



La Grange Park Public Library District
Strategic Plan of Service
FY 2014/15-2015/16

Our Vision:

Enriching Lives

Our Mission:

To connect you to:
personal growth and development;
reading, viewing, and listening enjoyment;
and 21st Century technology.

Your friend for life.

Approved by the Board of Library Trustees
La Grange Park Public Library District
June 24, 2014

Acknowledgements

The La Grange Park Public Library wishes to acknowledge the contributions of the following groups and individuals who provided input and insight for the development of the Library's extended Strategic Plan:

- Members of the community (stakeholders) group
- La Grange Park Public Library Trustees, volunteers, Friends, and staff members

Thank you to all for supporting the Library's efforts to update its strategic plan for public library programming and services that is relevant to the current needs and wishes of La Grange Park residents.

The Process

In early 2014, the LaGrange Park Public Library determined that local conditions and the Library service environment were stable enough to extend the basic service strategies of the 2011-2014 plan for an additional 24 months. Within this construct, the Trustees and staff formulated a review, update and extension to the plan.

Lynn Elam Consulting (Consultant) was hired to facilitate the update and create the extended plan. The planning process for the 2015-2016 plan remained the same and is based on the Public Library Association's manual for public libraries, Strategic Planning for Results by Sandra Nelson, 2008.

The planning process is designed to produce:

- Goals – the outcomes the community will receive as a result of Library programs and services
- Objectives – the means by which the progress towards the goals are measured
- Activities – actions to achieve the goals and objectives

Key service responses identified in the 2011-2014 plan that articulated the goals, objectives, and activities for the Library remain in the extended plan.

Steps in the Planning Process

In early 2014, The Planning Committee met with the consultant to discuss the planning process and anticipated outcomes and to set a schedule of activities necessary for the formulation of the plan, review the 2011-2014 plan and determine which goals and objectives had been met, which needed additional effort and which were no longer relevant to the community.

The consultant and library director created a series of questions for community stakeholders that focused on perceptions of the Library, current usage and desired usage of services and programs. A main focus of the interview session was to identify community service gaps that the Library could fill.

The community stakeholders interview session was held during spring 2014. Generally, all participants spoke highly of the Library, its connections to the community and the value that it provides to residents. There was a high level of willingness to cooperate in joint services and partnerships. Some areas of need were noted centering on current space configuration and management of specific user groups. A summary of comments was submitted to the Library.

The consultant conducted a SWOT (strengths, weaknesses, opportunities, threats) analysis with the Board of Trustees and Staff. Both groups identified the staff's expertise, customer service and willingness to provide extra effort as the number one strength of the Library.

Subsequent to the SWOT analysis and community interview, the consultant met with the Planning Committee to review and incorporate these findings into the extended strategic plan.

The services responses identified in the 2011-2014 plan were reinforced from the work noted above. The service responses are:

- Lifelong Learning for children (ages to 11)
- Reading, Viewing and Listening
- Technology Literacy

A fourth service response: Visit a Comfortable Place: Physical and Virtual Spaces, was identified through the 2014 planning process and has been incorporated into this plan.

The plan continues to serve as a guide to library trustees and staff. It is intended to have enough flexibility to meet the changing needs and desires of the community. The plan will also be used as a framework for budgeting and allocation of resources.

Regular review of progress in achieving the goals and objectives of the plan will be conducted by staff and reported to the Board of Trustees.

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**Strategic Plan
La Grange Park Public Library District
FY2014/15 – FY2015/16**

Service responses are the links between the community's needs, interests, and priorities and the programs and services a library offers.¹

Continuing the work of the 2011-2014 plan the following service responses form the outline for the current strategic plan and were selected from planning committee, trustee, staff and community discussions.

Service Response: Lifelong Learning (Children up to and including age 11)

Description: Satisfy Curiosity: Lifelong Learning. A Library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities. Residents of all ages will have the resources they need to explore topics of interest and continue to learn throughout their lives.

Goal 1: Young children experience a welcoming space and a current, appealing collection of materials that foster literacy.

Objectives:

FY 2014-15: Improve processing time of children's materials by 50%

FY 2015-16: Incorporate more STEAM (Science, Technology, Arts, and Math) elements into the department and collection.

Possible Activities:

Analyze processing times of children's materials

Explore methods to streamline acquisition and processing time for materials

Explore and develop consistent methods of acquisitions and processing for all materials

Analyze effectiveness of increased outsourcing for parts of the acquisitions and processing tasks

Increase the size of the children's staff to include a second Technical Services Clerk, to expedite processing of materials, so the professional staff can spend more time working on collection projects (purchasing, reclassifying, innovating).

¹ Nelson, 2008

Goal 2: Young children and their caregivers find diverse programs and services that develop a lifelong love of learning.

Objectives:

FY 2014-15: Increase the attendance at children's programming by 10%, from 7380 (FY 2013-14) to 8118 (FY 2014-15).

FY 2014-15: Increase annual attendance at 4-6th grade programs by 50%, from 175 (FY 2013-14) to 263 (FY 2014-15).

FY 2015-16: Increase the number of "special" programs the Library offers to very young children and their families during Story Time breaks by 100% (from 3 to 6).

Possible Activities:

Take a survey of the target age group (4th - 6th graders) during the Summer Reading Program to find out when the best times for their school-year programs would be, and what kind of program offerings they would be most likely to respond to

Try different days and times for regular 4th - 6th grade programs, to find what works best for them

Offer a variety of single-offering programs for preschoolers and their families during slow programming periods, i.e. dance parties, stuffed animal sleepovers, Messy Fun programs, etc

Goal 3: (NEW) The Children's Department will partner with community agencies to improve services to its patrons.

Objectives:

In addition to the work the Library already does with local schools and preschools, reach out to a minimum of two new local agencies that serve youth in the community.

Possible Activities:

FY 2014-15: Work with CatNap From the Heart Animal Shelter to our mutual benefit for the 2014 Summer Reading Program

FY 2015-16: Develop a Scouting Resource Center in the Children's Department, to include all the written materials produced by Boy and Girl Scouts of America for scouts and leaders. Work with local troops to increase their awareness of the collection, and of other library services specific to their interests

Service Response: Reading Viewing and Listening

Description: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Goal: Library users of all ages discover responsive staff and creative services to enhance their listening, viewing, and reading enjoyment.

Objectives:

FY 2014-2015: Schedule daily activities to commemorate Library's 40th anniversary, from June 14 to 20

FY 2014-2015: Increase intergenerational programming by 50% from 2 to 3 programs

FY 2015-2016: Develop two tools to ascertain the necessity for collecting foreign language materials (for those studying a language as well as non-English speakers)

Possible Activities:

Review and analyze staff job descriptions and current job scope

Work with a professional organization to assist with standardizing and updating job descriptions

Evaluate staff tasks and level of effort needed to increase programming, direct patron interactions and reader's advisory services

Offer "collection boxes" for adults - culinary, art, sewing

Work with local organizations to develop an understanding of needed services for non-English populations

Provide more genealogy programming

2014-15: Plan a 1975 theme week with daily activities

2015-16: Intergenerational book buddies program (contingent on staffing)

Service Response: Technology Literacy

Description: Adults of all ages will have the support they need to improve their computer skills and proficiency with using other electronic devices and resources in order to meet personal goals and participate effectively in the digital world of the 21st century.

Goal: Patrons encounter innovative, vital programs and services that expand their comfort with technology.

Objectives:

FY 2014-2015: Use of the Children's Department's online resources, including TumbleBooks, Tutor.com, and our electronic databases, will increase by 20%, from 1424 uses in FY 2013-14 to 1709 in FY 2014-15

FY 2014-2015: Increase availability of computers for patron use by 300% from 9 to 27

FY 2015-2016: Increase technology literacy opportunities for the staff and community by 50% from 60 to 90 opportunities

Possible Activities:

Enhanced desktop wallpaper and screensavers on the in-house Internet computers to advertise the services

Improved visibility on the Library's website

Continued outreach to schools to increase educator awareness of our electronic services

Word-of-mouth advertising at the reference desk

Purchase laptops through grant

Hold "Learning Lunches" for staff

Expand tech tutoring into the community

Start a Library e-newsletter

Migrate library catalog to SirsiDynix through RAILS

Provide training for staff and patrons on the SirsiDynix system

Purchase equipment for digitization, such as VHS to DVD converter, photo/slide scanner, color copier, fax vending and cassette to MP3 converter

Service Response: Visit a Comfortable Place: Physical and Virtual Spaces

Description: Residents will have safe and welcoming physical places to meet and interact with others or to sit and read and will have open and accessible virtual spaces that support networking.

Goal: Library users of all ages find comfortable areas to work and interact.

Objectives:

FY2015-16: visits to the Library will increase by 25%

FY2015-16: 80 % of Library patrons will rate the comfort of the Library as satisfactory

FY2015-16: 80% of Library patrons will rank the public spaces of the Library as comfortable and meeting community needs

Possible Activities:

Hire and work with a professional firm to design new public spaces

Create and staff a café/Reader's Advisory area on the first floor

Update and upgrade furniture to create a more welcoming environment in the Children's Department

Enhance the vestibule area of the Library

Advertise for and hire a Reference Assistant and Social Media/Outreach Librarian

LA GRANGE PARK PUBLIC LIBRARY ORGANIZATIONAL COMPETENCIES AND INITIATIVES

1. EXTERNAL PARTNERSHIPS

La Grange Park Public Library will actively seek partnerships with organizations and institutions to enable the Library to better serve its customers and achieve its service goals.

Initiative 1.1: By September 2014, identify current partnerships and the obligations that the Library has as part of those partnerships.

Initiative 1.2: By July 1, 2015, develop criteria that will be used to assess future partnership opportunities.

Initiative 1.3: Annually identify and evaluate current partnerships and the obligations that the Library has as part of those partnerships, as well as the corresponding benefits to Library users.

2. FINANCE

La Grange Park Public Library will allocate its financial resources in support of its approved service goals and strategic initiatives.

Initiative 2.1: The Finance Committee of the Board of Library Trustees will meet quarterly to ensure that Library funds are being allocated in accordance with the priorities in the Library Strategic Plan.

3. MARKETING AND PUBLIC RELATIONS

La Grange Park Public Library will promote Library services through a variety of print, electronic and media opportunities.

Initiative 3.1: By January 1, 2015, create and fill a staff position dedicated to Social Media and Outreach (Marketing and Public Relations).

Initiative 3.2: By July 1, 2015, develop and distribute a Marketing Plan that will support the Library in its efforts to accomplish the goals in the strategic plan.

Initiative 3.3: By January 1, 2016, establish criteria that will be used to evaluate the effectiveness of the Library's marketing and/or public relations efforts.

4. MEASUREMENT AND EVALUATION

La Grange Park Public Library will incorporate measurement and evaluation into its operational practices.

Initiative 4.1: By October 1, 2014, develop methodology to regularly update the Library board on progress on all objectives included in the strategic plan.

Initiative 4.2: By April 1, 2015, review process by which Library use data is collected, compiled, and distributed; and revise process as necessary to provide relevant management data.

Initiative 4.3: By October 1, 2015, develop methodology to count the number of questions of various types asked by Library users.

5. OPERATIONAL EFFICIENCIES

La Grange Park Public Library will utilize technologies and processes that improve access to information, enhance customer service, and maximize efficient service delivery.

Initiative 5.1: By April 1, 2015, train all staff members to be proficient in using SirsiDynix, the new ILS, integrated library system, to enable them to train the public to use SirsiDynix.

Initiative 5.2: For FY 2014-15 budget, investigate and make recommendations for alternate methods of processing incoming Library materials.

Initiative 5.3: By End of Q1 FY2014-15 conduct an assessment focusing on reconfiguration of space and interior and exterior maintenance.

6. ORGANIZATIONAL STRUCTURE

La Grange Park Public Library will establish and maintain an organizational structure that supports its service priorities.

Initiative 6.1: By July 1, 2015, develop an organizational chart delineating the Library's structure and revise to support the service priorities, goals and objectives adopted by the Board.

Initiative 6.2: By July 1, 2015, review workflow to ensure best practices and all job descriptions so that they accurately reflect the knowledge, skills, abilities and representative job duties of each staff member.

Initiative 6.3: By April 1, 2016, review and revise all performance appraisal documents so that they accurately reflect the job responsibilities of each staff member.

7. TRAINING AND STAFF DEVELOPMENT

La Grange Park Public Library will recruit, train, and deploy staff that provide and support quality customer service for all Library users.

Initiative 7.1: By January 1, 2015, adopt a Staff Development Plan that identifies the training that will be needed by staff to implement the approved service goals and effective activities.

Initiative 7.2: By July 1, 2015, implement a new employee orientation program that includes specific emphasis on the approved service goals and effective activities.