Prepping For Accreditation
2021 Series
August 2021–January 2022

Facilitated by State Library Staff:
District & Des Moines Consultants
The Setup

For libraries on the February 2022 reporting cycle—for FY23
For anyone looking to increase their library’s Tier status
Fourth Tuesday of the month August—January
   (two sessions in January)
10:00-11:00AM each time
Drop in, no registration required
Brief explanations of specific standards / accreditation tasks
Ample Q&A time

C.E. credit is not awarded for this purpose
# The Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 24</td>
<td>Planning Part 1</td>
</tr>
<tr>
<td>September 28</td>
<td>Planning Part 2</td>
</tr>
<tr>
<td>October 26</td>
<td>Board-Related Standards</td>
</tr>
<tr>
<td>November 23</td>
<td>ADA Checklist</td>
</tr>
<tr>
<td>December 28</td>
<td>Personnel Standards</td>
</tr>
<tr>
<td>January 18</td>
<td>Policy Standards</td>
</tr>
<tr>
<td>January 25</td>
<td>Application &amp; Submission Process</td>
</tr>
</tbody>
</table>
Accreditation and Standards

The Standards and Accreditation Program exists to encourage the ongoing development of high quality public library services in Iowa. *In Service to Iowa: Public Library Standards* is the manual for the State Library of Iowa's standards program. Iowa's voluntary public library standards program was established to give public libraries a tool to identify strengths and areas for improvement. It is also used to document the condition of public library service in Iowa, to distribute Direct State Aid funding, and to meet statutory requirements.

**Accreditation Impacts Related to COVID-19**

See a list of Accreditation impacts related to COVID-19. In general, services suspended because of COVID-19 will not affect your accreditation status as long as they are restarted once the crisis has passed. Click on the above link to see a list of Accreditation issues related to the COVID-19.

Accreditation Application for FY22 - application cycle has ended

Public Library Standards

*In Service to Iowa, 6th edition* is the manual for the State Library Standards and Accreditation Program for public libraries. It documents the condition of public library service in Iowa, determines the formula for State Aid funding, and meets statutory requirements.

The link opens a PDF version of the manual. *In Service to Iowa* is no longer printed in paper format. This document may be updated on a frequent basis, and was updated on 9/13/2019. **Please discard all previous drafts or editions.**
**Application Files**

- **Online Application Form - FY22**
  Online application forms are now locked for FY22. Contact [Scott Dermont](mailto:scott.dermont@library.state.gov) for more information.

- **Verification requirements for new standards - FY22**
  Use this file to help determine what you will need to gather and submit to support your application.

- **Supporting Documentation Checklist - FY22**
  This checklist is an aid to ensure all supporting documentation is submitted. This document is also included in the Print Application Form.

- **Signature Page - FY22**
  All libraries submitting an application must also submit a Signature Page to certify accuracy. This document is also included in the Print Application Form.

- **Print Application Form - FY22**
  Use the print application form as an offline aid only. All applications must be filed using the online form listed above.

- **QA Checklist for Existing Facilities - For Accreditation purposes.**
  Use these files to help with Accreditation Standard #80.

**Other Helpful Files**

- **Help Videos for new Bibliostat Collect online software interface**
  These five short videos give an overview of the new Bibliostat Collect software. This software is used for the Accreditation Application form, the public library annual survey, the Direct State Aid report, and the Open Access report.

- **New Standards Overview**
  This was the handout for Scott Dermont's standards presentation at the 2016 Town Meetings.

- **Accreditation and Tier Status - FY21**
  Accreditation and Tier Status of all public libraries as of July 1, 2020 through June 30, 2021.

- **Prepping for Accreditation recordings and presentations - FY22**
  Recordings and presentations from the Summer/Fall 2020 Prepping for Accreditation online sessions.
is a written document; projects up to 5 years in the future; outlines the library’s goals & objectives; meets the community’s needs.
17. (Tier 2) The library has a written plan. Developing a plan involves the staff, the trustees, and the public. To meet this standard, the plan must …

- Address community needs based on community data
- Be reviewed and updated annually by the library board; an evaluation of the library’s progress toward the plan’s goals, objectives, and timetable is included in the review
- Contain a mission statement, which describes the library’s purposes in the community
- Outline goals for administrative and fiscal matters, personnel, collection development, programs and services, public relations, and facilities
- Show goals to be achieved over a period not to exceed five years with specific, annual actions to achieve the goals
The foundation of the plan is based upon your "community’s needs."
HERE'S WHY!

MAKING DECISIONS

PRACTICING GOOD BUSINESS

BUILDING SUCCESS

RESPONDING TO CHANGES

PLANNING FOR GROWTH

PROVIDING SOLUTIONS

BEING PRO-ACTIVE

BUILDING SUCCESS

PRACTICING GOOD BUSINESS

MAKING DECISIONS

RESPONDING TO CHANGES

PROVIDING SOLUTIONS

BEING PRO-ACTIVE

PLANNING FOR GROWTH
PLAN

5-year projection

Library’s Goals & Objectives

Community’s Needs
Methods to develop a plan:

1. Use demographic/census data from the State Data Center
2. Conduct surveys
3. Interview focus groups
4. Ask your district consultant to facilitate “Planning for Results”
5. Hire an outside firm to conduct the process

ALL ARE FOCUSED ON COMMUNITY DATA/NEEDS!
The State Library offers two programs state employees may find helpful:

**State Data Center:** The State Data Center of Iowa is the source for population, housing, business and government statistics about Iowa, including data from the U.S. Census Bureau, Iowa state agencies, and other state and federal sources. Browse quick facts about Iowa and its counties and cities, read profiles on Iowa’s demographic populations, explore and export data, and more. Contact the coordinator with questions on any aspect of Iowa’s population.

**Iowa Center for the Book:** Founded in 2002, the Iowa Center for the Book’s mission is to stimulate public interest in books, reading, literacy and libraries. The All Iowa Reads program encourages Iowa adults, teens, and kids to come together in their communities to read and talk about a single book title in the same year.
Profiles

Get an overview of your state, county, or place all in one location with our geo-profile pages. They provide high-level statistics about your area regarding people and population, race and ethnicity, families and living arrangements, health, education, business and economy, employment, housing, and income and poverty. Try searching for your hometown to see what data we have, and don't forget to share or embed the maps and charts. If you have an idea on how to make these pages better, find a bug, or have a question, drop us a line at cedscl.feedback@census.gov.

Microdata

Can't find what you need in the pre-tabulated data tables? For a number of demographic datasets, such as the American Community Survey and the Current Population Survey, public use microdata files are available that allow you to create custom tables.
5,260 Total Population in Winterset city, Iowa
Source 2019 American Community Survey 5-Year Estimates
https://www.census.gov/programs-surveys/acs/

### Tables

#### ACS DEMOGRAPHIC AND HOUSING ESTIMATES
- **Survey/Program:** American Community Survey
- **Table:** DP05

#### TOTAL POPULATION
- **Survey/Program:** American Community Survey
- **Table:** B01003

#### RACE
- **Survey/Program:** Decennial Census
- **Years:** 2010
- **Table:** P1

#### AGE AND SEX
- **Survey/Program:** American Community Survey

### Related Searches
- Winterset city, Iowa Business and Economy
- Winterset city, Iowa Education
- Winterset city, Iowa Employment
- Winterset city, Iowa Families and Living Arrangements
- Winterset city, Iowa Government
- Winterset city, Iowa Health
- Winterset city, Iowa Housing
- Winterset city, Iowa Income and Poverty
- Winterset city, Iowa Populations and People
- Winterset city, Iowa Race and Ethnicity
<table>
<thead>
<tr>
<th>Subject</th>
<th>Estimate</th>
<th>Margin of Error</th>
<th>Percent</th>
<th>Percent Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>4,313</td>
<td>+/-20</td>
<td>4,313</td>
<td>(X)</td>
</tr>
<tr>
<td>Male</td>
<td>2,173</td>
<td>+/-203</td>
<td>50.40%</td>
<td>+/3.9</td>
</tr>
<tr>
<td>Female</td>
<td>2,140</td>
<td>+/-202</td>
<td>49.60%</td>
<td>+/3.9</td>
</tr>
<tr>
<td>Sex ratio (males per 100 females)</td>
<td>101.5</td>
<td>+/-15.8</td>
<td>(X)</td>
<td>(X)</td>
</tr>
<tr>
<td>Under 5 years</td>
<td>391</td>
<td>+/-177</td>
<td>9.10%</td>
<td>+/4.1</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>455</td>
<td>+/-124</td>
<td>10.50%</td>
<td>+/2.9</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>427</td>
<td>+/-226</td>
<td>9.90%</td>
<td>+/5.1</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>225</td>
<td>+/-85</td>
<td>5.20%</td>
<td>+/2.3</td>
</tr>
<tr>
<td>20 to 24 years</td>
<td>225</td>
<td>+/-100</td>
<td>5.20%</td>
<td>+/2.5</td>
</tr>
<tr>
<td>25 to 34 years</td>
<td>419</td>
<td>+/-212</td>
<td>9.70%</td>
<td>+/5.0</td>
</tr>
<tr>
<td>35 to 44 years</td>
<td>591</td>
<td>+/-129</td>
<td>13.70%</td>
<td>+/3.0</td>
</tr>
<tr>
<td>45 to 54 years</td>
<td>601</td>
<td>+/-150</td>
<td>13.90%</td>
<td>+/3.5</td>
</tr>
<tr>
<td>55 to 59 years</td>
<td>272</td>
<td>+/-111</td>
<td>6.30%</td>
<td>+/2.6</td>
</tr>
<tr>
<td>60 to 64 years</td>
<td>320</td>
<td>+/-112</td>
<td>7.40%</td>
<td>+/2.6</td>
</tr>
<tr>
<td>65 to 74 years</td>
<td>216</td>
<td>+/-77</td>
<td>5.00%</td>
<td>+/1.8</td>
</tr>
<tr>
<td>75 to 84 years</td>
<td>109</td>
<td>+/-70</td>
<td>2.50%</td>
<td>+/1.8</td>
</tr>
<tr>
<td>85 years and over</td>
<td>61</td>
<td>+/-40</td>
<td>1.40%</td>
<td>+/0.9</td>
</tr>
<tr>
<td>Median age (years)</td>
<td></td>
<td></td>
<td>35.2</td>
<td>(X)</td>
</tr>
<tr>
<td>Under 18 years</td>
<td>1,447</td>
<td>+/-187</td>
<td>33.50%</td>
<td>+/4.3</td>
</tr>
<tr>
<td>16 years and over</td>
<td>2,978</td>
<td>+/-201</td>
<td>69.00%</td>
<td>+/4.6</td>
</tr>
<tr>
<td>18 years and over</td>
<td>2,868</td>
<td>+/-190</td>
<td>65.50%</td>
<td>+/4.3</td>
</tr>
<tr>
<td>21 years and over</td>
<td>2,781</td>
<td>+/-196</td>
<td>64.50%</td>
<td>+/4.5</td>
</tr>
<tr>
<td>62 years and over</td>
<td>552</td>
<td>+/-138</td>
<td>12.80%</td>
<td>+/3.2</td>
</tr>
<tr>
<td>65 years and over</td>
<td>386</td>
<td>+/-95</td>
<td>8.90%</td>
<td>+/2.2</td>
</tr>
<tr>
<td>18 years and over</td>
<td></td>
<td></td>
<td>2,866</td>
<td>(X)</td>
</tr>
<tr>
<td>Male</td>
<td>1,338</td>
<td>+/-182</td>
<td>46.70%</td>
<td>+/3.9</td>
</tr>
<tr>
<td>Female</td>
<td>1,528</td>
<td>+/-87</td>
<td>53.30%</td>
<td>+/3.9</td>
</tr>
<tr>
<td>Sex ratio (males per 100 females)</td>
<td>87.6</td>
<td>+/-13.6</td>
<td>(X)</td>
<td>(X)</td>
</tr>
<tr>
<td>65 years and over</td>
<td></td>
<td></td>
<td>386</td>
<td>(X)</td>
</tr>
<tr>
<td>Male</td>
<td>184</td>
<td>+/-81</td>
<td>47.70%</td>
<td>+/11.3</td>
</tr>
<tr>
<td>65 years and over</td>
<td></td>
<td></td>
<td>571</td>
<td>(X)</td>
</tr>
</tbody>
</table>
DEMOGRAPHICS

POPULATION
- The largest age group(s) is:
- Are those ages currently using the library?
- If so, how?
- If not, why not?
- What services does the library currently offer for this age group?
- How can the library market those services to this group?
- What do we know about this age group (locally, nationally, etc.)?
- What else could the library consider offering this age group to meet its needs and interests?
- What is the predominant age of children?
- Are those children currently using the library?
- If so, how?
- If not, why not?
- What services does the library currently offer for this group?
- What new services could this library consider offering this group?
- How can the library market these existing and new services?
- What percentage of the population is comprised of “seniors”?
- Using library?
- How?
- Current services offered?
- New services to consider?
- Marketing/Publicity options?

- What percentage of population is considered “minority”?
- Using library?
- How?
- Current services?
- New services to consider?
- Marketing/Publicity options?

ECONOMICS
- What percentage of residents commutes to work?
- Length of commute to work:
- What can the library offer these residents?
- What is the median household income?
- How does this compare statewide? (See other census data)
- What percentage of parents with children are in the workforce?
- How do these numbers affect the library’s programming and services?
- What can the library do to meet the needs of working parents?
<table>
<thead>
<tr>
<th>PRO</th>
<th>CON</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Does not intrude or depend upon other peoples’ schedules</td>
<td></td>
</tr>
<tr>
<td>- Helps lay the responsibility of planning upon the board</td>
<td></td>
</tr>
<tr>
<td>- Helps with analysis of community and current library activity side-by-side</td>
<td></td>
</tr>
<tr>
<td>- No direct “input” (comments) from public</td>
<td></td>
</tr>
<tr>
<td>- Without guidance, the data may not be as useful</td>
<td></td>
</tr>
</tbody>
</table>
Methods to develop a plan:

1. Use demographic/census data from the State Data Center
2. Conduct surveys
3. Interview focus groups
4. Ask your district consultant to facilitate “Planning for Results”
5. Hire an outside firm to conduct the process

ALL ARE FOCUSED ON COMMUNITY DATA/NEEDS!
Lots of considerations….

Prizes entice participation!
**PURPOSE**

- A connection to planning
- An intention to solve a problem or choose best option(s)
- An intention to make a change

**GAUGE**

- Level of Awareness or Interest
- Level of Satisfaction
- Level of Support
- Level of Impact
Acting on Input: Surveys

Becky Heil: Southeast District Consultant
becky.heil@iowa.gov

Bonnie McKewon: Northwest District Consultant
bonnie.mckewon@iowa.gov
# Surveys

<table>
<thead>
<tr>
<th>PRO</th>
<th>CON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can be a city-wide project (can tie in with other city departments)</td>
<td>Formulating questions may prove tricky</td>
</tr>
<tr>
<td>Can be issued electronically (in addition to paper)</td>
<td>Often a low response rate</td>
</tr>
<tr>
<td></td>
<td>Analyzing data may be cumbersome</td>
</tr>
</tbody>
</table>
Methods to develop a plan:

1. Use demographic/census data from the State Data Center
2. Conduct surveys
3. Interview focus groups
4. Ask your district consultant to facilitate “Planning for Results”
5. Hire an outside firm to conduct the process

ALL ARE FOCUSED ON COMMUNITY DATA/NEEDS!
Focus Groups

**PRO**
- Gets actual in-person input
- Offers a chance for the library to be more personal
- Smaller groups are more COVID possible

**CON**
- Requires designated time of participants
- Requires designated time of staff
- Library may be misconstrued as being too “selective” in who participates
Methods to develop a plan:

1. Use demographic/census data from the State Data Center
2. Conduct surveys
3. Interview focus groups
4. Ask your district consultant to facilitate “Planning for Results”
5. Hire an outside firm to conduct the process

ALL ARE FOCUSED ON COMMUNITY DATA/NEEDS!
“Strategic Planning for Results offers a wealth of ideas to effectively meet changing community needs.”

Author: Sandra Nelson

Purchase @ ALA Online Store

www.alastore.ala.org
PFR Community Team Meetings
PFR—COVID Variation II
PFR Service Responses…

What the library does for—or offers to—the public in an effort to meet a defined set of community needs

Chosen service responses should be a logical connection between community needs and interests and how the library fits into that mix – the library’s role

The task is to prioritize: what can the library do—and do well—in this planning cycle
Library Service Options (areas of focus)
—what a library can do to help meet the needs and aspirations of the community

1. Civic / Community Engagement
   - Become an informed citizen
   - Celebrate diversity; develop cultural awareness
   - Know your community
   - Develop citizenship skills
   - Participate in thoughtful discussions
   - Research genealogy records and local history information

2. Digital Learning
   - Connect to the online world and build technology skills
   - Become “digital literate” (utilize technology for various purposes)

3. Critical Literacies
   - Create young readers through early childhood literacy
   - Support adult, teen & family literacy
   - Succeed in school with homework help
   - Make informed decisions (health, financial, other life choices)
   - Become information literate (find, evaluate and use information)

4. Economic Success
   - Improve business start-ups
   - Develop job skills (Future Ready Iowa, makerspaces)
   - Improve resume writing and interviewing

5. Education / Lifelong Learning
   - Explore topics of personal interest
   - Gain new knowledge and skills
   - Engage in group activities
   - Participate in Summer Reading Programs
   - Stimulate imagination
   - Encourage arts & creativity

6. Spaces / Places
   - Visit a comfortable space
   - Support networking
   - Enjoy a safe and welcoming space
   - Utilize meeting spaces and/or study spaces
   - Access a user-friendly website
   - Utilize other virtual spaces

7. Staff Development
   - Receive service from qualified, professional library staff
   - Know that library policies and practices are customer driven
   - Receive answers to questions on a variety of topics
### Planning for Results

<table>
<thead>
<tr>
<th>PRO</th>
<th>CON</th>
</tr>
</thead>
<tbody>
<tr>
<td>• District Consultant does the bulk of the heavy-lifting</td>
<td></td>
</tr>
<tr>
<td>• Gets the community involved</td>
<td></td>
</tr>
<tr>
<td>• Allows for ample input from community</td>
<td>• Requires designated time of participants</td>
</tr>
<tr>
<td></td>
<td>• Requires some work from library to develop the team, arrange space, meal, etc.</td>
</tr>
<tr>
<td></td>
<td>• May require more meetings by board (pre-, post-, etc.)</td>
</tr>
</tbody>
</table>
Methods to develop a plan:

1. Use demographic/census data from the State Data Center
2. Conduct surveys
3. Interview focus groups
4. Ask your district consultant to facilitate “Planning for Results”
5. Hire an outside firm to conduct the process

ALL ARE FOCUSED ON COMMUNITY DATA/NEEDS!
Why You Should Hire a Strategic Planning Consultant

March 11, 2019   By Jan Griffioen   5 Comments

Successful companies understand the benefits of working with a strategic planning consultant who can help them identify the best longer-term opportunities for growth.

An experienced strategy consultant brings a fresh and independent perspective, as well as a proven planning process to support smart decision making about the firm’s direction, create a competitive business strategy, and develop a sound strategic plan.

An Experienced Consultant Adds Value

Strategy sessions run by an executive usually turn into staff meetings. The status-quo does not get challenged, and group-think goes unchecked. Sensitive issues are carefully avoided, past failures get swept under the carpet. Organizational weaknesses do not get addressed.

As a result, strategic options are not thoroughly explored. This prevents the firm from identifying new opportunities and reaching its potential. Any business strategy resulting from this process is likely to have flaws.
### Outside consultants/firms

<table>
<thead>
<tr>
<th>PRO</th>
<th>CON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional that only does this type of thing for a living</td>
<td>It will cost money</td>
</tr>
<tr>
<td>Professional-looking results</td>
<td>It may cost a lot of money!</td>
</tr>
<tr>
<td>May include broader aspects of city planning</td>
<td></td>
</tr>
<tr>
<td>“Independent” facilitator*</td>
<td></td>
</tr>
</tbody>
</table>
Methods to develop a plan:

1. Use demographic/census data from the State Data Center
2. Conduct surveys
3. Interview focus groups
4. Ask your district consultant to facilitate “Planning for Results”
5. Hire an outside firm to conduct the process

ALL ARE FOCUSED ON COMMUNITY DATA/NEEDS!
Questions to answer…

▪ What are the needs of the community?
▪ What’s the purpose of the library as related to those community needs?
▪ Where are we now?
▪ Where do we want to go?
▪ How will we get there?
▪ How will we know what we accomplished?
District Consultants

The State Library divides Iowa into six districts in order to provide localized support to libraries. Six district consultants meet regularly with new and established directors, facilitate county meetings, offer regular continuing education programs for directors, staff, and boards. Library Resource Technicians (LRTs) provide each district's librarians with technical support and assistance for state-sponsored resources.

Click the buttons below for more information on each district and staff contact information.
The Schedule Ahead

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 24</td>
<td>Planning Part 1</td>
</tr>
<tr>
<td>September 28</td>
<td>Planning Part 2</td>
</tr>
<tr>
<td>October 26</td>
<td>Board-Related Standards</td>
</tr>
<tr>
<td>November 23</td>
<td>ADA Checklist</td>
</tr>
<tr>
<td>December 28</td>
<td>Personnel Standards</td>
</tr>
<tr>
<td>January 18</td>
<td>Policy Standards</td>
</tr>
<tr>
<td>January 25</td>
<td>Application &amp; Submission Process</td>
</tr>
</tbody>
</table>
Prepping For Accreditation

Thanks for joining us!