



STRATEGIC PLAN

July 1, 2019 – June 30, 2024

In 2018, the Warrenville Public Library District embarked on a strategic planning process inspired by feedback provided by the community it serves. Through conversations with community members, local organizations, Library staff and the Board of Trustees, the Library set the following priorities and goals.

STRATEGIC PRIORITY: INCREASE USE OF THE LIBRARY

GOAL: IMPROVE SERVICES TO HISPANIC RESIDENTS

- Work with community organizations to establish trust and connect with residents
- Identify needs of the residents
- Implement Library services to meet the identified needs
- Recruit and retain staff who can provide bilingual and culturally competent service

GOAL: RAISE AWARENESS OF THE LIBRARY

- Investigate opportunities to reach non-users and infrequent users of the Library
- Develop a 12-month marketing plan for each fiscal year
- Utilize creative methods of communication to promote Library services
- Shift Library communications to the user's perspective
- Develop a series of presentations to communicate the benefits of using the Library
- Create a Library Ambassador program to bolster word-of-mouth marketing

STRATEGIC PRIORITY: CONNECT WITH THE COMMUNITY

GOAL: CONNECT LOCAL ORGANIZATIONS, ENTITIES AND RESIDENTS

- Convene regular meetings at which local organizations can share information about events and services
- Utilize Library spaces, events and marketing efforts to connect residents with community resources

GOAL: DEVELOP COLLABORATIVE RELATIONSHIPS TO SUPPORT AND ENHANCE LIBRARY SERVICES

- Launch a formal volunteer program for the Library
- Promote use of Library meeting spaces as collaborative and educational spaces for local businesses and community organizations

STRATEGIC PRIORITY: ELEVATE THE USER EXPERIENCE

GOAL: IMPROVE EASE OF USE OF THE LIBRARY

- Remove barriers to Library use
- Investigate consortium membership
- Evaluate the possibility of extending hours of operation
- Develop a series of presentations to demonstrate how to use the Library

GOAL: ENHANCE CUSTOMER SERVICE

- Develop a values statement
- Implement customer service training for all staff
- Coach employees on managing change and embracing innovation

ONGOING RESPONSIBILITIES

As the Library moves forward in its work to achieve these goals, it will also continue to value the following ongoing responsibilities:

- The Library will embrace emerging technologies as a means to provide services and resources to Library users;
- In order to meet the needs of its users, the Library will provide a continuous learning environment for Library staff that emphasizes cross-training, adaptability and personal and professional development;
- The Library will be a destination in the community with collections, programs and events that appeal to all ages;
- The Library will be a comfortable place with spaces for gathering, meeting and studying;
- The Library will continuously evaluate and maintain its collections, programs and other resources;
- The Library will proactively maintain its facility; and
- The Library will continue strong fiscal stewardship.