



Park Ridge Public Library

Strategic Plan 2015-2019

The Library works to provide a positive experience in every interaction with the community

Objective: Provide excellent customer service

Goal: 95% of Library users surveyed rate customer service as positive.

Actions:

- Library will provide customer service training annually to all staff.
- All staff will be knowledgeable on library services and collections to better serve library users at all points of contact.
- Staff will provide a comfortable, modern and welcoming environment.
- Staff will review all policies, identify barriers to good customer service and suggest changes.
- Library users will be surveyed two times per year regarding customer service.

The Library strives to reach out to members of our community so that they are well informed of the wide variety of Library services, programs, and materials

Objective: Develop a Community Engagement Plan.

Goal: Establish metrics and outcomes for evaluation, evaluate, assess and adjust.

Actions:

- *Apply data on community demographics, current marketing methods and services to identified groups. by summer of 2015.*
- Gather data on effectiveness of current marketing tools (Newsletter, Facebook, Twitter, email) identify and adopt new tools.
- Continue to evaluate effectiveness of Marketing Plan in engaging the community.

As a vital community institution dedicated to being an active part of a vibrant community life, the Library seeks ways to partner with organizations and businesses that share that goal

Objective: Strengthen existing community partnerships and develop new partnerships to contribute to the life of the community, further the mission of the Library, including the development of new programs, and reach more members of the community.

Goal: Increase partnerships that demonstrate a benefit to Library patrons by 10 per fiscal year

Actions:

- Partner with local businesses and organizations to offer six or more programs and displays per year that are relevant to the community.

- Contact five businesses a month and invite them to work with the Library to provide programs, offer reading incentives, sponsorships or other in-kind contributions.

- Partner with educators and administrators at local schools in order to provide students with the supplemental resources they need to support learning, including library materials, software and hardware, maximize and enhance the utilization of resources provided in the schools. Review progress twice per year.

- Send out monthly emails to all organizations to encourage them to use the Park Ridge Community Network, post information and create displays within the Library to promote their services and make more connections within the community.

The Library continues to adopt technology that fits within the Library’s mission by anticipating trends and changes, providing ever evolving services and assisting community members in learning new technologies.

Objective: Use new and existing technologies to meet the needs of residents and continually improve the user experience both within the Library and virtually.

Goal: Identify existing and new statistics and develop metrics to measure use and growth. Report statistics monthly to the Board and provide comparison data annually.

Actions:

- Provide interactive, easily accessible learning opportunities so that residents are comfortable using Library resources and services including how to use digital resources, media lab and social media.
- Evaluate use of the new website and continually revise and improve it to meet users needs.
- Evaluate existing digital resources to determine if they meet the needs and expectations of users and make changes supported by available data.
- Evaluate current technology within the Library to determine if the amount and types of technology are adequate and appropriate to meet residents’ needs.

The Library shall effectively use the funds from the referendum to enhance Library resources, facility, and programs to increase the relevancy and use of the Library.

Objective: The Library Board and staff will provide the facilities, collections and services that meet the community's expectations so that they will continue to use and support the Library.

Goal: Increase overall use of the Library by 2% annually.

Actions:

- Define metrics for measuring increased use.
- Solicit input from community members of all ages on their expectations for the facility, collections and services.
- Complete interior upgrades.
- Offer new programs and evaluate existing programs to assure that they remain relevant and meet community expectations
- Expand popular collections; add new collections and new formats to meet residents' requests and expectations.

The Library will secure its future by remaining relevant, ensuring adequate funding and enhancing public awareness

Objective: The Library is a highly respected and well used resource for the community.

Goal: The Library will inform the community on Library issues, finances, operations and challenges.

Actions:

- Maintain open communication with the community on Library business, Board decisions and Library finances by including information on the website six times per year and in each issue of the newsletter.
- Obtain alternate funding sources such as grants, sponsorships and gift giving within the community to supplement tax revenue and support special projects, and inform the community to promote awareness and expand opportunities.
- Trustees and Director will communicate with elected officials regarding the Library at least twice per year.