



Mitchellville Public Library/ Strategic Plan 2020-2025

MITCHELLVILLE PUBLIC LIBRARY MISSION STATEMENT



Staff

Ellen Heather
Library Director

Filipina Silver
Library Clerk

Barbara McCurnin
Library Clerk

Trustees

Deb Thomas-Biggs
President

Joan Allsup
Treasurer

Marguerite Helvey
Secretary

Jerry Butler

Ivan Madson

Mitchellville Public Library Mission Statement

The Mitchellville Public Library provides physical and virtual spaces that welcome and encourage patrons of all ages to engage in lifelong learning.



MAYOR:

Dean Brand

COUNCIL:

Steve Zook Nedra Hoover Bill Roberts

LaBrent Lawler Nicholas Murrow

CITY OF MITCHELLVILLE

Tammi Dillavou

PO Box 817, 204 Center Ave N

Mitchellville, IA 50169

Phone (515)967-2935, Fax (515)967-2935

tammi.dillavou@mitchellville.org

As Mayor of Mitchellville, I want to say a big thank you to library director Ellen Heather and all of the staff for their time and dedication. They have put in a lot of work to develop the strategic plan for review and believe that it will make the facility a great one as we move forward for the next five years.

Mitchellville is blessed to have a great library that is staffed by some wonderful people, both paid staff and volunteers. These folks provide a wide variety of activities for all ages of community members as well as opportunities to just come and read if they so wish. The library provides an opportunity and location for members of the community to come together to learn from one another with different programs as well as to socialize. Our young people have a number of opportunities during the week to come and participate in reading and activity programs after school during the school year as well as special programs during school vacation breaks and during the summer. The library has held a number of special events during the year in the evening as well as on Saturdays and "special visitors/characters" entertain. The computers are always busy with all ages using them for the myriad of things that most of us take for granted now as what we do every day, such as e-mail, research, homework, reading, etc.

This strategic plan is focused on making the library a better resource for the community and providing more of what they foresee for the upcoming five years. The residents of Mitchellville and the surrounding area as well as the staff all have a stake in the plan and to have it succeed. Will this be where we are at when the plan ends? No one knows because change always happens to any long range plan, but we believe that this is taking the library in the right direction.

Thank you for reading about the Mitchellville Library and the city. We are here to serve all of our patrons.

Dean Brand

Library History

The Mitchellville Public Library opened its door for the first time on October 21, 1951. It was located on the second floor of the old fire station. By the mid-1950s, a new library was soon needed as the many steps to the second floor kept some older residents from using the facility. A local physician, Dr. David T. Nicoll, said that he would donate money for building a new library if the city would donate the land. In November of 1958, a red brick structure at 204 Center Ave. N, became the new home of the library. Measuring only 20' x 20', it was much smaller than the old one, but was accessible to all citizens.

By the end of the 1960s the little library was packed to its limit with books. There was not enough space to hold the children at story time. In 1976 the library board established a fundraising committee, with the goal to add about 1,000 square feet. The library was housed in an old bookmobile during construction. In 1979, the completed structure opened its doors. Finally, there was plenty of room for children's programs. But by the mid-1990s an old problem reoccurred...the library was out of space again.

In 2004 the City of Mitchellville purchased an empty former grocery store to house a new library. This was located across the street from the old library. A Library Foundation was established with the goal to raise \$600,000. Remodeling started in early 2007, with a grand opening of the new library held on September 15, 2007 at 205 Center Avenue North.

Our present library now covers 5,000 square feet with plenty of space for growth. It houses a reading room with fireplace, activity room, teen corner, children's learning area with learning computer, six public computers and laptops available to use within the library as well.

Besides books, today the library offers audio books, DVDs, access to countless online databases, and free Wi-Fi. The library has 9 public access computer stations and has 6 laptops available for in-library-use checkout. We also have several iPads available for in-library-use and 3-day checkout. The staff has grown over the years and is now made up of a fulltime library director, a full-time librarian clerk, and one part-time library clerk.

Community Overview

Mitchellville was founded by Thomas Mitchell (1816-1894) in 1856 and it incorporated as a city on September 30, 1875. Mitchell's farm was later purchased by Polk County, becoming Thomas Mitchell Park.^[4] Mitchell was the first white settler in Polk County, Iowa.

Mitchellville is a city located in Polk County and part of Jasper County. The population was 2,254 at the 2010 census.

The Iowa Correctional Institution for Women is located in Mitchellville. Prior to this the State Training School for Girls was on that site until 1983. The 2010 census includes the prisoners of the Iowa Correctional Institution for Women, whereas the 2000 census did not. This accounts for the drastic change in male/female ratio between 2000 and 2010.

In the Southeast Polk School District, there is a shared 6th Grade Center, Junior High and High School. The children living in Mitchellville attend school at Mitchellville Elementary for preschoolers through 5th grade.

There are several in-home daycares in town and small percentage of citizens homeschool their children.

The community's main employers include Heartland Co-Op, Diamond Crystal Brands and Iowa Correctional Institution for Women. The Median income of family living in Mitchellville is \$52,113. The per capita income for the city was \$18,572. About 4.3% of families and 4.6% of the population were below the poverty line, including 4.9% of those under age 18 and 7.5% of those age 65 or over. The average household size was 2.53 and the average family size was 3.12.

The community has affordable housing, a quality school district with varied extracurricular activities and scholarship opportunities. Services in Mitchellville include an active library, community center and many churches. Residents participate in clubs and groups and in five local churches. There are two parks in Mitchellville the City Park and Killinger Park.

Creating our Plan 2020-2025

Throughout the fall of 2019, the library conducted a Mitchellville Library survey. The survey was promoted among current Library users during programs and checkout transactions.

In an effort to attract feedback from non-users, we sent out the survey through the mail to random residents. The 12 question survey sought to gauge customer satisfaction with services, programming, staff, facilities and identify future services priorities.

The survey found that the respondents most frequently used the library for adult books, children's books, visiting the library website and programs for the adults and children. Most all the respondents rated the library customer service "excellent." When asked how the library's service, resources and facilities could be improved, most respondents left it blank.

In a survey of the library staff, they felt the library is doing a very good job of meeting the needs of the patrons. We identified our strengths as programming, the staff, computers and other technologies. Our staff saw opportunities for improvement in future programming, lifelong learning and communication.

Goals and Objectives

Goal # 1: Lifelong Learning

Home Economics was removed from schools because it was seen as just, 'cooking and sewing,' which some thought could be learned at home. With emphasis on advanced academics and high test scores, it was not seen as worthy of the time in a curriculum.

Home Economics is essential for preparing the youth and even some adults to become equipped in the basic of life skills needed in order to survive. The basic principle of learning chores and errands inside the home is a, 'key,' element of personal development.

Because of the needs of our community based on the statistics listed in the Community Overview, we feel we can help meet those needs.

Objective:

The library will promote learning for all ages and stages in life.

We will provide home economic basic life classes and programs. We will include speakers, teachers, staff, volunteers and local business.

We will include:

- a. One program per fiscal year we will do 2 classes on Food and Nutrition. One is “Kids in the Kitchen,” and one class on nutrition with a dietitian.
- b. Each fiscal year during fall and winter we will teach a class on Clothing and Textile (sewing). We have four volunteer ladies and staff who will be teaching basic sewing.
- c. Each fiscal year we will provide 2 classes on Home Management. (Balancing a check book and finances)
- d. Each fiscal year we will provide a babysitting class and CPR.

Goal # 2: The library will engage in professional development that increases our knowledge and skill in working with individuals with special needs. Our staff has noticed the increase of special needs in our community. We want to offer them a safe environment.

Objective:

- a. By December. 30th, 2020 we will visit 2 sites of professional organization for disabilities. One will be, “New Balance” and one will be with school class room. We will update every year for new changes.
- b. We have on going tutorials and webinars for staff training.
- c. By March of 2021 create a safe sensory environment and create a zone to meet their needs. (low lighting, less noise etc.)
- d. August. 2020 create groups for parents of special needs to meet. (To understand and meet the needs of the children or adults with disabilities.)

“...it is important for schools and libraries to remember, that students with disabilities are people first.” (Zambone & Jones 19)

Goal # 3: Strengthen our Community awareness and Engagements

Objectives:

The library will find new ways to enhance its programs and increase community awareness.

- a. June 2020 and continue throughout this plan to invite our City liaison once month to meet, update and answer questions for our community.
- b. On an ongoing basis facilitate partnerships that result in better service.
- c. On an ongoing basis assist volunteers and encourage volunteering. I would like to have 10 volunteers per year.
- d. On an ongoing basis document partnerships
- e. January 2021 Identify individuals to participate in an annual focus group.
- f. On an ongoing basis implement change if necessary.
- g. On an ongoing basis develop and administrate annual survey's.

Goal # 4: Visit a comfortable place

The residents of Mitchellville and the surrounding communities will have access to electronic resources, databases and emerging technologies to help them keep up with technology trends, and a welcoming virtual space to gather information pertinent to their lives.

Objectives:

- a. On an ongoing basis biannually assess the number and working condition of current technology, including Wi-Fi provided to patrons.
- b. On an ongoing basis annually assess the budget to provide electronic resources and databases that are current and relevant to community needs.
- c. On an ongoing basis monthly assess current library information on the Library web site and social media sites.
- d. On an ongoing basis as needed we will require all staff to monthly practice using of electronic library resources so they are able to provide individual assistance in use of library technology.

Tracking Our Progress

Each year, the Board of Trustees and Library Director will outline the action steps necessary to accomplish specific objectives and goals during the period covered by this plan 2020-2025. At the end of each year, the plan will be reviewed and progress measured against established metrics to evaluate the success of each object. Progress on each goal will be reported during the monthly Director's Reports and a summary will be provided at the December board meeting and shared with the public.

Board Approved 01/18/2020