interviewing Candidates

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- ❑ Interviews typically fall under Iowa's Open Meetings Law, but they can be closed under limited conditions
- ❑ Discuss applications in open session
- ❑ Hold interviews in stand-alone board meetings, not in regular board meetings
- ❑ Rules and conditions for going into a closed session == Iowa Code Chapter 21.5

Personnel Issue: HR Policies

- ❑ Personnel policies: board developed, city developed, or a combination of both?

It can be both but ...
the Iowa League of Cities General Counsel
advises library boards to adopt
the city's HR policies

- ❑ Insurance benefits is one reason.
Iowa Code 505.21 and Iowa Code 509.1



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Personnel Issue: Conducting Performance Evaluations

- ❑ Whether done in open or closed session depends ... remember Iowa Code 21.5
- ❑ Library board evaluates the director's job performance; director evaluates the staff
- ❑ Other personnel discussions including salaries, benefits, re-assigning staff, combining positions, etc must be done in open session
- ❑ Check whether the city has a job evaluation form to use
- ❑ Iowa Library Trustee's Handbook Chapter 10



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Personnel Issue: Retaining Personnel Records



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- ❑ Where should library personnel records be kept?

Neither state nor federal law addresses this. At the library is logical, also logical to store duplicate copies at city hall

- ❑ Best practice is for library HR files to be stored at city hall
- ❑ Iowa Code Chapter 22.7 makes public employees' personnel files confidential, with limited information available to the public

Personnel Issue: The Board Can Do More, But the City Cannot Do Less

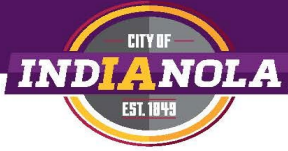


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- ☐ Boards can decide on higher wages for library staff; supported by Iowa law firms and opinions from the Iowa Attorney General's Office
- ☐ If cities provide pro-rated benefits to other part time city workers, they must do the same for library workers
- ☐ Iowa Code 216.6A prohibits wage discrimination based on gender
- ☐ There is a good Library Law FAQ on this topic!

Resources ...

- ❑ **Code of Iowa** <https://www.legis.iowa.gov/publications/search>
- ❑ **Iowa Department of Management** <https://dom.iowa.gov/>
- ❑ **Iowa Leagues of Cities** <https://iowaleague.org/>
- ❑ **Iowa Library Trustee's Handbook**
<https://www.statelibraryofiowa.gov/index.php/libraries/training-consulting/boards>
- ❑ **Iowa Workforce Development** <https://workforce.iowa.gov/jobs/skills/workshops-and-skills>
- ❑ **In Service to Iowa: Public Library Standards**
<https://www.statelibraryofiowa.gov/index.php/libraries/search/accred-stand>



Invoices for Board Meeting

November 14, 2023

Vendor	Amount	Description of services or goods
Amazon	\$1,752.88	Craft supplies, DVDs, unboxed & loot box goodies, books, other materials and supplies
Baker and Taylor	\$3,336.27	Books
Baker and Taylor Entertainment	\$121.73	DVDs
Baker and Taylor Spoken Word	\$204.30	Books on CD
Bob's Custom Trophies	\$24.00	engraving for Trunk or Treat trophy
City of Indianola (IMU)	\$1,108.78	Utilities
DH Pace	\$4,793.00	Automatic door installation
Dust Pros	\$1,502.50	Janitorial services, supplies
Iowa Water Management Co.	\$47.50	Monthly agreement
Jess' Lock and Key	\$552.00	Installation of key lock and handle on west emergency door
MidAmerican Energy	\$106.43	Natural Gas
TRM Disposal	\$112.00	trash removal
Unique Management	\$65.00	Collection agency (Oct and Nov)
Waste Management	\$8.99	Recycling tote
Wells Fargo	\$1,024.48	See statements for details

Total: **\$14,759.86**

Approved

Date

Approved

Date



Budget Summary

Personnel	November	Year-to-Date	Budget	% Spent
Salaries	37,111.52	199,709.80	460,283.00	43.39%
Benefits	10,764.40	59,411.63	169,270.00	35.10%
TOTAL	47,875.92	259,121.43	629,553.00	41.16%

Collection	November	Year-to-Date	Budget	% Spent
Physical	11,241.07	27,365.79	93,975.00	29.12%
Digital	2,000.00	11,624.93	23,850.00	48.74%
Special	461.61	2,330.73	9,400.00	24.80%
TOTAL	13,702.68	41,321.45	127,225.00	32.48%

Operations	November	Year-to-Date	Budget	% Spent
Repair/Maint	5,596.58	14,658.92	31,702.00	46.24%
Operations	16,349.46	72,437.99	140,729.00	51.47%
TOTAL	21,946.04	87,096.91	172,431.00	51.47%

TOTAL	November	Year-to-Date	Budget	% Spent
	83,524.64	387,539.79	929,209.00	41.71%

CIP FY24	November	Year-to-Date	Budget	% Spent
Dividing Wall Replacement			25,000.00	0.00%
Furniture Replacement	0.00	0.00	40,000.00	0.00%
Handicap Accessible Door	0.00	920.66	6,000.00	15.34%
Ceiling Tile Replacement	0.00	9,953.44	10,000.00	99.53%
Meeting Room Refresh	0.00	0.00	10,000.00	0.00%
Emergency Exit	0.00	0.00	12,000.00	0.00%
TOTAL	0.00	10,874.10	103,000.00	10.56%

CIP FY23	November	Year-to-Date	Budget	% Spent
Tuckpointing	0.00	12,600.00	18,000.00	70.00%
Bathroom Upgrades	0.00	0.00	20,000.00	0.00%
Flooring: Entry & Mtg Room	0.00	0.00	20,000.00	0.00%
TOTAL	0.00	12,600.00	58,000.00	21.72%

Project complete

Project moved to FY25

Account Number	Account Title	YTD	Budget	Variance	% Budget
Fund041 - LIBRARY FUND					
041-4100-40000	Property Taxes(R)	-294,304.99	-600,000.00	-305,695.01	49.05%
041-4100-44700	Library Service Reimbursements(R)	.00	-85,000.00	-85,000.00	0.00%
041-4100-47400	Misc Sales (Copies/Scrap/etc)(R)	-701.42	-1,000.00	-298.58	70.14%
041-4100-47641	Library Fines(R)	-1,688.60	-3,000.00	-1,311.40	56.28%
041-4100-49400	Transfer In--Property Taxes(R)	-94,976.05	-194,165.00	-99,188.95	48.91%
Total:		-391,671.06	-883,165.00		

Account Number	Account Title	YTD	Budget	Variance	% Budget
141-4100-43000	Interest(R)	.00	.00	.00	100.00%
141-4100-44302	Enrich Iowa(R)	-8,674.70	-5,000.00	3,674.70	173.49%
141-4100-45040	Program Fees-Summer Reading(R)	.00	-15,000.00	-15,000.00	0.00%
141-4100-47050	Donations/Contributions(R)	-4,010.32	-30,000.00	-25,989.68	13.36%
141-4100-47051	Friends of the Library Contrib(R)	-6,564.83	-20,000.00	-13,435.17	32.82%
Revenue		-19,249.85	-70,000.00	-50,750.15	
141 - LIBRARY SPECIAL REVENUE FUND		-10,136.73	.00	10,136.73	
Total:		-10,136.73	.00	10,136.73	

Account Number	Account Title	YTD	Budget	Variance	% Budget
141 - LIBRARY SPECIAL REVENUE FUND					
141-4100-65020	Library Books & Periodicals(E)	1,323.50	20,000.00	18,676.50	6.61%
141-4100-65023	Summer Reading Program Expense(E)	3,169.77	15,000.00	11,830.23	21.13%
141-4100-65024	Friends of the Library Expense(E)	787.06	20,000.00	19,212.94	3.93%
141-4100-65025	Enrich Iowa Expenses(E)	2,350.49	5,000.00	2,649.51	47.00%
141-4100-65070	Materials/Supplies(E)	1,482.30	10,000.00	8,517.70	14.82%
141-4100-69000	Transfer Out(E)	.00	.00	.00	100.00%
Expenditure		9,113.12	70,000.00	60,886.88	

Account Number	Account Title	YTD	Budget	Variance	% Budget
041 - LIBRARY FUND					
041-4100-60110	Salary/Wages--Administration(E)	51,365.10	123,626.00	72,260.90	41.54%
041-4100-60130	Salary/Wages--Clerical(E)	148,344.68	336,657.00	188,312.32	44.06%
041-4100-61100	FICA(E)	14,959.00	34,895.00	19,936.00	42.86%
041-4100-61300	IPERS(E)	18,852.64	43,060.00	24,207.36	43.78%
041-4100-61420	Deferred Comp--457(E)	1,625.00	3,900.00	2,275.00	41.66%
041-4100-61430	Employee Assistance Program(E)	275.04	255.00	-20.04	107.85%
041-4100-61440	Wellness Program(E)	.00	570.00	570.00	0.00%
041-4100-61500	Health Insurance(E)	19,385.38	67,434.00	48,048.62	28.74%
041-4100-61501	Dental Insurance(E)	738.95	3,928.00	3,189.05	18.81%
041-4100-61502	Vision Insurance(E)	146.39	395.00	248.61	37.06%
041-4100-61503	HSA Expense(E)	2,132.24	9,600.00	7,467.76	22.21%
041-4100-61550	Life Insurance/ADD/LTD/STD(E)	957.54	4,833.00	3,875.46	19.81%
041-4100-61599	Workers' Comp Insurance(E)	339.45	400.00	60.55	84.86%
041-4100-62100	Membership Dues/Subscriptions(E)	.00	850.00	850.00	0.00%
041-4100-62300	Education/Training(E)	2,397.52	3,600.00	1,202.48	66.59%
041-4100-62700	Mileage(E)	.00	1,250.00	1,250.00	0.00%
041-4100-63100	Repair/Maint--Bldg/Grounds(E)	14,658.92	31,702.00	17,043.08	46.23%
041-4100-63710	Utilities(E)	9,960.19	29,365.00	19,404.81	33.91%
041-4100-64020	Advertising & Legal Notices(E)	2,477.13	3,000.00	522.87	82.57%
041-4100-64082	Insurance--General Liability(E)	5,608.42	5,500.00	-108.42	101.97%
041-4100-64083	Insurance--Property(E)	6,245.00	6,500.00	255.00	96.07%
041-4100-64084	Insurance--Boiler/Machinery(E)	563.00	700.00	137.00	80.42%
041-4100-64090	Janitorial Services(E)	8,471.16	22,728.00	14,256.84	37.27%
041-4100-64140	Printing(E)	.00	1,200.00	1,200.00	0.00%
041-4100-64990	Misc Contractual(E)	494.17	1,440.00	945.83	34.31%
041-4100-65020	Library Books & Periodicals(E)	27,365.79	93,975.00	66,609.21	29.12%
041-4100-65021	Digital Materials(E)	11,624.93	23,850.00	12,225.07	48.74%
041-4100-65022	Special Collections(E)	2,330.73	9,400.00	7,069.27	24.79%
041-4100-65060	Office Supplies(E)	1,564.56	4,000.00	2,435.44	39.11%
041-4100-65070	Materials/Supplies(E)	1,439.08	11,350.00	9,910.92	12.67%
041-4100-65079	Materials/Supplies--Program(E)	3,715.08	12,500.00	8,784.92	29.72%
041-4100-65080	Postage(E)	512.49	840.00	327.51	61.01%
041-4100-65990	Miscellaneous(E)	190.56	870.00	679.44	21.90%
041-4100-67240	Computer Hardware/Software(E)	28,799.63	35,036.00	6,236.37	82.20%
041-4100-69301	Transfer Out-CIP(E)	.00	103,000.00	103,000.00	0.00%

Account Number	Account Title	YTD	Budget	Variance	% Budget
Expenditure		387,539.77	1,032,209.00	644,669.23	
041 - LIBRARY FUND		387,539.77	1,032,209.00	644,669.23	
Total:		387,539.77	1,032,209.00	644,669.23	

FY 24 Capital Improvement Plan Update

December 2023

Project List:

Furniture in Adult Area

- Waiting for revised options from Piggott.

Meeting Room Upgrades

- Pending: Removal of the broken stove/fridge and installation of a new sink and cabinet.

Entry Flooring Replacement

- In progress.

Bathroom Upgrades

- Tile installation is scheduled for Jan. 29-Feb. 2.

Dividing Wall Replacement | Meeting Room

- The wall is ordered but can't be installed until August. CIP funds have been moved to FY25.

Staff Area Emergency Exit

- Not started. The City's new facilities manager will oversee this project.

Automatic Door | East Entrance

- Completed.

Ceiling Tile Replacement

- Completed.

Tuckpointing

- Completed

MEMO



To: Library Board of Trustees
From: Michele Patrick, Library Director
Date: December 2023
Subject: City Staff Training Jan. 15

I recommend closing the library on Monday, Jan. 15th (Martin Luther King Jr. holiday) so library staff can participate in a City all-staff meeting and training. All City offices and buildings will be closed that day.

MEMO



To: Library Board of Trustees
From: Michele Patrick, Library Director
Date: December 2023
Subject: Display Cases and Bulletin Boards Policy

I am recommending two small changes to the Display Cases and Bulletin Boards Policy:

1. Change the tense to singular since we only have one display case and one bulletin board.
2. Add a disclaimer recommended by the American Library Association's publication Beyond Banned Books: Defending Intellectual Freedom Throughout Your Library by Kristin Pekoll.

Display Cases and Bulletin Boards

Purpose Statement: The library's display case and bulletin board are used to publicize and showcase community events, activities, and programs.

Policy Goal: This policy specifies which individuals and groups may use the library's bulletin board and display case and outlines the priorities for usage.

Display Case

The library's display case highlights the library's collections, publicizes library or Friends of the Indianola Public Library programs or events, and showcases the work of local artists. It may not be used for commercial purposes. The schedule for the display case is set by library staff. **Use of the library's display case does not constitute the library's endorsement.**

Bulletin Board

The library's bulletin board is a space available for members of the community to promote not-for-profit events, programs, and organizations. Materials should be informative in nature.

Items not permitted:

- Items promoting personal, political, or religious opinions.
- Materials promoting business or commercial ventures.
- Petitions or fund solicitations, personal sales, advertisements, or job postings (except for the City of Indianola job openings).
- Illegal items or those which promote illegal activities.

Selection Criteria for Items to be Displayed:

- Indianola Public Library, Friends of the Indianola Public Library, and City of Indianola programs and events take precedence.
- Events and programs from nonprofit organizations and community groups that are open to the public are acceptable, with priority given to local events and groups.

The library is not responsible for theft or damage of property on display. Items may be removed when they become outdated, space no longer permits, or at the library director's discretion. The library is not responsible for their return. Distribution or posting of community information materials does not indicate the library's endorsement.

Final approval rests with the library director.

Adopted 10/07, Reviewed 2/12, Revised 4/17; Revised 11/2020

MEMO



To: Library Board of Trustees
From: Michele Patrick, Library Director
Date: December 2023
Subject: Strategic Plan Review

Every December the Library Board reviews our progress in achieving the year's strategic plan goals and previews next year's goals. The complete IPL Strategic Plan is attached.

Review of 2023 Goals

- Add a component to the staff education plan designed to educate library staff on how to promote and advocate for the library. **Completed**
- Review job descriptions for each library position to determine if skills listed are consistent with the changing nature of libraries and librarianship. **Completed**
- Re-evaluate hiring practices and interview techniques. **Not complete – move to 2024.**
- Launch an online campaign to highlight the work staff is doing day-to-day. **Completed**
- Add a component to the annual marketing plan designed to create awareness of the state of libraries. **Completed**
- Implement a virtual campaign that incorporates patron feedback to promote library successes. **Added a “Tell Your Library Story” form to the website.**
- Designate an annual “How Might We?” staff session using the principles of Service Design to explore creative ways to improve patron experiences. **Scheduled for Dec. 15.**
- Explore options to create separate spaces for quiet work and collaborative work. **Not complete – move to 2024.**
- Explore options for prominent signage indicating entrances and library hours. **Not complete – move to 2024.**

Review of 2024 Goals

- Replace outdated furniture with ADA compliant, comfortable seating that is appealing to the population it will serve.

- Renovate the children's area to inspire learning, promote reading together, and encourage children to actively engage with the space. **Completed in 2023.**
- Replace furniture with tech-friendly options.
- Explore options to create a main entrance connected to the parking lot.
- Explore options for outdoor spaces which encourage community members to linger, such as tables, reading benches, a gazebo, and a children's play area.

Indianola Public Library Strategic Plan

2020-2025

Mission

We open doors for curious minds.

Vision

The Indianola Public Library anticipates, innovates, and inspires.

Anticipates

We will foster trust and communication to identify the needs, wants, and aspirations of our community.

Innovates

We will experiment and push expectations with programs and services designed for the people we serve.

Inspires

We will encourage discovery, stimulate growth, and cultivate meaningful experiences and relationships.

As one of the oldest public libraries in the State of Iowa, the Indianola Public Library has a proud tradition of serving the community by connecting residents to information and to each other so they can learn, enjoy, and thrive. Indianola's proximity to the metro Des Moines area has prompted a rapidly changing community, and the Library is committed to meeting emerging needs and exceeding community expectations. As part of this endeavor, the Library has developed a five-year Strategic Plan to ensure its relevance with community needs and goals.

Background

The first step in creating this Strategic Plan was researching community demographics. Community statistics are encouraging to the future of the Indianola Public Library. Indianola has a healthy mix of age groups, with the largest group being those age 20-34. This demographic comprises 20% of Indianola's population and 27% of library card holders. The community's educational attainment is good, with 96% having at least a high school degree and 30% with a bachelor's degree or higher. Per capita and household income are on par with the state as a whole.

Other statistics point to areas where the Library needs to make changes in order to meet the community's needs. For example, 77% of residents in the workforce commute to work, but the Library's hours are not compatible with a commuting schedule. In addition, the Indianola Public Library has a smaller building, a smaller staff, and a smaller collection than other libraries in similar sized towns.

The next step in the process was to gather community input by conducting focus groups and gathering opinions through a survey, which reached both library users and residents who don't use the library. After careful consideration of Indianola's demographics and reviewing community input, three clear strategic priorities emerged:

Strategic Priority 1: Improved Spaces

Improving the Library's building was overwhelmingly the largest need identified by the community. There were many comments related to increasing the size of the building, modernizing the furniture, and creating more welcoming spaces. In addition, there is a strong interest in improving the Library's exterior space. Based on this feedback, improving the Library's spaces emerged as the top priority in the next five years.

Strategic Priority 2: Increased Access

Research shows that there has been a steady decline in the number of library card holders over the past 18 years. If the Library will remain a vibrant part of community life, library usage and the number of cardholders needs to increase. Finding ways to reduce barriers to using the Library in order to attract new users is the second strategic priority.

Strategic Priority 3: Increased Awareness

A surprising result from the community survey was that respondents requested services and programs already offered by the Library. Many residents, especially those who are not active library users, are unaware of all that the Library offers them and their community. Increasing the Library's visibility in the community and amplifying awareness of the Library's services and programs is the third strategic priority.

Evaluation

Library staff will review this strategic plan quarterly for progress and the Library Board of Trustees will review progress annually. Qualitative and quantitative data, as well as completion of designated projects, will be used as evaluation tools.

STRATEGIC PRIORITIES

Improved Spaces

Local residents value having a safe, comfortable, and friendly place to go where they can explore ideas, pursue knowledge, practice skills, and connect with others. To this end, the Indianola Public Library is committed to the continuous improvement of the library space.

What we heard:

- “I would like to see [the library] updated with more modern and inviting with spaces for studying and working from home”
- “A more welcoming and modern look would be great.”
- “I would like comfortable chairs and sofas.”
- “I would like a modern building with space for all ages including adults who want to work from the library.”
- The library needs “potential places to sit outside and read or a playground for kids to play on.”
- The library should focus on “updating the facility.”

Over the next five years, the library will:

- Create comfortable, usable spaces.
- Address the technology needs for library users.
- Improve accessibility within the library.
- Design exterior areas which are welcoming, accessible, and usable for the community.

What will this look like?

- More people using the library to relax, learn, and connect to others.
- More people using the library to work and study.
- More people fulfilled by their library experience.

This is how we'll get there:

1. Create comfortable spaces

- Replace outdated furniture with ADA compliant, comfortable seating that is appealing to the population it will serve [2024].
- Install energy-efficient lighting throughout the library to improve visibility [2022].
- Explore options to create separate spaces for quiet work and collaborative work [2023].
- Expand the teen space, improve seating, and renovate it to create a distinct identity within the library [2022].
- Renovate the children's area to inspire learning, promote reading together, and encourage children to actively engage with the space [2024].

2. Address technology needs

- Add workspaces in the adult section by tripling the number of electrical outlets in the adult section [2020].
- Replace furniture with tech-friendly options [2024].
- Replace outdated computers with laptops for flexible use within the library [2020].
- Add a wireless printing option for patrons [2020].

3. Establish exterior spaces that welcome community members to the library

- Explore options to create a main entrance connected to the parking lot [2024].
- Explore options for prominent signage indicating entrances and library hours [2023].
- Explore options for outdoor spaces which encourage community members to linger, such as tables, reading benches, a gazebo, and a children's play area [2024].

Increase Access

The Library will seek to remove the barriers that prevent residents from fully accessing the vast number of library services, programs, and collections available to them. The Library will continue to attract new library users and strengthen patron loyalty by balancing traditional and new collections and services.

What we heard:

- “Add Sunday hours and perhaps Thursday evening hours”
- “SUNDAY HOURS SUNDAY HOURS SUNDAY HOURS”
- “More books for all ages and interests along with other items that can be checked out”
- The library should “increase access to more titles, both digital and paper copy”
- “I would like to see “a bigger selection of books”

Over the next five years, the library will:

- Broaden its appeal to the community.
- Improve patron access to the library.
- Increase hours.
- Refocus policies to ensure they are patron-centric.
- Diversify and strengthen staff knowledge, skills, and abilities.

What will this look like?

- Patrons are empowered to independently and easily use the collection.
- Expanded base of library users.
- Exceptional personal interactions between staff and patrons.
- Engaged staff with clear developmental goals.

This is how we'll get there:

1. Increase the scope of the library's collection

- Create a "library of things" with nontraditional items for checkout [2020].
- Explore new genres to create niche collections [2021].
- Improve collection visibility by adding strategic display areas [2021].

2. Reduce barriers to access

- Expand evening and weekend hours so more people can access the library [2021].
- Explore an alternate structure for the library's fine and fee schedule [2020].
- Conduct a policy audit to update policies to meet the changing library experience [2021].
- Implement a child-centered organization system for the children's library [2020].
- Explore ways to improve findability of materials in the adult sections [2022].

3. Explore new ideas for services and processes

- Designate an annual "How Might We?" staff session using the principles of Service Design to explore creative ways to improve patron experiences [2023].

4. Implement a continuing education program for staff

- Develop and support an ongoing self-directed education program for all staff members [2021].
- Establish an annual staff training day [2020].
- Add a component to the staff education plan designed to educate library staff on how to promote and advocate for the library [2023].

5. Expand strategies for hiring staff with more diversified skills and experiences

- Review job descriptions for each library position to determine if skills listed are consistent with the changing nature of libraries and librarianship [2023].
- Re-evaluate hiring practices and interview techniques [2023].

Create Awareness

As a community-based creativity hub, the public library promotes transformative changes taking place around the world and in our city, yet many people have an outdated perception of what the Library provides. Through increased awareness, residents will discover the ways in which the Library's resources, services, and programs can enrich their lives.

What we heard:

- The 2019 Library Survey captured requests for program and services the Library already offers, indicating that people are unaware of some of the Library's existing programs and services.
- I would like to see "more visual communication for events."
- The library should focus on "getting the word out of what they're doing out there."

Over the next five years, the library will:

- Build community awareness of the services the library offers.
- Build awareness of library values.
- Personalize the library so patrons feel they belong.

What will this look like?

- More library card holders.
- Increased program attendance.
- Increased usage of library services.
- Increased awareness of the value the library brings to Indianola.

This is how we'll get there:

1. Create and carry out an annual strategic marketing communications plan

- Revise and update the marketing guidelines [2021].
- Complete a signage audit to identify inconsistent branding [2021].
- Create a marketing calendar [2021].
- Develop a marketing guide for creating images specifically for certain mediums [2021].

2. Promote the library and library events in the community

- Implement at least one new nontraditional promotion in the community each year, such as lawn signs in high-traffic areas and table tents in local restaurants [2022].
- Implement at least one outreach event each year designed to promote the library [2020].

3. Personalize the Library

- Launch an online campaign to highlight the work staff is doing day-to-day [2023].
- Add a component to the annual marketing plan designed to create awareness of the state of libraries [2023].
- Implement a virtual campaign that incorporates patron feedback to promote library successes [2023].

GOALS BY DATE

2020

- Add workspaces in the adult section by tripling the number of electrical outlets in the adult section.
- Replace outdated computers with laptops for flexible use within the library.
- Add a wireless printing option for patrons.
- Create a “library of things” with nontraditional items for checkout.
- Explore an alternate structure for the library’s fine and fee schedule.
- Implement a child-centered organization system for the children’s library.
- Establish an annual staff training day.
- Implement at least one outreach event each year designed to promote the library.

2021

- Explore new genres to create niche collections.
- Improve collection visibility by adding strategic display areas.
- Expand evening and weekend hours so more people can access the library.
- Conduct a policy audit to update policies to meet the changing library experience.
- Develop and support an ongoing self-directed education program for all staff members.
- Revise and update the marketing guidelines.
- Complete a signage audit to identify inconsistent branding.
- Create a marketing calendar.
- Develop a marketing guide for creating images specifically for certain mediums.

2022

- Install energy-efficient lighting throughout the library to improve visibility.
- Expand the teen space, improve seating, and renovate it to create a distinct identity within the library.
- Explore ways to improve findability of materials in the adult sections.

- Implement at least one new nontraditional promotion in the community each year, such as lawn signs in high-traffic areas and table tents in local restaurants.

2023

- Explore options to create separate spaces for quiet work and collaborative work.
- Explore options for prominent signage indicating entrances and library hours.
- Designate an annual “How Might We?” staff session using the principles of Service Design to explore creative ways to improve patron experiences.
- Add a component to the staff education plan designed to educate library staff on how to promote and advocate for the library.
- Review job descriptions for each library position to determine if skills listed are consistent with the changing nature of libraries and librarianship.
- Re-evaluate hiring practices and interview techniques.
- Launch an online campaign to highlight the work staff is doing day-to-day.
- Add a component to the annual marketing plan designed to create awareness of the state of libraries.
- Implement a virtual campaign that incorporates patron feedback to promote library successes.

2024

- Replace outdated furniture with ADA compliant, comfortable seating that is appealing to the population it will serve.
- Renovate the children’s area to inspire learning, promote reading together, and encourage children to actively engage with the space.
- Replace furniture with tech-friendly options.
- Explore options to create a main entrance connected to the parking lot.
- Explore options for outdoor spaces which encourage community members to linger, such as tables, reading benches, a gazebo, and a children's play area.

December 2023

Director's Report

Parking Lot Lights

After receiving complaints about the dimness of our parking lot at night, we started the process of replacing the lights with brighter LED bulbs. We also replaced the lights above the south and east entrances.

Plans during December's Closing

In addition to the tile, our security cameras will be installed during the closure. We have several projects planned for staff, including doing a full inventory, staff training and a planning retreat for full-time staff. Storytimes that take place outside of the library will also continue uninterrupted.

Out of the Office

My spouse is having both knees replaced in January, so I will be helping him at home (Jan. 8-19). I'm taking time off to do this but will work some from home and will attend some meetings, including the city-wide training on the 15th.

Annual Report

A copy of the FY-23 annual report is included in the meeting packet.



Indianola Public Library

Serving Indianola since 1884

annual report

FY-2023



Library Collections

Collections

The library strives to provide a diverse collection for all ages. In addition to books, the library offers games, puzzles, DVDs, video games, audio books, family history materials, ebooks, digital magazines, streaming videos, and a variety of objects in the Library of Things.



Record Circulation

The library had the **highest circulation in its 139 year history** in FY-23 with a record 172,203 checkouts.

Game & Puzzle Collection

The game and puzzle collection continues to grow in size and popularity. Circulation increased 41% in FY-23 over the previous year.

41%
circulation increase

Library of Things

The Library of Things collection includes more than 80 items, such as wifi hot spots, a radon detector, telescope, and an ice cream maker.

Streaming Videos

The library has more than 31,000 videos available through Kanopy streaming service. In FY-23 patrons downloaded 1,435 movies, documentaries, and children's educational shows.



191,420
Number of items

147,420
ebooks

43,590
physical items

Collection Size

The library's collection included 191,420 items in FY-23. Due to size constraints, this is an ever-shifting collection in which less popular collections make room for more in-demand collections.

Interlibrary Loan

In FY-23 609 items were borrowed from other libraries through the Interlibrary Loan program. In return, the library loaned 209 items to other libraries.

Popularity

Although digital materials make up the largest portion of the library's collection, patrons prefer physical items. **Books check out three times as often as ebooks.**

Physical

78% of checkouts

Usage

Physical items account for 78% of checkouts

Digital

22% of checkouts



Library Services

Services Offered

The library offers many free services to patrons, including test proctoring, research assistance, and computer help.

12,138

Computer Sessions

8,410

wireless sessions

3,728

computer sessions

Public Computers

Patrons used 8,410 wireless sessions on personal devices along with 3,728 sessions using the library's six public computers.

Home Delivery

Library volunteers delivered 1,043 books to Indianola residents who are homebound as part of the library's long-running Home Delivery Service.

Subscription Boxes

In one of the more unique services offered, librarians create personalized subscription boxes based on patrons' preferences. In FY-23, 1,031 individual subscription boxes were created for patrons.

Local History Research

The library's resources include access to Indianola newspapers from 1850-present and a variety of local history research resources. The library's early historical records are digitized and available through the library's website.

Adventure Passes

Indianola Residents checked out 322 family passes to the Blank Park Zoo, Science Center, Children's Museum, and Botanical Gardens through the library's Adventure Pass program.

Community Partnerships

In partnership with community organizations, the library houses a small food pantry and a diaper donation box.

Seed Library

The Seed Library has more than 175 different types of fruit, flower, and vegetable seeds available for free. Patrons can donate seeds back to the Seed Library at harvest.

Ask us!

5,356

Reference questions answered



38,375

Website Hits

The library's mobile app continues to be popular with 3,215 unique users and 22,861 page views. The most popular feature of the app was the events calendar.

The library's website also sees sizable online traffic with 38,375 hits in FY-23.





Library Programs

Library Programs

The library held 533 programs in FY-23 with a **record attendance of 15,657**.



In addition to programs held in the library building, the library reaches out to the community, holding programs in every Indianola elementary school, along with the middle school, high school, local private schools, and many of the preschools in the community.

15,657

Program Attendance

Library programs continue to be popular with a record attendance in FY-23. Although programs for children and families are the most popular, comprising 86% of all attendance, participation in programs for adults doubled from FY-22.

Most popular programs in FY-23

Children: Dinofest

Teens: Boba and Paint

Adults: Murder Mystery

8,184

Library Card Holders



80,001

Door count



The number of people entering the library in FY-23 was 80,001, a 17% increase over FY-22. June was the busiest month with a door count of 11,621.

Book Walk

The library lawn features a year-round book walk that allows families to read a picture book together as they walk around the library. In FY-23, 30 stories were featured on the book walk.



Library Building



Library Building

Built in 1984, the library building is 10,650 sq. feet, the smallest library of its peers in Iowa.

It is a one-story building with one program/meeting room and a partial basement. Its defining feature is a skylight that divides the building to create an atrium.

The building is open seven days a week for a total of 52 hours each week.

Open
7
days a week

Library Staff

Library staff includes five full-time librarians, three of whom have master's degrees in library science, and seven part-time library clerks.



FY23 Building Expenses

Repairs	\$27,060
Janitorial Services	\$20,452
Utilities	\$20,018
Insurance	\$11,040
Routine Maintenance	\$4,651
HVAC Maintenance	\$3,918
Landscaping and Lawn Care	\$1,799
Total:	\$88,938

Circulation



Print	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
Adults	3,147	3,372	3,588	16,871	18,860	20,007
Teens	386	432	412	3,092	3,012	2,762
Children	3,593	3,932	4,809	22,305	23,102	25,958
Total	7,126	7,736	8,809	42,268	44,974	48,727

Entertainment	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
DVDs & Video Games	1,113	1,363	1,469	5,811	7,492	8,145
Magazines	183	176	137	912	943	705
Audiobooks	146	185	109	797	962	785
Games & Puzzles	305	472	523	1,468	2,137	2,817
Library of Things	42	76	42	173	367	310
Total	1,789	2,272	2,280	9,161	11,901	12,762

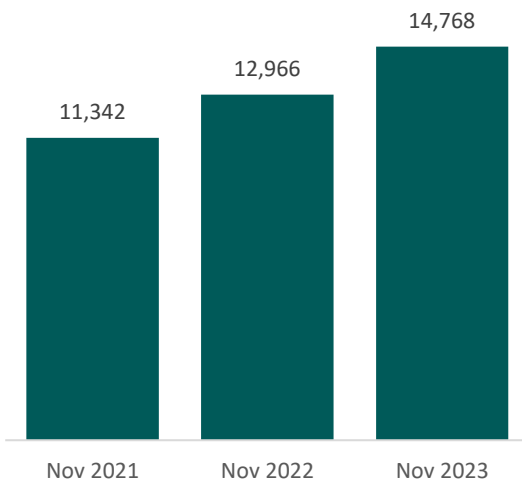
Digital	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
Ebooks	1,391	1,604	1,707	7,277	8,369	8,875
Eaudio books	976	1,226	1,514	5,071	6,178	7,846
Digital Magazines	59	84	267	247	333	696
Streaming Videos	1	44	191	1	356	897
Total	2,427	2,958	3,679	12,596	15,236	18,314

Total	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
	11,342	12,966	14,768	64,025	72,111	79,803

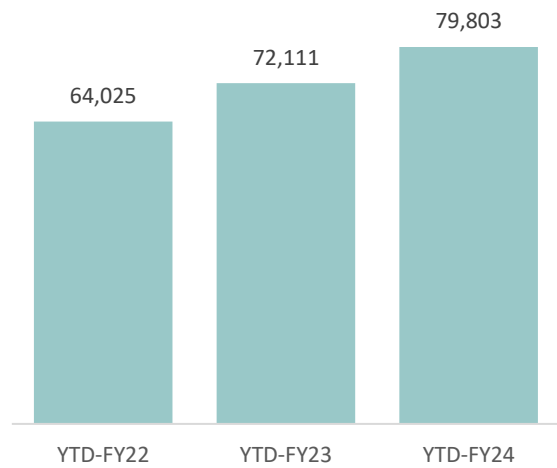
Circulation



Monthly Circulation



Year to Date Circulation

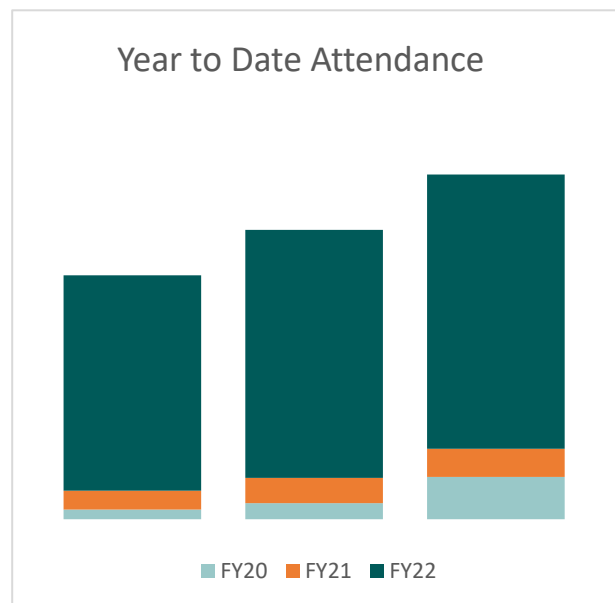
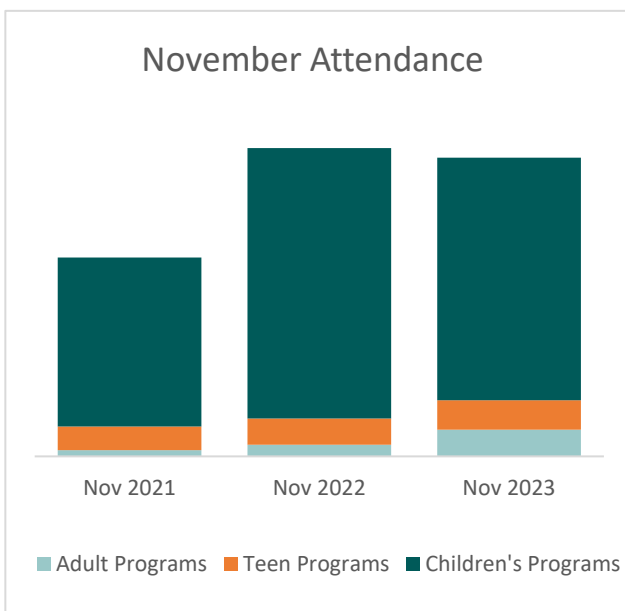


Library Programs



Attendance	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
Adult Programs	21	40	92	154	258	723
Teen Programs	82	91	102	246	390	482
Children's Programs	585	936	840	3,678	4,230	4,678
Library Meetings	56	51	43	114	124	111
Total Attendance	744	1,118	1,077	4,192	5,002	5,994

Number of Programs	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
Adult Programs	5	7	13	30	34	48
Teen Programs	9	8	6	28	28	24
Children's Programs	31	38	42	129	136	140
Total Number	45	53	61	187	198	212



Library Services



User Statistics	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
New Library Cards	51	76	62	363	506	444
Door Count	4,446	6,205	5,986	27,660	31,877	35,871
In-House Browsing	245	423	493	2,530	3,150	2,661
Number of Home Deliveries	5	8	9	24	34	47
Number of Home Delivery Items	30	76	115	472	419	629
Interlibrary Loans (IPL loaned)	20	14	13	79	87	94

Computer Usage	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
Public Computers	223	281	306	1,166	1,511	1,810
WiFi Sessions	346	646	897	1,417	3,302	4,241
WiFi Unique Users	151	230	330	617	1,269	1,601
Mobile App Launches	954	1,458	1,638	4,637	8,050	9,417
Mobile App Page Views	1,164	1,624	2,016	5,464	8,963	10,788

Public Meeting Room	Nov 2021	Nov 2022	Nov 2023	YTD-FY22	YTD-FY23	YTD-FY24
Number of Meetings	10	14	20	51	47	74
Meeting Attendance	29	76	119	129	301	480

