



ADDISON PUBLIC LIBRARY

# Strategic Plan 2012-2017

## **Mission Statement**

The mission of the Addison Public Library is to foster a love of reading, to promote lifelong learning, and to provide recreational resources.

## **Vision**

*The Addison Public Library is the heart of a diverse community, connecting people with ideas and information.*

## **BOARD OF LIBRARY TRUSTEES**

Sandra Super, President

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## **INTRODUCTION**

The Addison Public Library began the work of developing a new strategic plan in the summer of 2011. Gail Johnson and Pam Parr of Face to Face Communications helped facilitate the process, which included a thorough analysis of community and library data and information gathered through a series of focus groups with library users, community leaders, elected officials and staff.

The Library appreciates the guidance and contributions of the following individuals who participated in the planning process:

- Joe Block, Village of Addison
- Sylvia Lane, Village of Addison
- Dr. Omar Castillo, Addison School District 4
- Kathie Kielminski, Addison School District 4
- Kathleen Willis, Addison School District 4
- Sherri Anderson, DuPage High School District 88
- Rose Janucz, DuPage High School District 88
- Michael Walaszek, Addison Park District
- Noel Rolle, Addison Park District
- Tina Towns, Addison Park District
- Kathy McDermott, Addison Resident
- Judy Belanger, Addison Resident
- Evelyn Berleman, Addison Resident
- Priscilla Guzzi, Addison Resident
- Diane Hansen, Addison Resident
- Marian Dahldorf, Addison Resident
- Cindy Homberg, Addison Resident
- Marilyn Sala, Addison Resident
- Marianne Cimbalo, Addison Resident
- LaVerne Tedeski, Addison Resident
- Melody Zdeb, Addison Resident
- Sandy Cotosman, Addison Resident
- Maryann Amato, Addison Resident
- Kay Nelson, Addison Resident
- Ellen Welk, Addison Resident
- Elyse Willis, Addison Resident
- Patricia Bugielski, Addison Resident
- Sylvia Lane, Addison Resident
- Sue Termini, Addison Resident
- Luis Martinez, Addison Resident
- Vivian Andrews, Addison Resident
- Nick Andrews, Addison Resident
- Adelyn Voigt, Addison Resident
- Olga Didyk, Addison Resident
- Anna Didyk, Addison Resident

This strategic plan is a flexible blueprint for the Library Board and staff. The plan's goals and related objectives provide direction that will help prioritize Library resources and activities between 2012 and 2017. The Library staff and Board of Trustees will assess the objectives periodically to gauge our progress. Objectives may be changed or added to reflect actual experience and will be responsive to changing community needs. The strategies needed to achieve the goals will be reviewed annually.

The Library staff has primary responsibility and accountability for implementing these goals. The Library Board of Trustees, which endorsed this strategic plan and serves as the policy-setting body for the Library, will provide oversight and leadership.

The Friends of the Library will align their priorities and activities with those of the Library and provide valuable input, resources, and services in helping the Library address these goals.

**1. GOAL: We will create welcoming spaces that are accessible, safe and a source of community pride.**

	Objective	Measurement of success
A.	Assess internal and external signage, and identify ways to improve way finding.	Positive report from secret shoppers following implementation of improvements
B.	Evaluate the feasibility of expanding library hours	Report to Board and decision made
C.	Investigate strategies to mitigate parking challenges at the library.	Report to Board and promotion of recommended strategies
D.	Research options to improve accessibility of drive-up return	Report to Board and decision made
E.	Expand the use of security cameras within the building.	Implementation of new cameras.
F.	Explore the feasibility of implementing Phase 2 of the building plan.	Report to Board and decision made

**2. GOAL: The Library will provide a collection in a wide variety of formats that meets the changing needs of local residents.**

	Objective	Measurement of success
A.	Expand and promote e-book collection and hardware	Increased usage of e-formats
B.	Explore new audio-visual formats for educational and recreational purposes	Results of this exploration will be included in monthly staff reports to Board.
C.	Evaluate the library's print collections and determine the optimal balance between print and electronic resources, factoring cost, accessibility, available content and patron demand.	Results of this evaluation will be included in monthly staff reports to Board.

**3. GOAL: Library users will receive efficient, friendly and professional service from a well-trained staff.**

	Objective	Measurement of success
A.	Systematically review all public service and circulation policies	Completion of review
B.	Evaluate feedback from library users related to customer service	Annual report to Board
C.	Provide and encourage participation in staff development opportunities for all employees	Increased participation in training opportunities

**4. GOAL: The library will increase its visibility and impact on the community, making a positive difference in people's lives.**

	Objective	Measurement of success
A.	Develop strategic partnerships with other local organizations and businesses that support the library's mission.	Tabulation of the number of newly created partnerships
B.	Encourage community outreach through board and staff participation in local events.	Tabulation of board and staff participation in community events
C.	Utilize the newsletter, social media and other marketing tools to promote library programs, services and collections.	Annual survey; tracking available statistics from social media sites (number of views, comments, etc.)
D.	Offer programs that support personal growth and learning in response to community needs and interests.	Development of new programs resulting in increased attendance.

**5. GOAL: We will be technology experts in the community, providing effective and easy to use core technology, and tracking and implementing emerging technology that will improve service and meet patron needs.**

	Objective	Measurement of success
A.	Establish a digital media lab for patrons	The lab is established and used by patrons.
B.	Provide technology training opportunities for staff at all levels, and provide equipment and training in a form that is accessible and effective for Library staff.	Annual report to the Board documenting training received by staff that year and impact of that training.
C.	Provide a variety of technology training opportunities for library users at varying levels in a format that is both accessible and effective.	Increase in number of training opportunities offered and in participation in patron training opportunities.
D.	Define a vision for the library's web presence and explore development of a new or revised website.	Written vision statement is created and decisions are made regarding a new or revised site.
E.	Expand the library's IT Department with a dedicated web master and/or technology trainer.	New staff member(s) hired for IT.
F.	Identify and implement new technology to meet patron needs within the mission of the library.	New technology is implemented.

