Poplar Creek Public Library District Strategic Plan 2016-2020

LIBRARY MISSION STATEMENT

The Poplar Creek Public Library District provides materials, information, technology and cultural opportunities to enrich, empower, educate and entertain people of all ages and backgrounds.

LIBRARY VISION STATEMENT

The Poplar Creek Public Library District is a vibrant institution that enriches life in the community by providing books and other materials for recreation and self-education, free access to technology, and cultural and informational programs that enable people to come together, share ideas and information and pursue lifelong learning.

I. Human Resources and Leadership

A. Goal – Improve Communication within the library

1. Objective – Establish clear lines of interdepartmental communication
   a. Activity -- Develop an internal newsletter to better communicate with employees.
   b. Activity -- Create an intranet for staff documents and communication
   c. Activity – Implement and encourage use of a staff chat.

B. Goal – Provide the community with a quality library staff team

1. Objective – Develop continuous staff training opportunities
   a. Activity -- Cross-train staff.
   b. Activity -- Review and revise job descriptions, staffing levels and training needs.
   c. Activity -- Schedule a manager or key personnel on evenings and weekends, adequately train PICs
   d. Activity – rotate sending staff to conference training opportunities

C. Goal – Adequately staff the administrative department of the library

1. Goal -- Develop a succession plan.
2. Goal -- Hire a dedicated Human Resource specialist.

II. Physical Plant (branch and main library buildings)

A. Goal --Provide staff with adequate workspace
B. Goal -- Provide patrons with sufficient study space
C. Goal -- Provide all with a warm and welcoming environment

Activities:

1. Hire an architect to complete a space analysis study.
2. Complete a color analysis.
3. Review current and future furniture needs.
4. Review Parking issues.

III. Determine if we have up-to-date technology

A. Goal – Provide the staff and the community with cutting edge technologies
   1. Objective – Keep the external website current and easy to navigate
      a. Activity -- Review our external website on a regular basis.
      b. Activity -- Look into creating a charging station for patron electronic devices, or circulating chargers.

   2. Objective – Provide staff and community with current devices
      a. Activity -- Develop a schedule for replacing computers and software.
      b. Activity -- Review our method of internal communication.

      c. Activity -- Have staff use the same calendar program for all library in-house and public events. Add a registration function to the calendar.

IV. Board and Management

A. Goal – Encourage free exchange of ideas and grown of management and staff. Include patrons and residents in the ongoing effort to become the best library in the area.
   1. Objective – Achieve recognition as one of the best libraries in the Chicagoland area
      a. Activity -- Establish committees to help gather information and make suggestions and recommendations to Board/Management

B. Goal – Excellence in Financial Reporting and Budget Awards

1. Objective -- Clarify the budget process so employees and management can see that the budget is meeting the greatest needs and goals set by the Board and management.
2. Objective -- Having a transparent budget also eliminates waste.
    a. Activity – Pursue membership in the Government Finance Offices Associations (GFOA)

C. Goal – Acquire public trust in the activities of the library
1. Objective – Transparency
    a. Activity -- Determine the correct level of public transparency of policies and documents. (Determine which documents are available on the website)

D. Goal – Encourage Volunteerism
1. Objective – Provide library staff with assistance
    a. Activity – Formalize the volunteer procedures
2. Objective – Establish a Friends of the Library Group
    e. Activity – Over the next 5 years, gather interest from patrons in creating a Friends group that will fund raise and be advocates for the library

V. Public Relations/advertising

A. Goal -- Create a centralized plan, with goals for programming and promotion that will coordinate all programming and promotion between departments.
1. Objective – Good communication between programmers
    a. Form a staff programming committee representing the various ages targeted for programs.
2. Objective – Establish a method to determine how different types of programming are selected ensuring reach to all patrons

VI. Acquisition of Resources

A. Goal – Provide a broad collection for a diverse patron base
1. Objective – Collect books, CDs, Movies and other in a variety of languages and formats
    a. Action Point – Review collections: foreign language books, CDs, Movies, etc.
    b. Action Point – Evaluate patron requests for other language materials and other formats
2. Objective -- Inter-Library loans.
    a. Action Point – supplement the collections with ILL