

BACKGROUND INFORMATION

On July 13, 2020, Geneva Public Library District (GPLD) opened in a new facility located at 227 S. Seventh St. amidst a pandemic. Plans for operating the new facility abruptly changed as a result of the health crisis, yet the mission of the Library, “Connecting our community to discover, inspire, and grow” and vision of being “A valued and innovative community resource empowering residents to seek knowledge, create ideas, and achieve dreams” persisted and remained the driving force.

Operations in the first year in the new facility focused on safely opening the building for public use, providing spaces for community use in accordance with COVID guidelines, and providing programming for a variety of audiences virtually and in-person. The community has enthusiastically embraced the facility and looks forward to more services being available as community members get vaccinated and the health crisis becomes more manageable.

All staff meetings were held on April 7 and 8, 2021 to seek input about community interests and needs and discuss priorities for the year(s) ahead. The following questions were posed: 1) What do you hope the community will discover about their library; 2) How do you hope the community will be inspired by their library; and 3) How do you think the community would like to see their library grow. See appendix for responses.

An environmental scan was conducted to further develop knowledge about current community needs and interests. This process involved: using available data sources, such as library statistics and community profiles; leveraging the value of community relationships with internal and external groups, such as Foundation, Friends, Chamber of Commerce, Geneva School District, Geneva Park District, and service clubs; observing patrons in the Library and residents in the community; and listening to customers with intention.

Based on Board and staff input, environmental scanning, and ongoing priorities, the following goals were developed:

1. Help our community discover their library and the wealth of resources available to them
2. Inspire our community to connect with one another, discover new skills, be creative, try new things, and so much more!
3. Grow with our community and respond to their needs
4. Connect with our community in a well-maintained facility

A Goals and Objectives Task Force met to discuss the objective of the goals and strategies for achieving our goals. The following individuals served on the Task Force:

- Mark Adams, Board of Trustees, Vice President
- Meredith Anderson, Learning Coordinator
- Ellen Anderson, Librarian (Access Services, Collections)
- Angelica Bibbs, Innovation Coordinator
- Becky DeSilva, Library Assistant III (Access Services, Customer Service)
- Alex Hanold, Graphic Designer
- Lexy Jones, Community Engagement Coordinator
- Paula Krapf, PR and Marketing Manager
- Pat Lord, Board of Trustees, President
- Lauren Maxwell, Info and Reader Services Coordinator
- Janet Miranda, Access Services Manager
- Kari Moncrieff, Library Associate (Access Services, Collections)
- Lynne Schick, Kids Landing Coordinator
- Lynnette Singh, IT Manager

The Task Force met on April 28 and May 12 to brainstorm ideas and develop working plans. GPLD's management team met on May 20 to further vet the plan. The Board reviewed the draft plan on May 27 and provided feedback. The task force met again on June 9 to review feedback and develop an implementation strategy. The plan was formally approved by the Library Board of Trustees on June 24, 2021.

Goal 1: Help our community discover their library and the wealth of resources available to them

Objective: Develop 21st century library awareness and deliver value to our residents

Strategic actions:

1. Provide venue for community events, such as: Swedish Days, Geneva Arts Fair, Festival of the Vine, Christmas Walk, etc.
Project manager: Paula Krapf
Target date: Summer 2021
2. Develop/enhance community partnerships to facilitate jointly hosted events, such as:
 - a. One Book-One Community (City of Geneva)
Project manager: Lauren Maxwell
Target date: Winter 2021/22
 - b. Volunteer Fair (Service groups)
Project manager: Meredith Anderson
Target date: Spring 2022
 - c. Student Art Show (City of Geneva/D304)
Project manager: Lexy Jones
Target date: Spring 2023
 - d. Geneva Women's Club and other specialty nights
Project manager: Paula Krapf
Target date: Fall 2021
 - e. StoryWalks
Project manager: Lexy Jones
Target date: ongoing
3. Adapt school outreach model to focus on hosting events aimed at bringing students to the Library, such as:
 - a. Library camp
Project manager: Lynne Schick/Lexy Jones
Target date: Summer 2021
 - b. Library afterschool club
Project manager: Lynne Schick
Target date: Winter 2021/22

- c. School field trips
Project manager: Lexy Jones
Target date: ongoing
 - d. Back to school nights
Project manager Lexy Jones
Target date: Fall 2021
 - e. Scouting groups
Project manager: Lexy Jones
Target date: Spring 2022
4. Provide alternative opportunities for learning about the new building and library services, including:
- a. Create virtual library tour/directional kiosk
Project manager: Lynnette Singh
Target date: Summer 2022
 - b. Pilot pop up library concept on library property (park, lobby, etc.)
Project manager: Angelica Bibbs
Target date: Summer 2022
 - c. Connect with outside interest groups (ex: League of Women Voters, School of Rock, etc.)
Project manager Paula Krapf
Target date: ongoing

Measurement:

- Increased awareness of the Library as evidenced quantitative data, including: gate count, event attendance, etc.
- Increased awareness of the Library by target groups as evidenced by qualitative data, including: anecdotal feedback, survey responses, etc.
- Increased support by Library partners as evidenced by ongoing partnership requests

Goal 2: Inspire our community to connect with one another, learn a new skill, be creative, try new things, and so much more!

Objective: Increase levels of engagement and develop lifelong library users

Strategic actions:

1. Develop a library wide programming plan to provide a consistent schedule of programs and classes aligned with community interests, such as:
 - a. Literary based programs
Project manager: Lauren Maxwell
Target date: ongoing
 - b. Genealogy Club
Project manager: Rebekah Noggle
Target date: Summer/Fall 2021
 - c. Writers Group
Project manager: Lauren Maxwell
Target date: Fall 2021
 - d. Lifelong Learning programs (culture, history, travel, culinary, music, business, finance, etc.)
Project manager: Meredith Anderson/Christine Dalphy
Target date: Summer/Fall 2021
 - e. 3D printing/technology classes
Project manager: Angelica Bibbs
Target date: ongoing
 - f. Maker classes (circuitry, robotics, coding, etc.)
Project manager: Angelica Bibbs
Target date: Summer 2021
 - g. Crafting programs and clubs
Project Manager: Meredith Anderson
Target date: ongoing
2. Develop a library wide programming plan to ensure wide array of opportunities are available to residents at all ages and stages of life, including:
 - a. Children
Project manager: Lynne Schick
Target date: ongoing

- b. Tweens and Teens (inc. Library Squad and VolunTeens)
Project manager: Kylie Peters
Target date: ongoing
 - c. 20s and 30s
Project manager: Allyson Palagi
Target date: ongoing
 - d. Intergenerational and families
Project manager: Meredith Anderson/Ali Lanthrum
Target date: ongoing
 - e. Adults and active seniors
Project manager: Meredith Anderson
Target date: ongoing
3. Offer displays and collection resources in support of library initiatives, including:
- a. Develop subscription box service
Project manager: Lauren Maxwell
Target date: Fall 2022
 - b. Develop method for staff to request pop-up displays
Project manager: Gail Conrath
Target date: Fall 2021
 - c. Grow/hone Tech-To-Go collection
Project manager: Angelica Bibbs
Target date: ongoing
 - d. Launch seed library
Project manager: Janet Miranda
Target date: Winter/Spring 2022
 - e. Reclassify music collection for greater discoverability
Project manager: Ellen Anderson
Target date: Summer 2022
 - f. Weed and label nonfiction AV collection for face out displays
Project manager: Kari Moncrieff
Target date: Fall 2022
 - g. Grow special format collections (ex: board games, kits, etc.)
Project manager: Erin Wittry
Target date: ongoing

4. Continue efforts to operationalize and enhance use of specific library spaces, including:
 - a. Kids Landing
Project manager: Lynne Schick
Target date: ongoing
 - b. Middle Ground
Project manager: Kylie Peters
Target date: ongoing
 - c. Teen Takeover
Project manager: Kylie Peters
Target date: ongoing
 - d. DIY Workshop
Project manager: Meredith Anderson
Target date: ongoing
 - e. The Studio
Project manager: Angelica Bibbs
Target date: Fall 2021
 - f. Learning Locker/3d printing services
Project manager: Angelica Bibbs
Target date: ongoing
 - g. Kitchen
Project manager: Meredith Anderson/Wendy Kmet
Target date: Winter 2021/2022
 - h. Café
Project manager: Wendy Kmet
Target date: TBD (check with vendor re: availability)

Measurement:

- Increased use of Library resources as evidenced by qualitative data, including: circulation, program attendance, outreach participation, room bookings, etc.
- Increased patron satisfaction as evidenced by qualitative data, including: anecdotal feedback, survey responses, etc.

Goal 3: Grow with our community and respond to their needs

Objective: Provide relevant and inclusive library services

Strategic actions:

1. Support and participate in community wide Diversity, Equity, and Inclusion efforts
Project manager: Paula Krapf
Target date: ongoing
2. Maximize inclusion and integration of people with varying abilities, by providing:
 - a. Wheelchair, electric scooter and/or shopping cart
Project manager: Wendy Kmet
Target date: Winter 2021/22
 - b. Assistive listening devices in meeting room(s)
Project manager: Lynnette Singh
Target date: Fall 2021
 - c. Social story outlining what to expect when visiting the Library
Project manager: Lynne Schick
Target date: Winter 2021/22
 - d. Senior and assisted living center support
Project manager: Sophie Popovich
Target date: ongoing
3. Reengage with our volunteer groups and provide support to their events, including:
 - a. Friends/Book sales
Project manager: Christine Lazaris/Paula Krapf
Target date: Summer 2021
 - b. Foundation/Donor and fundraising events
Project manager: Paula Krapf
Target date: Fall 2021
 - c. Home Service and Program Volunteers
Project manager: Lexy Jones/Meredith Anderson
Target Date: Fall 2021

4. Review and update marketing strategies, including:
 - a. Redesign the Library website to enhance mobile user experience and invite community participation (i.e. “Inspire Us”)
Project managers: Lynnette Singh/Paula Krapf
Target date: Spring 2022
 - b. Reimagine print and online newsletter using magazine format
Project manager: Paula Krapf
Target date: Fall 2021
 - c. Develop and expand email distribution lists
Project manager: Paula Krapf
Target date: ongoing
 - d. Enhance use of electronic building signage
Project manager: Paula Krapf/Mary McClarey
Target date: ongoing
 - e. Explore opportunities to sell branded merchandise showing library support, such as yard signs, bags, etc.
Project manager: Paula Krapf/Alex Hanold
Target date: Fall 2022
5. Update Technology Plan and explore opportunities to:
 - a. Transition to laptops for all staff
Project manager: Vitek Gregorarz
Target date: ongoing
 - b. Provide more collaborative tools available through Office 365
Project manager: Lynnette Singh
Target date: ongoing
 - c. Host and share digital content created by library staff and patrons
Project manager: Lynnette Singh/Angelica Bibbs
Target date: Spring 2022
 - d. Use data visualization and analytics tools
Project manager: Lynnette Singh
Target date: ongoing
 - e. Maximize RingCentral, Communico , and other 3rd party system functionality
Project manager: Lynnette Singh
Target date: ongoing

Measurement:

- High user satisfaction as evidenced by qualitative data, including: anecdotal feedback, survey responses, etc.
- High user satisfaction as evidenced by quantitative data, including: website usage, program registration, etc.

Goal 4: Connect with our community in a well-maintained facility with knowledgeable staff

Objective: Provide a safe and enjoyable environment for learning, working, and playing

Strategic actions:

1. Complete the long term building plan, including:
 - a. Close out open issues log, including: final occupancy, punch list, warranty items, UPS, signage, etc.
Project manager: Christine Lazaris
Target date: ongoing
 - b. Address outstanding furniture and equipment needs, including: shelving parts, stage, glass boards and other room enhancements, etc.
Project manager: Christine Lazaris
Target date: ongoing
 - c. Review and update library policies to align with new building and current service priorities
Project manager: Christine Lazaris
Target date: ongoing
 - d. Explore public art opportunities, including: bike rack sculpture, donor garden, commission/contest
Project manager: Christine Lazaris
Target date: Spring 2022 or later
 - e. Update Emergency Manual with new building information
Project manager: Wendy Kmet
Target date: Summer 2021
 - f. Review and add building contracts as needed, including: window washing, plant rental/maintenance, vending, etc.
Project manager: Wendy Kmet
Target date: ongoing
 - g. Review and update record retention practices
Project manager: Christine Lazaris/Wendy Kmet
Target date: Fall 2022
 - h. Maintain property and manage sale of former library building
Project manager: Christine Lazaris
Target date: ongoing

- i. Hire consultant to develop new capital asset long-term maintenance plan for new building
Project manager: Christine Lazaris
Target date: Spring 2023
2. Provide ongoing support to staff, including:
 - a. Active and passive peer-to-peer learning and staff training
Project manager: Lynette Singh/ Mary McClarey/Becky DeSilva
Target date: ongoing
 - b. Cross training and other library wide learning opportunities
Project manager: Janet Miranda
Target date: ongoing
 - c. Leadership oriented discussion group
Project manager: Meredith Anderson
Target date: ongoing
 - d. Safety training, including: unconscious bias, harassment, fire, tornado, Code Adam, active shooter, bloodborne pathogens, CPR/AED, etc.
Project manager Wendy Kmet
Target date: ongoing
 - e. Instructional videos/how-to guides on use of building systems
Project manager: Andy Strutz
Target date: Spring 2022

Measurement:

- Fiscal health and strength as evidenced by quantitative data, including: monthly financial reports, annual audit, etc.
- Knowledgeable staff as evidenced by qualitative data, including: performance metrics, training compliance, technology competency, and anecdotal feedback