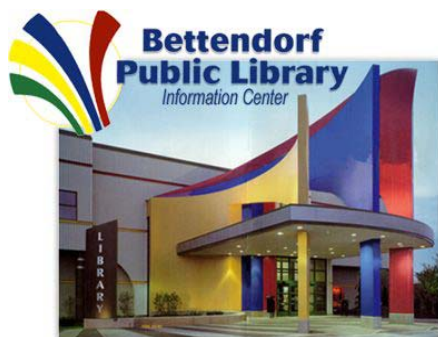


BETTENDORF PUBLIC LIBRARY INFORMATION CENTER PLAN OF SERVICE

SEPTEMBER 2005
THROUGH
SEPTEMBER 2008



PROVIDING
OUR
CITIZENS
ADVENTURES
OF
THE MIND AND
HEART

COMMUNITY PLANNING COMMITTEE

The Bettendorf Public Library Information Center has a long history of developing strategic plans to insure effective use of resources and state of the art services. In the fall of 2004, the Board of Trustees approved a new planning process designed specifically for public libraries, [The New Planning for Results](#).

Recognizing that the library serves the citizens of Bettendorf, the Board invited sixteen residents representing different aspects of the community to join with the Board president and two staff members to form the Community Planning Committee. We thank the following people for serving so generously and passionately on our planning committee:

Alicia Owens, Representing Persons with Disabilities
Ana Kehoe, Representing the media
Ann Perdue, Representing health services
Caran Johnson, Library staff member representing seniors
Dr. Joseph Cress, Representing the mental health community
Evan Thompson, Representing the community's youth
Janet Coogan, Representing Literacy
John Bishop, Representing the Friends of the Library
John Heiderscheid, Representing the business community
Kevin Hatfield, Representing education
Lorraine Hartman, Representing the faith community
Mike Freemire, Representing government and business
Patty Herzberg, Representing young families
Rita Rosauer, Library Senior Manager representing library staff
Sally Gierke, Representing the arts and culture
Scott Voigt, President of the Library Board
Terri Russell, Representing the Library Foundation
Terry Westbrook, Representing the financial community
Yan Li, Representing young families

This committee met in January and February of 2005. They discussed the vision of the City of Bettendorf and how the library could help move the city toward its vision. This discussion led to a list of community needs. The Committee then learned about existing library services and programs and eventually established a list of four service priorities for the library:

- Information
- Lifelong learning
- Current materials on current topics
- Community meeting place

The Board approved these priorities at its March 2005 meeting. Then the staff went to work and in a series of meetings wrote goals and objectives for each priority. Then staff brainstormed a host of activities that they felt might lead to successfully achieving the goals and objectives. These activities were rated and the ones most likely to be effective and efficient will be the focus of our work in the coming years.



CITY OF BETTENDORF VISION, MISSION AND CORE BELIEFS

Our Vision is... The City of Bettendorf is a premier city in which to live. The city of Bettendorf is the most livable community for families with rich educational, cultural and recreational opportunities where we enjoy a vibrant riverfront and a growing, competitive business environment.
We take pride in our great community.

Our Mission is... Bettendorf citizens value safety, education, families, cultural and recreational opportunities. They expect good communication, quick response, quality services. They want wise planning and effective use of resources. The City of Bettendorf responds to these diverse community expectations by delivering the finest services making Bettendorf a Premier Place to Live.

Our core beliefs are... Teamwork

Professionalism

Responsibility

Pride

BETTENDORF PUBLIC LIBRARY INFORMATION CENTER VISION, MISSION AND VALUES

VISION

The Bettendorf Public Library Information Center will be the recognized source of knowledge and information, the place to gather and discuss, the encourager of reading, and the leader in cooperation with the city, schools and organizations. We will be the gateway to life-long learning, offering a full spectrum of services, materials and programming.

MISSION

Access to information and ideas for all.

VALUES

The Bettendorf Public Library Information Center - its Board of Trustees, staff and volunteers—is committed to the following values:

We value the library as a community facility for open communication of ideas and information; its collection, displays, programs and services reflect an array of opinions and viewpoints.

We value the community by actively participating in it and endeavoring to enhance the quality of its life.

We value full and equal access to information, the building, its services and its programs.

We value the collection of and accessibility to information in all formats: print, electronic, audio and video.

We value our customers by responding to them with equal, respectful, accurate and friendly service to all.

We value reading and learning and promote both for all ages.

We value the privacy of our users by keeping their transactions confidential to the fullest extent allowed by law.

The public library has been historically a vital instrument of democracy and opportunity in the United States.... Our history has been greatly shaped by people who read their way to opportunity and achievements in public libraries. — Arthur Meier SCHLESINGER (1888-1965)



EMILY DICKINSON GARDEN
AT THE
BETTENDORF PUBLIC
LIBRARY

INFORMATION

Children, teens and adults in Bettendorf will have around-the-clock access to the information they need to answer questions on a broad array of topics related to school, work and personal life.

Objective 1: Children, teens and adults in Bettendorf will ask more reference questions increasing the number from 588 per week to 672 by July 2007.

Objective 2: Children, teens and adults of Bettendorf will increase their use of subscription databases available through the library web page from 200 searches per month to 240 by July 2007.

Objective 3: Children, teens and adults will increase their use of the library web site from an average of 380 visits a day to 418 by December 2006.

Sample New Activities: Specific adult groups (teachers, home school parents, seniors, and business people) will receive training and encouragement to ask questions. All people who register for a library card will receive an introduction to the library's web page.



INFORMATION DESK

“THE LATEST”

Children, teens and adults of Bettendorf will have materials, programs and services to develop their interests in contemporary culture and social trends and their desire for satisfying recreational experiences.

Objective 1: By July 1, 2007, 90% of the people who come into the library looking for something to read, listen to, or view will leave saying their needs were met.

Objective 2: Bettendorf children, teens and adults will borrow 40,000 (10%) more materials from the library by July 1, 2007.

Objective 3: 100 library patrons per month will use Reader's Advisory Services by January 2007.

Sample New Activities: Customers will be encouraged to tell us what library materials they want us to purchase. Patrons will be able to use the library on Sunday afternoons.

The reflections and histories of men and women throughout the world are contained in books.... America's greatness is not only recorded in books, but it is also dependent upon each and every citizen being able to utilize public libraries.

— Terence COOKE
(1921-1983)

DESIRE FOR LEARNING

Children, teens and adults of Bettendorf will have programs and services that instill/fulfill a desire for learning throughout their life.

Objective 1: Each year, programs sponsored or co-sponsored by the Library on topics selected to address the desire for learning and personal enrichment will attract an audience of 12,000.

Objective 2: 90% of those attending the above programs and responding to surveys will indicate they had a positive learning experience.

Objective 3: The number of Bettendorf citizens that own a library card will increase by 1100 (5%) annually starting in fiscal year 2006.

Sample New Activities : Program attendees will find a new variety of programs offered by community residents with expertise in a certain subject.



MONTHLY SENIOR PROGRAM

PUBLIC SPACE

Children, teens and adults of Bettendorf will have a place to fulfill their need to meet and interact with others in the community, to view performances and exhibits that increase awareness of the arts and culture of our area and the world and to participate in discourse about community issues.

Objective 1: Citizens will increase their awareness of another culture annually.

Objective 2: Citizens will increase use of library meeting rooms by 50 uses (6%) by the end of fiscal year 2006.

Objective 3: Annually, one new artist will exhibit their work at the library.

Sample New Activities: More people will have their meeting room needs met through reduction of fees, annually a month of activities will promote awareness of another society, civilization or country.

EFFECTIVE MANAGEMENT

Citizens of Bettendorf will receive the fullest value possible for tax dollars spent for library services.

Objective 1: Citizens of Bettendorf will be aware of the value of library services and the array of services and programs available to them through the implementation of a marketing plan by July, 2006.

Objective 2: Citizens of Bettendorf will receive the fullest value for their tax dollar through the commitment of the Library Board and staff to pursue the best options outlined in the Libraries Together study by January, 2007.

Objective 3: Citizens of Bettendorf will benefit from a well managed Library through sensitive succession planning by July 2007.

A popular government without popular information, or the means of acquiring it, is but a prologue to a farce or a tragedy, or perhaps both. Knowledge will forever govern ignorance, and a people who mean to be their own governors must arm themselves with the power which knowledge gives.

— James MADISON

LIBRARY STAFF

Faye Clow, Director

Rita Rosauer, Senior Manager

Tami Chumbley, Youth Services Manager

Karen Madesian, Circulation Services Manager

Marj Martin, Technical Services Manager

Regina Barrett, Ben Blake, Cherri Billingsly, Nick Borcherding, Margaret Buckley, Mary Burkhead, Sarah Carlin, Carol Crane, Marlene Davis-Ray, Susan DeGeeter, Mark Edwards, Gwendolyn Hagen, Shar Hedin-Campbell, LuAnn Hogan, Elizabeth Hoscheid, Hedy Hustedde, Caran Johnson, Meghan Keck, Crystal Kehoe, Mary Keller, Barbara Kuttler, Greg Lammers, Maria Levetzow, Christine Little, Melissa Maday, Nancy Medema, Tina Medina, Ann Miller, Shannon Murcia, Paul Odell, Martha Pearson, Barbara Reardon, John Resch, Audrey Reynolds, Christina Salter, Judi Sarafin, Vicki Seeck, Mary Ann Stanger (Names in red served on the Staff Planning Committee)



SOME OF THE LIBRARY STAFF
JUNE, 2005

LIBRARY BOARD

Scott Voigt, President

Sara Hartsock,

Vice President

Tom Cruise, Secretary

Kathy Brandtner

John Carlin

Patty Herzberg

Pat Laas