



## **BOARD OF TRUSTEES OF THE INDIANOLA PUBLIC LIBRARY**

August 13, 2024

5:30 PM

Indianola Public Library - Meeting Room B

Agenda

- 1. Call to Order**
- 2. Public Comment**
- 3. Agenda Approval**
- 4. Minutes Approval**
  - A. July 9, 2024 Meeting Minutes\*
- 5. Trustee Continuing Education**
  - A. Library Trustee Handbook, Ch. 8: Evaluating Service and Advocating for Advancements
- 6. Financial Reports**
  - A. Approve Monthly Claims\*
  - B. Review Financial Reports
- 7. Unfinished Business**
  - A. Strategic Plan
- 8. New Business**
  - A. Policy Review: Internet Policy\*
- 9. Reports**
  - A. Director's Report
  - B. Library Statistics
- 10. Trustee Comments**
- 11. Adjourn**

# BOARD OF TRUSTEES OF THE INDIANOLA PUBLIC LIBRARY

July 9, 2024

5:30 PM

Indianola Public Library

Present: Library Director - Michele Patrick, Randi Malone, Cyd Dyer, Sally Van Dorin, Val Craven, Tom Smith

## 1. Call to Order

*Randi called the meeting to order at 5:30pm.*

## 2. Public Comment

*No public comment.*

## 3. Agenda Approval

**MOTION:** *Sally motioned to approve the agenda. Tom seconded. Motion carried.*

## 4. Minutes Approval

### a. June 11, 2024 Meeting Minutes\*

**MOTION:** *Val motioned to approve the June 11 meeting minutes. Tom seconded. Motion carried.*

## 5. Trustee Continuing Education

### a. Trustee Handbook - Chapter 6: Planning for the Library's Future

*Michele discussed future planning for the library and the resources available from the State Library. It's essentially a strategic plan and is laid out nicely by the State library.*

## 6. Financial Reports

### a. Approve Monthly Claims\*

**MOTION:** *Tom motioned to approve the monthly claims. Sally seconded. Motion carried.*

*Michele noted this is an expensive month because it's the beginning of a fiscal year, so there are several up-front costs that pay out during this time frame. Many of the subscription annual fees are paid out in this time, but otherwise things are normal.*

### b. Review Financial Reports

*Michele summarized the financials and noted that things were right on track for last year's budget year and we spent 91% of the funds. Some categories were slightly over, but overall, we ended the year well.*

## 7. New Business

### a. Library Closure October 14, 2024\*

#### i. Michele explained the reason for the closure is an all-staff meeting.

**MOTION:** *Tom motioned to close library on October 14, 2024. Cyd seconded. Motion carried.*

### b. Policy Review: Library Programs\*

*Michele has recommended a clarification for the Library Programs policy regarding outreach programs that are outside of the library and not available to the public (i.e. - special programs that take place in the schools or otherwise outside of the library).*

**MOTION:** Sally motioned to approve the policy as it currently reads. Val seconded. Motion carried.

c. Policy Review: Safe Child\*

*Michele has recommended a clarification for the Safe Child policy to specify anywhere that is library property.*

**MOTION:** Tom motioned to approve the policy as it currently reads. Val seconded. Motion carried.

d. Strategic Plan 2025-30

*Michele reminded the board about the process for the strategic plan and what items will be necessary to move the strategic planning forward. The steering committee will do many of the tasks for the plan, which will then go to the board for approval. There is \$5,000 available for a consultant that will be available to guide the meeting as an impartial party. Library staff provides some important items and ultimately, after Library Board approval, the Strategic Plan will be sent to the State Library for final review as we are up for accreditation this year.*

*Ideally, the Steering Committee should have 1-2 library board members on it, the Library Director, 2 staff members, and 2-4 few community members. Tom noted that \$5,000 may not be a lot of money for a consultant and suggested taking another look at that, even if we have to go through a more formalized process for additional funds. Michele noted that she might be able to go back to the city for additional options. Sally asked about money in reserves and if there is an option to use that, Michele noted that she can ask about that as well.*

## 8. Reports

a. Director's Report

*Michele gave an update that two IPL staff members will be attending the ILA Leadership Institute in Ames. This is a great opportunity for emerging leaders! Michele noted that year-end statistics for this past FY were very positive and we broke several records for the library. Overall we are seeing a decrease in magazines and audiobooks (adult CD versions of audiobooks), but in general circulation, door counts, and programs are looking great.*

## 9. Trustee Comments

## 10. Adjourn

**Motion to Adjourn** by Randi. Meeting adjourned at 5:51pm.



## Chapter 8: Evaluating Service and Advocating for Advancements

### Evaluating Service

The library has a strategic plan and a budget that dictate what the library should be doing to provide service to the community. It is the board's responsibility to monitor and evaluate overall results of service and programming based on these documents. Monitoring doesn't mean that you should be in the library every day observing the kind of service provided by library staff. However, the board can survey the community to measure the satisfaction of those who use the library and to identify strengths and areas for improvement. The very term "trustee" indicates what the community expects from you. The community puts its trust in you to make sure the library is operating the way it should and the library is achieving the desired outcomes. It's your job to keep an eye on the progress of the library for the community.

**A successful library reflects the strategic plan and the annual budget working to support each other.**

### Board Evaluation

Another aspect of evaluation is gauging the effectiveness of the board itself. Successful boards pay attention to communication, relationships, and hold themselves accountable for smart decision making. The most highly functioning libraries are led by highly functioning boards.

Your group should take time every year to formally evaluate board performance. The purpose of a board evaluation exercise is not to find fault with individuals, but instead to identify strengths and areas for improvement. A board evaluation should be followed with a plan to improve. See **Appendix** for sample board assessment tools.

## Advocating For Advancements

As a library advocate, it is necessary that you understand the value and importance of public library service. And further, that you communicate that value to the community, government leaders, and other decision-makers. When you advocate for better public library service, you are promoting a better quality of life for your community today and in the future. Advocacy is a primary role of library trustees because you have statutory responsibility for your library's governance and are expected to better its services.

As a volunteer leader of the library, you can be a good advocate for the organization because your motivation is service to the community. Board members are also community leaders and influential in the community, prime qualities for an advocate. You serve as the connection between the local community and its public library and are in a unique position to promote the library and see that it meets the needs of the community.

Advocacy efforts will generally be part of a planned board effort, where the board speaks with one voice. You, as an individual board member, can speak about the board's official position on issues and can also promote the interests of the library at any time. Advocacy may include establishing a relationship with the mayor, city council, and county board of supervisors; communicating to the taxpayers the needs and plans of the library; and carrying out public relations activities for the library.

In carrying out its advocacy role, one of the main responsibilities of library boards is to obtain adequate funding for the library. As a representative of the general public, you can make a more effective case for the importance of adequate funding for the library than the director, who may be viewed as having a vested interest in a larger budget.

### Effective advocacy requires:

- ❖ A deep personal commitment to your library and the services it provides.
- ❖ A willingness to go out into your community on behalf of the library.
- ❖ A sense of what the community needs the library to be in the future.
- ❖ A willingness to work to help move the library forward.

## Telling the Library Story

Don't wait for a budget presentation to make a case for needed funding or to describe library programs and services. To make sure the library is seen as an essential community service, tell the library story all year. Invite officials to library programs and activities. Ask the director to provide reference services and assistance to city departments and officials. Share your successes with your city and county. Awards, record numbers at summer library programs, staff accomplishments and news articles should be part of regular reporting about the library to the city council.

In your community there are people who use the library and people who pay taxes to support the library but do not use it. Embrace all community members and be prepared to work with groups as well as individuals. This means not just waiting for an invitation, but initiating opportunities to meet with community groups such as Rotary, Kiwanis, school parent-teacher groups, Chamber of Commerce. Learn about community issues, interests, and concerns. Work with the director and other board members to communicate how the library can meet the needs of the community.

A successful advocate can bring new users and new revenue into the library, as well as increased awareness of library service. Legislators have been known to change their view of libraries after speaking to a trustee advocate. Or the people you talk with might become so enthused that they will leave a bequest to the library in their will, help with a fundraiser, or speak to state or federal legislators on behalf of the library.

More information regarding **Advocacy** is available on the State Library website.

### **Intellectual Freedom Advocate**

Finally, as a trustee advocate, you will be a defender of intellectual freedom, defined by the American Library Association as the “the right of every individual to both seek and receive information from all points of view without restriction.” Once the board has established a collection development policy and library resources are purchased which respond to community needs, trustee advocates must recognize a sacrosanct responsibility to permit people access to those materials. One of the most frequent questions asked of trustee advocates (usually in front of an audience) is whether a particular book or other item should be in the library's collection. The response must be unequivocal in defense of intellectual freedom.

See **Chapter 15: Intellectual Freedom** for more information.

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***“A library outranks any other one thing that a community can do to benefit its people.”***

Andrew Carnegie



## Invoices for Board Meeting

July 13, 2024

| Vendor                         | Amount      | Description of services or goods                                                                           |
|--------------------------------|-------------|------------------------------------------------------------------------------------------------------------|
| Amazon                         | \$2,255.04  | Craft supplies, DVDs, unboxed & loot box goodies, books, other materials and supplies (Feb & Mar invoices) |
| Baker and Taylor               | \$4,103.94  | Books                                                                                                      |
| Baker and Taylor Entertainment | \$66.44     | DVDs                                                                                                       |
| Baker and Taylor Spoken Word   | \$259.74    | Books on CD                                                                                                |
| Demco                          | \$499.60    | book covering supplies and bookmarks                                                                       |
| Dust Pros                      | \$1,696.00  | Janitorial services, supplies (\$35.75 CIP for bathroom remodel)                                           |
| Iowa Water Management Co.      | \$49.50     | Monthly agreement                                                                                          |
| MidAmerican Energy             | \$27.39     | Natural Gas                                                                                                |
| Overdrive Inc.                 | \$4,099.92  | Bridges e-book fees                                                                                        |
| Playaway Products              | \$661.22    | Playaway devices and Wonderbooks                                                                           |
| Rainbow Printing               | \$1,062.00  | Library Cards                                                                                              |
| Skold Door and Floor Company   | \$10,000.00 | CIP funds - Meeting room wall installation down payment                                                    |
| Springer Pest Control          | \$20.90     | Pest management                                                                                            |
| TRM Disposal                   | \$118.00    | Trash removal                                                                                              |
| Unique Management              | \$65.00     | Collection agency                                                                                          |
| Waste Management               | \$9.48      | Recycling fee                                                                                              |
| Woosley Landscape and Mowing   | \$450.00    | Mowing services                                                                                            |
| Wells Fargo                    | \$1,187.34  | See statements for details                                                                                 |

Total: **\$26,631.51**

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Approved

Date

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Approved

Date



# Budget Summary

July 2024

| Personnel    | August           | Year-to-Date     | Budget            | % Spent     |
|--------------|------------------|------------------|-------------------|-------------|
| Salaries     | 39,745.74        | 39,745.74        | 575,871.00        | 6.9%        |
| Benefits     | 11,882.89        | 11,882.89        | 189,920.00        | 6.3%        |
| <b>TOTAL</b> | <b>51,628.63</b> | <b>51,628.63</b> | <b>765,791.00</b> | <b>6.7%</b> |

| Collection   | August          | Year-to-Date    | Budget            | % Spent     |
|--------------|-----------------|-----------------|-------------------|-------------|
| Physical     | 2,525.77        | 2,525.77        | 97,309.00         | 2.6%        |
| Digital      | 0.00            | 0.00            | 28,000.00         | 0.0%        |
| Special      | 1,315.63        | 1,315.63        | 10,000.00         | 13.2%       |
| <b>TOTAL</b> | <b>3,841.40</b> | <b>3,841.40</b> | <b>135,309.00</b> | <b>2.8%</b> |

| Operations   | August           | Year-to-Date     | Budget            | % Spent     |
|--------------|------------------|------------------|-------------------|-------------|
| Repair/Maint | 524.44           | 524.44           | 37,000.00         | 1.4%        |
| Computer/IT  | 28,801.36        | 28,801.36        | 38,145.00         | 75.5%       |
| Operations   | 5,514.54         | 5,514.54         | 117,786.00        | 4.7%        |
| <b>TOTAL</b> | <b>34,840.34</b> | <b>34,840.34</b> | <b>192,931.00</b> | <b>4.7%</b> |

| TOTAL TO DATE | August    | Year-to-Date | Budget       | % Spent |
|---------------|-----------|--------------|--------------|---------|
|               | 90,310.37 | 90,310.37    | 1,094,031.00 | 8.3%    |

8% of Budget Year

| Account Number     | Account Title                     | YTD              | Budget             | % Budget |
|--------------------|-----------------------------------|------------------|--------------------|----------|
| 041 - LIBRARY FUND |                                   |                  |                    |          |
| 041-4100-40000     | Property Taxes(R)                 | -5,821.29        | -604,027.00        | 0.96%    |
| 041-4100-44700     | Library Service Reimbursements(R) | .00              | -85,000.00         | 0.00%    |
| 041-4100-47400     | Misc Sales (Copies/Scrap/etc)(R)  | -422.95          | -1,000.00          | 42.29%   |
| 041-4100-47641     | Library Fines(R)                  | -495.09          | -3,000.00          | 16.50%   |
| 041-4100-49400     | Transfer In--T&A PROP TAX(R)      | -2,489.31        | -188,623.12        | 1.31%    |
| <b>Total:</b>      |                                   | <b>-9,228.64</b> | <b>-881,650.12</b> |          |

| Account Number     | Account Title                    | YTD              | Budget              | % Budget |
|--------------------|----------------------------------|------------------|---------------------|----------|
| 041 - LIBRARY FUND |                                  |                  |                     |          |
| 041-4100-60110     | Salary/Wages--Administration(E)  | 9,901.25         | 176,628.00          | 5.60%    |
| 041-4100-60130     | Salary/Wages--Clerical(E)        | 29,844.49        | 399,243.00          | 7.47%    |
| 041-4100-61100     | FICA(E)                          | 2,954.32         | 44,054.00           | 6.70%    |
| 041-4100-61300     | IPERS(E)                         | 3,708.44         | 54,363.00           | 6.82%    |
| 041-4100-61420     | Deferred Comp--457(E)            | 325.00           | 4,950.00            | 6.56%    |
| 041-4100-61430     | Employee Assistance Program(E)   | 276.00           | 300.00              | 92.00%   |
| 041-4100-61440     | Wellness Program(E)              | .00              | 360.00              | 0.00%    |
| 041-4100-61500     | Health Insurance(E)              | 3,584.36         | 59,791.00           | 5.99%    |
| 041-4100-61501     | Dental Insurance(E)              | 233.97           | 3,904.00            | 5.99%    |
| 041-4100-61502     | Vision Insurance(E)              | 28.43            | 382.00              | 7.44%    |
| 041-4100-61503     | HSA Expense(E)                   | 276.90           | 16,100.00           | 1.71%    |
| 041-4100-61550     | Life Insurance/ADD/LTD/STD(E)    | 363.33           | 5,316.00            | 6.83%    |
| 041-4100-61599     | Workers' Comp Insurance(E)       | 132.14           | 400.00              | 33.03%   |
| 041-4100-62100     | Membership Dues/Subscriptions(E) | .00              | 875.00              | 0.00%    |
| 041-4100-62300     | Education/Training(E)            | 600.00           | 3,000.00            | 20.00%   |
| 041-4100-62700     | Mileage(E)                       | .00              | 1,250.00            | 0.00%    |
| 041-4100-63100     | Repair/Maint--Bldg/Grounds(E)    | 524.44           | 37,000.00           | 1.41%    |
| 041-4100-63710     | Utilities(E)                     | 1,992.48         | 30,246.00           | 6.58%    |
| 041-4100-64020     | Advertising(E)                   | 38.00            | 2,250.00            | 1.68%    |
| 041-4100-64082     | Insurance--General Liability(E)  | .00              | 7,290.00            | 0.00%    |
| 041-4100-64083     | Insurance--Property(E)           | .00              | 8,118.00            | 0.00%    |
| 041-4100-64084     | Insurance--Boiler/Machinery(E)   | 563.00           | 732.00              | 76.91%   |
| 041-4100-64090     | Janitorial Services(E)           | 1,779.00         | 24,775.00           | 7.18%    |
| 041-4100-64990     | Misc Contractual(E)              | 39.86            | 6,000.00            | 0.66%    |
| 041-4100-65020     | Library Books & Periodicals(E)   | 2,525.77         | 97,309.00           | 2.59%    |
| 041-4100-65021     | Digital Materials(E)             | .00              | 28,000.00           | 0.00%    |
| 041-4100-65022     | Special Collections(E)           | 1,315.63         | 10,000.00           | 13.15%   |
| 041-4100-65060     | Office Supplies(E)               | 16.93            | 4,100.00            | 0.41%    |
| 041-4100-65070     | Materials/Supplies(E)            | 357.08           | 11,700.00           | 3.05%    |
| 041-4100-65079     | Materials/Supplies--Program(E)   | 128.19           | 15,000.00           | 0.85%    |
| 041-4100-65080     | Postage(E)                       | .00              | 850.00              | 0.00%    |
| 041-4100-65990     | Miscellaneous(E)                 | .00              | 1,600.00            | 0.00%    |
| 041-4100-67240     | Computer Hardware/Software(E)    | 28,801.36        | 38,145.00           | 75.50%   |
| <b>Total:</b>      |                                  | <b>90,310.37</b> | <b>1,094,031.00</b> |          |

| Account Number                                   | Account Title                     | YTD             | Budget            |
|--------------------------------------------------|-----------------------------------|-----------------|-------------------|
| 141 - LIBRARY SPECIAL REVENUE FUND               |                                   |                 |                   |
| Expenditure                                      |                                   |                 |                   |
| 141-4100-65020                                   | Library Books & Periodicals(E)    | 46.99           | 20,000.00         |
| 141-4100-65023                                   | Summer Reading Program Expense(E) | 2,131.73        | 15,000.00         |
| 141-4100-65024                                   | Friends of the Library Expense(E) | 192.81          | 10,000.00         |
| 141-4100-65025                                   | Enrich Iowa Expenses(E)           | 560.05          | 7,000.00          |
| 141-4100-65070                                   | Materials/Supplies(E)             | 151.34          | 10,000.00         |
| <b>Total Expenditure:</b>                        |                                   | <b>3,082.92</b> | <b>62,000.00</b>  |
| Revenue                                          |                                   |                 |                   |
| 141-4100-44302                                   | Enrich Iowa(R)                    | .00             | -7,000.00         |
| 141-4100-45040                                   | Program Fees-Summer Reading(R)    | .00             | -15,000.00        |
| 141-4100-47050                                   | Donations/Contributions(R)        | -380.20         | -30,000.00        |
| 141-4100-47051                                   | Friends of the Library Contrib(R) | -259.75         | -10,000.00        |
| <b>Total Revenue:</b>                            |                                   | <b>-639.95</b>  | <b>-62,000.00</b> |
| <b>Total 141 - LIBRARY SPECIAL REVENUE FUND:</b> |                                   | <b>2,442.97</b> | <b>.00</b>        |
| <b>Total:</b>                                    |                                   | <b>2,442.97</b> | <b>.00</b>        |

# MEMO



To: Library Board of Trustees  
From: Michele Patrick, Library Director  
Date: August 2024  
Subject: Strategic Plan

I have included a draft of the internal planning document that outlines our process and a Request for Services document.

## **Goals for the August meeting:**

1. Review the internal planning document (especially the section on Conducting a Community Assessment, p.2).
2. Review the Request for Services document.
3. Brainstorm potential consultants.
4. Brainstorm potential members for the Steering Committee.

## **Next steps:**

- Solicit proposals from 1-3 consultants. The goal is to select one at the September meeting.
- Recruit Steering Committee members.
- If the cost is above budget, Michele will consult with City leadership regarding funding.

DATE



## **Request for Strategic Plan Consulting Services**

The Indianola Public Library (IPL) seeks a consultant to assist in the development of a strategic plan covering a five-year period from 2025-30 (July 1, 2025 -June 30, 2030). Through the planning process, IPL seeks to gain a clearer understanding of the community’s needs, priorities, and aspirations for the library and then develop a set of goals, objectives, and initiatives to address them. In this endeavor, the Library Board has appointed a Strategic Plan Steering Committee, which includes representatives from the community, IPL staff, Friends of IPL, and Library Board trustees.

## **About the Indianola Public Library**

The Indianola Public Library (IPL) serves the residents of Indianola, IA, a growing Des Moines metro community with a population of approximately 16,000 people, and the surrounding rural residents. The library has 8,000 active library card holders.

- IPL is a department of the City of Indianola and is led by the Indianola Public Library Board, a seven-member board appointed by the Indianola City Council.
- It occupies an 11,250-square-foot facility, with expansion plans slated for 2028.
- In FY25, the library has a budget of \$1.1 million dollars and a staff of 12 (8.25 FTE).
- Circulation of library materials has increased to record levels in recent years. Compared with FY23, increases in FY24 included program attendance by 15%, circulation by 9%, cardholders by 5%, and door count by 3%.

## **Scope of Work**

The scope of work for this project consists of working with the library’s Strategic Plan Steering Committee to conduct a community assessment, develop strategic plan content, and compile findings. IPL welcomes the consultant’s input on how best to integrate these phases into a finished plan that 1) addresses community needs based on community data and input; 2) contains mission and vision statements; and 3) shows goals and measurable objectives to be achieved over a period of up to five years.

## **1. Community Assessment**

With assistance from library staff, the consultant will gather the necessary data and community input to conduct an in-depth and meaningful community assessment which will include:

- Identification of key trends and factors impacting the delivery of library services in the Indianola community.
  - IPL staff will assist by providing a community profile based on relevant demographic data, local library trends, and a summary of wider library trends.
- Assessment and evaluation of IPL's performance measures relative to Iowa public libraries serving communities of similar size.
  - IPL staff will provide comparison data for this assessment.
- Collection of community input by conducting at least three focus groups with stakeholders (library board, core library staff, and community) and an online community survey.

## **2. Strategic Plan Development**

Using the findings from the Community Assessment, the consultant will lead the process of working with the Steering Committee to develop a robust strategic plan, which will include:

- Evaluation of data and other findings from the Community Assessment phase to develop a detailed analysis of IPL's service area and environment.
  - This proposed analysis may take the form of a SOAR analysis (Strengths, Opportunities, Aspirations, Results) or similar methodology that is appropriate and effective for strategic planning in a public library setting.
- New mission and vision statements
- The identification of core values
- Establishment of library service priorities, goals, and objectives in alignment with community needs, priorities, and aspirations.

## **Final Product**

At the conclusion of the project, the IPL expects a written strategic plan that includes the information gathered during the planning process and a presentation to the Board of Trustees to communicate the plan. This should be delivered in electronic format. The final product and all related materials shall be the sole property of the Indianola Public Library.

### **Proposal Format**

Proposals should include a cover letter with a brief description of the firm/individual, the specific approach and methods the consultant will use to complete the project, proposed work schedule, experience with comparable projects, references, a sample of a completed report for a comparable project, and the cost which includes all expenses.

### **Selection Criteria**

Proposals will be evaluated based on the consultant's experience working in similar municipalities, methodology, proposed cost, and relevance and thoughtfulness of approach.

**Timeline:** It is our estimate that the strategic planning process will take approximately 4 months, from project kickoff to adoption, with a projected start date of Oct. 1, 2024.

**Deadline for Receipt:** Proposals should be emailed to Library Director Michele Patrick at [mpatrick@indianolaiowa.gov](mailto:mpatrick@indianolaiowa.gov) by {date}, {time}.

**Contact:** Michele Patrick, [mpatrick@indianolaiowa.gov](mailto:mpatrick@indianolaiowa.gov) | 515-962-5343

# IPL STRATEGIC PLAN PROCESS

## GOVERNANCE

### Library Board

- Establishes the project process and timeline
- Determines the composition of the steering committee
- Hires an external consultant
- Reviews progress reports from the steering committee and advises where needed
- Approves the strategic plan, including the library's mission, vision, and values statements

### Steering Committee

- Creates a data collection plan
- Establishes strategic priorities
- Drafts mission and visions statements
- Presents draft plan to the Library Board

### Consultant

- Gathers community and stakeholder input (facilitates meetings)
- Coalesces findings and works with steering committee to recommend strategic priorities
- Guides the steering committee in drafting mission and vision statements
- Presents plan to the Library Board

### Library Staff

- Manages the communications plan & public-facing materials
- Collects and coalesces community data
- Creates and manages community survey
- Develops the values statement
- Develops initiatives

## State Library of Iowa

- After the Strategic Plan has been approved by the Library Board, reviews the plan to ensure it meets accreditation standards.

## STEERING COMMITTEE

- 1-2 Library Board Trustees [co-chair]
- Library director [co-chair]
- 2 Staff members
- 2-4 Community members including Friends of the Library

## PROJECT PLAN

*Based on Strategic Planning for Public Libraries by Joy L. Fuller*

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### CONSISTENT TERMINOLOGY (SUBJECT TO CHANGE)

**Mission:** Library's purpose in serving the community today

**Vision:** The desired future outcome for the community as a result of achieving the mission

**Values:** Norms and behaviors that staff and leadership exhibit as they work to achieve the library's mission and realize its vision.

**Strategic Priorities:** Areas of focus

**Goals:** Specific results aligned with Strategic Priorities

**Initiatives:** Action plan (SMART goals, etc).

## CONDUCT COMMUNITY ASSESSMENT

1. Collect demographic data for a community profile [Michele]
2. Collect library trends info [Michele]
3. Collect community input
  1. FOCUS GROUP 1: Library Board [Consultant]
  2. FOCUS GROUP 2: Library staff [Consultant]
  3. FOCUS GROUP 3: Community members & Friends of the Library [Consultant]

4. FOCUS GROUP 4: City Council [Michele]
5. SURVEY: Community survey [Consultant & IPL Staff]

## DEVELOP STRATEGIC PLAN CONTENT

1. Findings from the community assessment activities (data profile, focus groups, survey) are collated and used to develop general themes [Consultant/Steering Committee]
2. The findings are mapped to library capabilities (SWOT or SOAR type activity) [Consultant/Steering Committee]
3. Develop Strategic Priorities [Consultant/Steering Committee]
4. Identify Goals based on Strategic Priorities [Consultant/Steering Committee]
5. Define mission, vision, and values statements [Consultant/Steering Committee]
  - Write the mission statement [Consultant/Steering Committee]
  - Write the vision statement [Consultant/Steering Committee]
  - Define library values [Consultant/Library Staff]
5. Write initiatives [Library Staff]

## PUTTING THE PLAN TOGETHER

- Steering committee presents Strategic Priorities, values, mission and vision statements to Library Board for review
- Library staff drafts an action plan with specific initiatives
- Plan is presented again to the Library Board

## NEXT STEPS

- AUGUST:      Revise and approve project plan
- AUGUST:      Finalize the request for services
- SEPTEMBER:   Determine composition of the steering committee
- SEPTEMBER:   Hire consultant

# MEMO



To: Library Board of Trustees  
From: Michele Patrick, Library Director  
Date: August 2024  
Subject: Internet Use Policy Review

There are no recommended changes to the Internet Use Policy.

- The policy refers to the Children's Internet Protection Act (CIPA), so I've included a document summarizing CIPA.

# Internet Use Policy

## **Access to Electronic Resources and the Library's Mission**

The Indianola Public Library is committed to providing free and equal access to informational, educational, and recreational resources for the entire community to promote life-long learning and enjoyment.

## **Relationship to Other Library Policies**

The Indianola Public Library's Computer Policy is part of the library's overall policy structure and should be interpreted in conjunction with other existing policies.

## **Rights and Responsibilities**

The library expects the use of all its electronic sources to be responsible, ethical, legal, and consistent with the purpose for which those resources are provided. The Indianola Public Library complies with the Children's Internet Protection Act. To this end:

- a) The library affirms the right of every individual to have access to constitutionally protected material as stated in the Collection Development Policy.
- b) Restriction of a child's access to the Internet, including when the child is at the library without a parent, is the responsibility of the parent/guardian.
- c) Internet access is provided in a public area shared by users of all ages, backgrounds, and sensibilities. Users should consider this when accessing potentially controversial information and images.
- d) The library reserves the right to ask users to discontinue the display of information and images which cause a disruption.
- e) Users will not misrepresent themselves to any other user; will not attempt to modify or gain access to files, passwords, or data belonging to others; will not seek unauthorized access to any computer system; and will not damage or alter software components of any network or device.

- f) To the extent practical, steps shall be taken to promote the safety and security of users of the internet when they are using electronic mail, chat rooms, instant messaging, and other forms of direct electronic communications.
- g) Technology measures shall be used to prevent unauthorized access and other unlawful activities.
- h) Technology measures shall be used to prevent unauthorized disclosure, use, and dissemination of personal identification information.
- i) The library's Internet connection and wireless service may be used only for lawful purposes. Transmission of any material in violation of any U.S. or state regulation is prohibited. This includes, but is not limited to, copyrighted material and threatening or obscene material. Internet users agree to indemnify and hold harmless the Indianola Public Library from any claims resulting from their use of the service, which damaged the user or another party.
- j) The library is not responsible for lost data and does not guarantee any supplied program. Users will be held financially responsible for any damage or alteration to equipment or software. Misuse of any equipment, or failure to follow any of the guidelines in this policy, including failure to abide by time limits, will result in loss of computer privileges.
- k) Indianola Public Library cannot guarantee confidentiality over the Internet.
- l) Patron use of the Internet carries with it a responsibility to evaluate the quality of the information accessed. The availability of information does not constitute endorsement of the content or accuracy by the Indianola Public Library.
- m) Persons who violate these policies may have their library privileges suspended and may be prosecuted.

### **Access to Public Computers**

- The library's public computers are available to any user who visits the library. Persons without a library card may login using a guest pass.
- Stations are available on a first-come, first-served basis and are not reserved in advance. Length of use is limited to two 45-minute sessions per day, longer if no one else is waiting. The number of persons per station is limited to two. Fees will be charged for any pages printed from the Internet.
- The library cannot guarantee that this service will be available at any specific time or at any specific speed.
- Files saved to the computer's drives are erased at the end of each user's session.

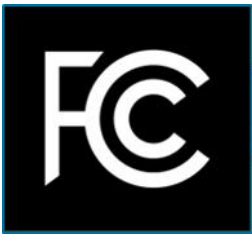
#### **Access to the Library's Wireless Connection**

- The library will not assume responsibility for any damage, theft, alterations, interference, or loss of any kind to a user's equipment, software, data files or other personal property brought into or used at the library's facilities. All virus and security protection are the responsibility of the user.
- The library cannot accept the liability of handling patron's computers. Patrons must understand how to configure their own computers to access the library's wireless service.

#### **Staff Assistance**

- It is assumed that people using the Internet will have some knowledge of how it works. Library staff cannot provide in-depth software instruction or one-on-one training concerning Internet use but may be able to offer searching suggestions and answer general questions.

*Adopted 2/8/00; 12/10/02; Revised 2/10/04; 7/13/04; 10/07; 2/12; 11/17; 5/19; Revised 7/21*



## Children's Internet Protection Act (CIPA)

The Children's Internet Protection Act (CIPA) was enacted by Congress in 2000 to address concerns about children's access to obscene or harmful content over the Internet. CIPA imposes certain requirements on schools or libraries that receive discounts for Internet access or internal connections through the E-rate program – a program that makes certain communications services and products more affordable for eligible schools and libraries. In early 2001, the FCC issued rules implementing CIPA and provided updates to those rules in 2011.

### What CIPA requires

Schools and libraries subject to CIPA may not receive the discounts offered by the E-rate program unless they certify that they have an Internet safety policy that includes technology protection measures. **The protection measures must block or filter Internet access to pictures that are: (a) obscene; (b) child pornography; or (c) harmful to minors** (for computers that are accessed by minors). Before adopting this Internet safety policy, schools and libraries must provide reasonable notice and hold at least one public hearing or meeting to address the proposal.

Schools subject to CIPA have two additional certification requirements: 1) their Internet safety policies must include monitoring the online activities of minors; and 2) as required by the Protecting Children in the 21st Century Act, they must provide for educating minors about appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms, and cyberbullying awareness and response.

Schools and libraries subject to CIPA are required to **adopt and implement an Internet safety policy addressing:**

- **Access by minors to inappropriate matter on the Internet;**
- **The safety and security of minors when using electronic mail, chat rooms and other forms of direct electronic communications;**
- **Unauthorized access, including so-called "hacking," and other unlawful activities by minors online;**
- **Unauthorized disclosure, use, and dissemination of personal information regarding minors; and**
- **Measures restricting minors' access to materials harmful to them.**

Schools and libraries must certify they are in compliance with CIPA before they can receive E-rate funding.

- CIPA does not apply to schools and libraries receiving discounts only for telecommunications service only;
- An authorized person may disable the blocking or filtering measure during use by an adult to enable access for bona fide research or other lawful purposes.
- CIPA does not require the tracking of Internet use by minors or adults.

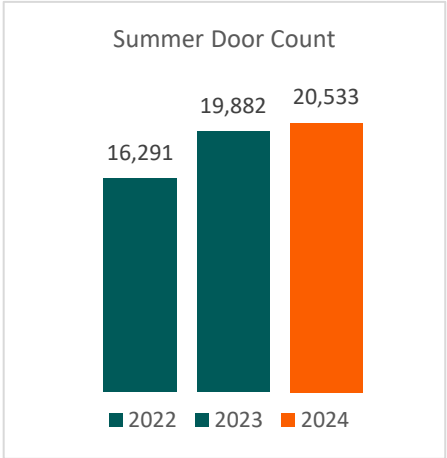
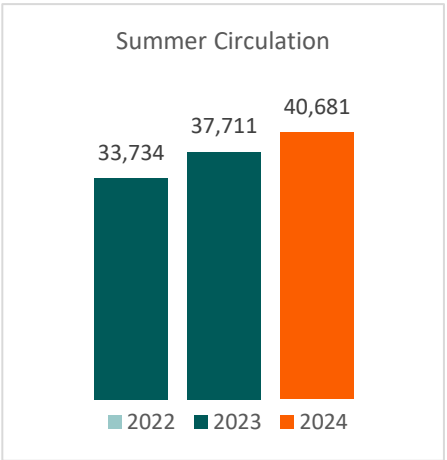
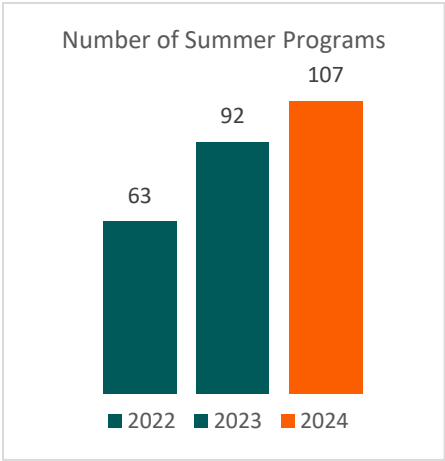
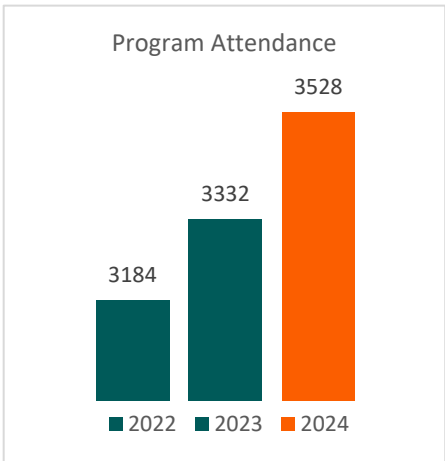
You can find out more about CIPA or apply for E-rate funding by contacting the Universal Service Administrative Company's (USAC) Schools and Libraries Division (SLD) at [sl.universalservice.org](http://sl.universalservice.org). SLD

# Director’s Report

## End of Summer

We wrapped up another successful summer with high participation again this year. The most popular program was our kickoff party followed by the petting zoo and family crafts. As a reminder, summer programs and reading prizes are funded 100% by the Friends of the Library.

### Summer Statistics (June and July)



## Fall Programs

The staff spends the month of August planning for fall. Along with our popular reoccurring programs such as the Teen Hangouts, storytimes, and bingo, we’ll be bringing back Truck or Treat, Storytime at the Fire Station, and Glow-in-the-Dark-Bingo. New programs this fall include a new weekly Sensory-Friendly Storytime, and a HiSet course (formerly known as GED) in partnership with DMACC.



## ILA Presentation

Congratulations to Jacy West and Jody Ross, who will be presenting at the Iowa Library Association Conference this fall. Their session is “Empowering Staff to Turn Your Conduct Policy into Reality” based on our system for training staff to effectively manage problem behaviors in patrons.



# Circulation

July 2024

| Print        | JUL 2022      | JUL 2023      | JUL 2024      | YTD-FY23      | YTD-FY24      | YTD-FY25      |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Adults       | 4,141         | 4,342         | 4,488         | 4,141         | 4,342         | 4,488         |
| Teens        | 849           | 859           | 783           | 849           | 859           | 783           |
| Children     | 5,702         | 6,289         | 7,238         | 5,702         | 6,289         | 7,238         |
| <b>Total</b> | <b>10,692</b> | <b>11,490</b> | <b>12,509</b> | <b>10,692</b> | <b>11,490</b> | <b>12,509</b> |

| Special            | JUL 2022     | JUL 2023     | JUL 2024     | YTD-FY23     | YTD-FY24     | YTD-FY25     |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| DVDs & Video Games | 1,782        | 1,954        | 2,120        | 1,782        | 1,954        | 2,120        |
| Magazines          | 210          | 170          | 136          | 210          | 170          | 136          |
| Audiobooks         | 196          | 190          | 122          | 196          | 190          | 122          |
| Games & Puzzles    | 492          | 709          | 966          | 492          | 709          | 966          |
| Library of Things  | 79           | 83           | 88           | 79           | 83           | 88           |
| <b>Total</b>       | <b>2,759</b> | <b>3,106</b> | <b>3,432</b> | <b>2,759</b> | <b>3,106</b> | <b>3,432</b> |

| Digital           | JUL 2022     | JUL 2023     | JUL 2024     | YTD-FY23     | YTD-FY24     | YTD-FY25     |
|-------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Ebooks            | 1,665        | 1,806        | 1,862        | 1,665        | 1,806        | 1,862        |
| Eaudio books      | 1,196        | 1,525        | 1,822        | 1,196        | 1,525        | 1,822        |
| Digital Magazines | 58           | 46           | 219          | 58           | 46           | 219          |
| Streaming Videos  | 153          | 128          | 139          | 153          | 128          | 139          |
| <b>Total</b>      | <b>3,072</b> | <b>3,505</b> | <b>4,042</b> | <b>3,072</b> | <b>3,505</b> | <b>4,042</b> |

| TOTAL TO DATE | JUL 2022 | JUL 2023 | JUL 2024 | YTD-FY23 | YTD-FY24 | YTD-FY25 |
|---------------|----------|----------|----------|----------|----------|----------|
|               | 16,523   | 18,101   | 19,983   | 16,523   | 18,101   | 19,983   |



# Programs and Services

JULY 2024

| Program Attendance | JUL 2022     | JUL 2023     | JUL 2024     | YTD-FY23     | YTD-FY24     | YTD-FY25     |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Adults             | 81           | 143          | 141          | 81           | 143          | 141          |
| Teens              | 119          | 108          | 122          | 119          | 108          | 122          |
| Children           | 884          | 920          | 976          | 884          | 920          | 976          |
| Library Meetings   | 9            | 8            | 5            | 9            | 8            | 5            |
| <b>Total</b>       | <b>1,093</b> | <b>1,179</b> | <b>1,244</b> | <b>1,093</b> | <b>1,179</b> | <b>1,244</b> |

| Number of Programs | JUL 2022  | JUL 2023  | JUL 2024  | YTD-FY23  | YTD-FY24  | YTD-FY25  |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Adults             | 9         | 11        | 13        | 9         | 11        | 13        |
| Teens              | 5         | 5         | 7         | 5         | 5         | 7         |
| Children           | 24        | 24        | 27        | 24        | 24        | 27        |
| <b>Total</b>       | <b>38</b> | <b>40</b> | <b>47</b> | <b>38</b> | <b>40</b> | <b>47</b> |

| User Statistics           | JUL 2022 | JUL 2023 | JUL 2024 | YTD-FY23 | YTD-FY24 | YTD-FY25 |
|---------------------------|----------|----------|----------|----------|----------|----------|
| New Library Cards         | 113      | 118      | 114      | 113      | 118      | 114      |
| Door Count                | 6,267    | 8,261    | 9,220    | 6,267    | 8,261    | 9,220    |
| Number of Home Deliveries | 6        | 10       | 6        | 6        | 10       | 6        |
| Home Delivery Checkouts   | 84       | 154      | 116      | 84       | 154      | 116      |
| ILL Items Loaned          | 10       | 26       | 15       | 10       | 26       | 15       |

| Computer Usage    | JUL 2022 | JUL 2023 | JUL 2024 | YTD-FY23 | YTD-FY24 | YTD-FY25 |
|-------------------|----------|----------|----------|----------|----------|----------|
| Public Computers  | 279      | 329      | 414      | 279      | 329      | 414      |
| WiFi Sessions     | 657      | 914      | 741      | 657      | 914      | 741      |
| WiFi Unique Users | 271      | 314      | 300      | 271      | 314      | 300      |
| IPL App Launches  | 1,798    | 2,091    | 2,488    | 1,798    | 2,091    | 2,488    |
| App Page Views    | 2,021    | 2,405    | 3,337    | 2,021    | 2,405    | 3,337    |

| Meeting Room Usage | JUL 2022 | JUL 2023 | JUL 2024 | YTD-FY23 | YTD-FY24 | YTD-FY25 |
|--------------------|----------|----------|----------|----------|----------|----------|
| Number of Meetings | 1        | 1        | 0        | 1        | 1        | 0        |
| Meeting Attendance | 9        | 8        | 0        | 9        | 8        | 0        |

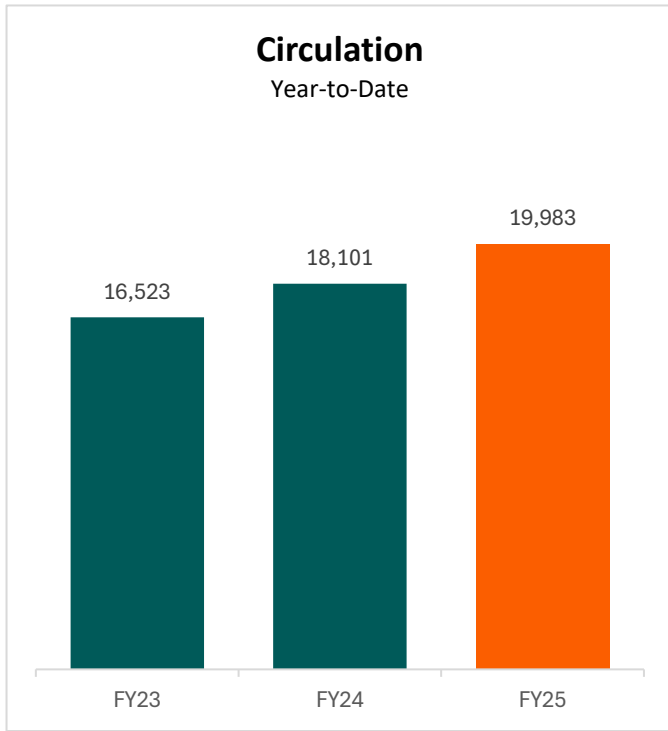


# YTD Activity Summary

JULY 2024

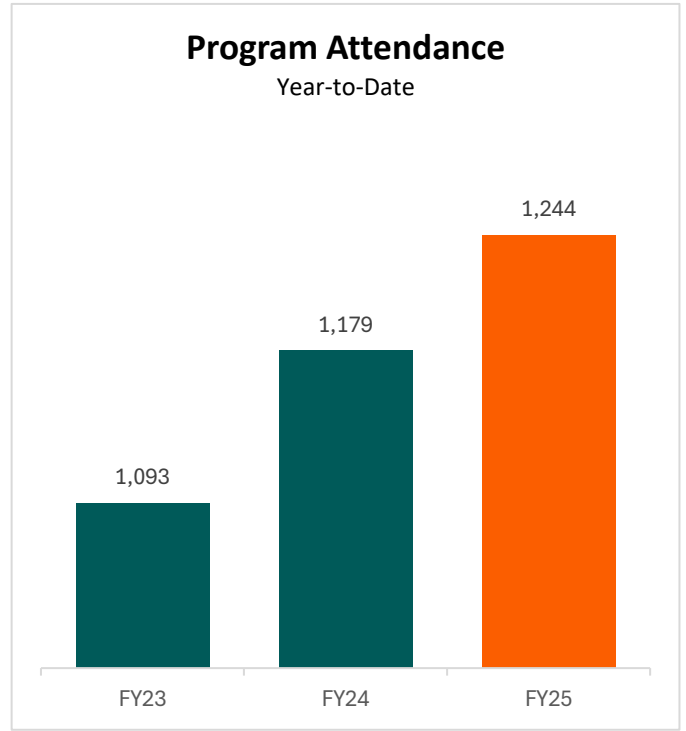
## Circulation

Year-to-Date



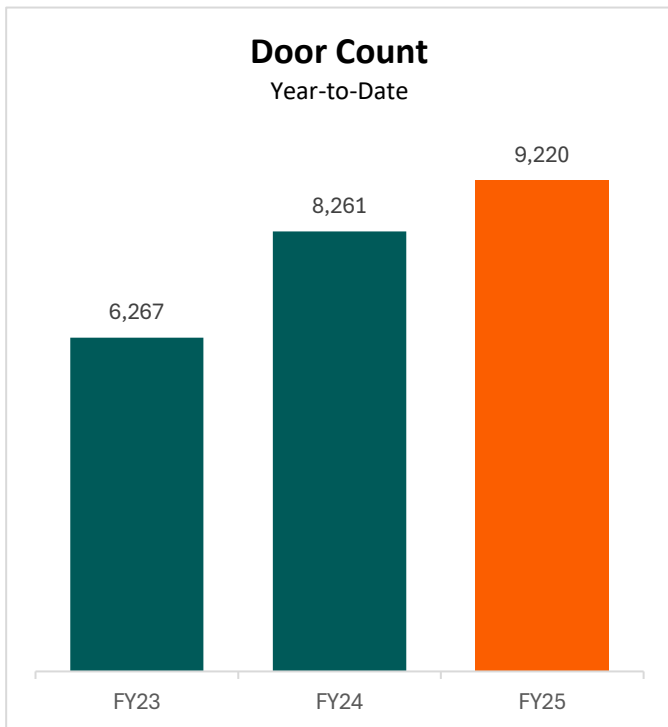
## Program Attendance

Year-to-Date



## Door Count

Year-to-Date



## In-Library WiFi Usage

Year-to-Date

