ALEXANDER PUBLIC LIBRARY

LONG RANGE GOAL

2018-2021

APPROVED AND REVISED BY THE BOARD OF TRUSTEES

JANUARY 17TH, 2018

Library

The current Alexander Public Library
was built in 1966. The original small
library housed the city jail, and had
approximately 2,000 books for
everyone to enjoy. The library
was then moved to the spot
it is now. We have a collection of
over 10,000 items, including books,
magazines, dvd's, audio books,
reference materials and a complete
genealogy book and album section.
The library is in good shape for being
over 50 years old.
Our main floor was recently remodeled,
adding all wood book cases, and new
updated table and chairs
We comply with all city and state codes
ADA requirements.
We have a meeting room in the basement,
and comfy seating upstairs for coffees and
other events held throughout the year.
Our library motto is:
"The coffee pot is always on"

The library director and two other
staff handles the daily duties. Our
doors are open 23 hours a week,
Monday through Saturday.
We have books, magazines,
three newspapers, puzzle time,
crafts for both adults and children,
audio books, fiction, non-fiction,
copy, fax, laminating services, and
five public computers and other
events for both adults and children.

We have a place for the younger
children to enjoy and a room for
the teens to sit and enjoy music
or do their homework.

Our library is accredited at a Tier 3.
We receive funding from the
city and the county as well, which we
appreciate.
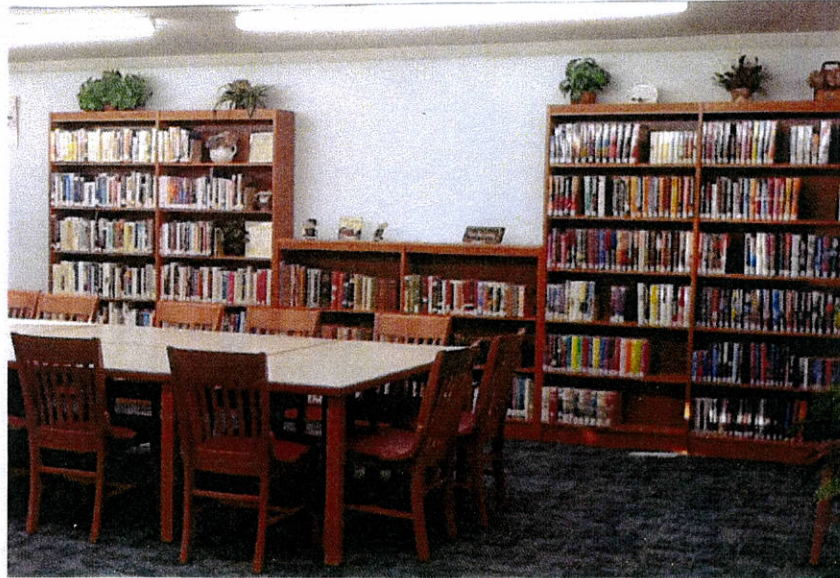
Community

Alexander is located in Franklin County in North Central Iowa.

The children of Alexander attend school in Latimer, Belmond-Klemme and Hampton.

Alexander is a bedroom community. The only businesses are the post-office and the library. Income is below state averages. Unemployment is very low, as most work outside of Alexander. Most of the community are below the poverty level, with many unable to afford the internet or family computers. For many the library is their only source.

Alexander Demographics Summary

Population

With an estimated population for 2017 of 168, Alexander is the 613th most populated city in the state of Iowa out of 1,002 cities. Followed by **Castalia** with 166 people, **Randall** with 167 people, **Rose Hill** with 166 people, and **Soldier** with 167 people. The 2010 census showed 175 individuals, the town has since lost seven (7) in 2015 and 2016, but gained eight (8) in 2017, so the projected is slightly off.
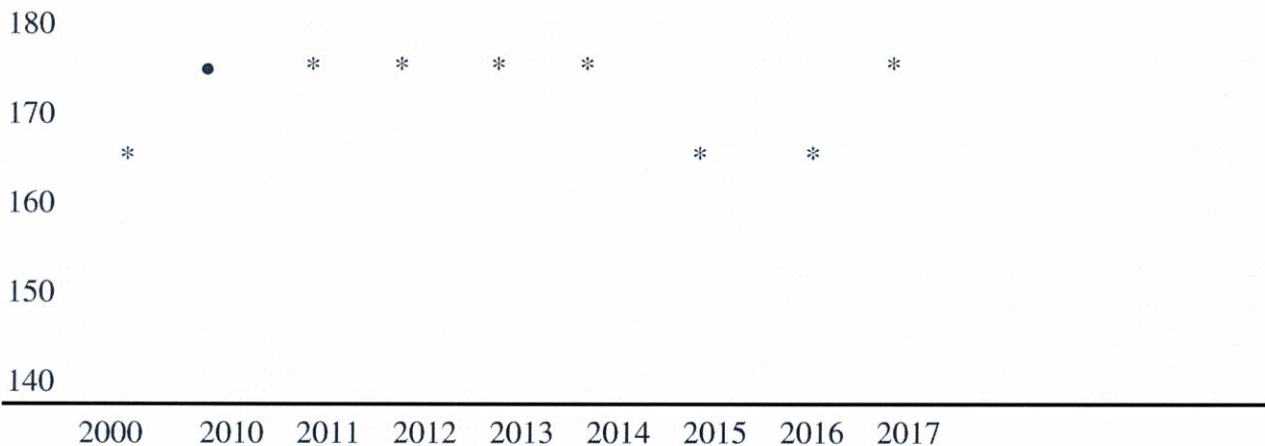
Race & Ethnicity

The largest Alexander racial/ethnic groups are White (96.0%) followed by Black (1.0%) and Hispanic (3.0%).

$ Income

In 2016, the median household income of Alexander residents was $35,000. Alexander households made slightly more than **Crystal Lake** households ($34,712) and **Keokuk** households ($34,847) . However, 22.7% of Alexander residents live in poverty.

Median Age

The median age for Alexander residents is 39 years.

Mission Statement

To inspire lifelong reading, learning, and knowledge in our community

Community Survey Responses

Residents of the Alexander can visit our comfortable library Monday through Saturday. We strive to make it a place where patrons and non-patrons alike can come and interact with others, have a cup of coffee, or just sit quietly and read the newspapers.

Every July community surveys are sent out requesting input as to how we can improve services at the Alexander Library. The biggest thing our community survey's brought out to our staff's attention was the question "What keeps you coming back to the library". Results are from the past three years 2015, 2016, and 2017

Below are some of the comments, concerns and suggestions.

What keeps you coming back to the library? The friendly atmosphere, collection of newspapers, and the most current books was the answer from the age group 56-85.
Objective: Maintain a comfortable and safe atmosphere

Plan: Director will continue to train staff on the computer, so they can readily help patrons with any and all questions while maintaining the upmost friendly and professional service. We will also maintain the most current books as possible.

In the age group 4-11, books and children's DVD's is the topic. The books Junie B Jones, tractor books, and where Waldo is were the most popular answers. The DVD's Cars, Christmas Video's, and Superman all topped the DVD selection.
Objective: Have available for checkout current books and videos that will appeal to the younger community population.

Plan: Staff will evaluate the current collection on a weekly basis with input to be given to the Director, who will then pass the information to the board of trustees for purchasing.

Technology is the biggest concern among the teen and pre-teen, ages 12-19. "We can't afford the internet, so I need to use the library's" is the one thing staff hear's on a daily basis. Updated computers, and IPADS, are the most requested on the surveys.

Objective: See that all students have the resources to succeed and excel in school.

Plan: To reach this goal, we will have our staff check into updating computers every three years, and purchasing a laptop that will be used for homework. Staff and director will keep in close contact with our internet provider ensuring proper internet speed is maintained, and our hours coincide with members of the community being home. Our upmost goal and plan is too see that every member of the community has full use of the internet.

Opportunities to meet other people and the opportunity to do something for the community is the top response among the age group 76-85.

Objective: In this age group is to have a comfortable environment for the elderly to sit and socialize.

Plan: We will encourage the elderly to participate in puzzle time, book discussions, and our events. This will be accomplished by one on one discussion, Facebook, and our website.

In the age group 56-65 learning a second language has been requested.

Objective:

Encourage individuals to participate in learning Gale/Credo.

Plan: Start instruction classes on the online language learning, Chilton, and IPAD for seniors.

GOALS

Goal 1: Collection Development

Objective A. Evaluate the collection and policies as needed.

- Staff will consider patron requests for new materials and maintain in good condition (replacing when appropriate) relevant, appealing and current materials.
- Regularly weed outdated, damaged and long uncirculated materials, weeding out 3% by 2019.
- Staff will collect and preserve the history of Alexander for our reference section.
- The director and board of trustees will evaluate one policy or review one Iowa Library Service Standard on a monthly basis. This to be completed by fiscal year 2021.

Goal 2: Programs and Service

Objective B. Provide programming and services to adults and children

- Staff will maintain pre-school and toddler story times.
- Inform the community, public, daycares and the local school district of library events
- The director will have speakers relevant to the town's interests on a 6 month's basis
- Staff will promote events to increase attendance by 3%. Measurement taken by the wireless Door count.
- Staff and director will plan and implement Summer Reading Programs

Goal 3: Public Relations

Objective C. Strive to increase public awareness of the library's services, special programs, classes and events.
- Staff to develop a brochure describing our services to distribute to new patrons by 2019
- Write a weekly library column to be published in the local newspapers
- Staff to continue to provide ongoing publicity regarding the library through signs, flyers, Posters, radio and newspaper.

Goal 4: Facilities

Objective D. Ensure interior of library is clean, appealing and promotes the library's collections.
- Staff will adhere to established cleaning schedule
- Director will inspect annually the need for building repairs
- Staff will display proper signage inside and outside the library building
- Staff will maintain attractive displays to enhance the library's collection
- Staff shall provide a meeting space for public groups or gatherings

Goal 5: Technology

Objective E. Maintain the library's website and Facebook page.
- Director will evaluate the state of equipment in the library and bring to the board of trustees attention any in need of repair or replacement annually.
- The director and board will evaluate and replace library computers and other technology as needed. Computers will be evaluated annually with a replacement anticipated in 2021.
- Director will work closely with the library's internet provider ensuring upload and download speed is as functional as possible for library to maintain computer speed. This will be evaluated annually to maintain a fast internet speed.

Goal 6: Personnel

Objective F. Library Director will continue to complete the 45 credit hours to remain certified
- Director and board of trustees to continue to allocate a portion of the library Budget for continuing education.
- Director to conduct annual staff evaluations starting July 2018
- Board of trustees to continue to hold annual evaluation with the library director every fiscal year beginning July 2018