



STRATEGIC PLAN

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Our Purpose:

In late spring of 2016, the library board of trustees determined the need for a set of revised strategic goals and desired outcomes. This updated and flexible plan will guide the library in service to the community, funding decisions, and facility maintenance and upgrades. The goals, outcomes, and actions are created with the input of community members and staff in the hopes of envisioning a library that serves as a foundation for the community and meets local needs.

Our Process:

In creating a plan for the future of the library, the information gathering stage is an essential piece of the strategic planning process. In order to gain a better understanding of our community, the Strategic Planning Committee (SPC) used the following methods for gathering data from the community.

- Community wide survey; teacher survey; storytime parent survey
- Information sessions led by Studio GC for the public, board of trustees, and staff
- Strategic Planning Committee (SPC) formation with staff from each department
- Staff SWOT during June 2016 in-service
- Demographic and usage statistics gathered by Studio GC
- Joint Board & Staff planning sessions in August and October
- Community leader session in September 2016

Our Mission

The La Grange Park Library is a welcoming and inclusive community center connecting residents to informational, cultural, and educational resources.

Our Vision

Enriching Lives

Our Priorities

1. People Oriented Service

- Outcome 1: Embrace a welcoming, inclusive, customer-driven culture
 - Action: Revise the language of current policy and procedure so it is friendly and inclusive while still meeting library needs and ensuring safety
 - Action: Offer cross-departmental customer service training to staff to ensure a seamless customer experience in every service area
 - Action: Develop services and resources that advance people with diverse abilities and those who identify as LGBTQ and determine accessibility and outreach best practices
- Outcome 2: Adapt services to meet customer wants and needs
 - Action: Survey the community on a regular basis and collect anecdotal data to support changes and additions to services and resources

- Action: Change selection methods to more closely align with collection trends as well as patron wants/needs
- Outcome 3: Employ and retain positive, customer service oriented individuals
 - Action: Create core competencies for staff in the areas of customer service and technology so everyone is prepared to help patrons at an expert level
 - Action: Invest in staff growth and development with a robust training budget and annual fulfillment of required continuing education hours

2. Outreach & Partnerships

- Outcome 1: Create lasting strategic partnerships with community organizations
 - Action: Work with the Chamber, Village, Park District, etc. on joint committees and events
 - Action: Partner with or expand our relationships with retirement homes, schools, and/or social service organizations
 - Action: Work with local libraries to share staff, resources, and collections for financial savings and to offer patrons who visit more than one location a variety of resources and services
- Outcome 2: Reach out to underserved populations
 - Action: Start a foreign language and ESL collection, focusing on most requested languages
 - Action: Start an English conversation group for non-native speakers to practice skills
 - Action: Determine ways in which we can better reach underserved community groups such as non-native speakers, patrons experiencing homelessness, and patrons with mental health concerns.
- Outcome 3: Expand visibility of library services beyond library walls
 - Action: Increase the visibility and use of homebound services
 - Action: Consider more off-site promotion of library services
 - Action: Engage in more aggressive advertising opportunities to reach non-users while avoiding jargon; utilize simple and effective advertising

3. Library Building

- Outcome 1: Maintain the community's investment in the library facility by carrying out necessary improvements
 - Action: Complete a master facility plan with recommendations for service upgrades and general capital outlay
 - Action: Work with a financial planner to determine funding possibilities and create a long-term plan
 - Action: Implement the master facility plan with annual updates to library equipment, furniture, and facilities
- Outcome 2: Improve the overall use of space to create a place for all to enjoy
 - Action: Purchase furniture that encourages patron use of the building as a "3rd space" or shared work space (such as comfortable seating, tables that allow for projects, tutoring, group seating) and position in strategic areas for optimal usage
 - Action: Introduce interactive, learning spaces for young children and their parents to enjoy with seating for adults
 - Action: Ensure each space is being used to its maximum potential and no "dead space" is occurring (dead space- rooms that are often closed or have too much square footage for their designated purpose)
 - Action: Extend the philosophy of space to our online presence with an accessible, user-friendly website
- Outcome 3: Create a marketing campaign to promote and explain construction
 - Action: Explain service upgrades and ways the building can be used in new and different ways
 - Action: Start a donor campaign to raise funds for room naming and other memorials

4. Technology & Content Creation

- Outcome 1: Increase the type and quantity of technology available to patrons both in house and for checkout
 - Action: Study usage statistics for our library and surrounding areas regarding checkout of technology
 - Action: Apply for technology grants to fund purchases
- Outcome 2: Invest in a makerspace
 - Action: Survey the community to determine what equipment would be popular
 - Action: Have “office hours” for when the space is open and staff are on hand to help and teach
 - Action: Offer circulating equipment: themed activity boxes; mobile hotspots; button maker, 3DS, etc.
- Outcome 3: Focus on training efforts for maximum use of technology
 - Action: Create training videos (YouTube) that patrons can watch as needed
 - Action: Keep up to date on current trends and adopt as we are able
 - Action: Increase opportunities for all types of learning: group training, one-on-one, classes, etc.