

Villa Park Public Library



Strategic Plan 2014-2016

Villa Park Public Library
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2014–2016 Strategic Plan

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Facilities Workgroup

Goal: The Library's facilities will meet the current and projected needs of the Library and support the changing role of the Library.

Workgroup: Dan Hippensteel, Sean Birmingham, Jeff Sand

Objective #1: Prepare Master Facility Plan for 2014–2016

- **Action Step 1:** Hold quarterly meetings of C.O.W. to review building needs and outline priorities
- **Action Step 2:** Hire an architect and/or engineer to complete a review of all building systems with priorities and associated costs listed. The building plan should include the option to move entrance, install new elevator, and integrate any new service models.
- **Action Step 3:** Adopt a building plan and budget according to prioritized needs using operating and special reserve fund

Objective #2: Redesign to maximize space for patrons and staff

- **Action Step 1:** Investigate outdoor seating, including storage
- **Action Step 2:** Explore new service models; visit other libraries to gather information to explore new service models
- **Action Step 3:** Determine the feasibility of restructuring organization with accompanying job descriptions
- **Action Step 4:** Remove new “display” book shelves in Adult Services and virtualize these materials
- **Action Step 5:** Explore new shelving for A/V formats
- **Action Step 6:** Implement stricter weeding policy for adult print materials reducing the collection by 5% to 10% (from 50,000 items to 47,500 items or 45,000 items)
- **Action Step 7:** Purchase or reallocate new display shelving

Objective #3: Improve availability of parking

- **Action Step 1:** Check with Village to allow use of parking spaces along the Prairie Path
- **Action Step 2:** Ask St. A's to use its adjacent north lot during school hours
- **Action Step 3:** Encourage staff to carpool, walk, or bike to work

Objective #4: Finalize decision of property swap with St. A's

- **Action Step 1:** Discuss rationale and ramifications of swapping properties
- **Action Step 2:** Determine use of 219 property, vacant lot, and existing parking lot
- **Action Step 3:** Direct architect/engineer's scope of work to include decision regarding land use into building plan document

Funding Workgroup

Goal: Funding will be assured to achieve the Library's mission now and in the future.

Workgroup: Mark McCleary, Matt Matkowski, Martha Bledsoe, Michelle LaRusso

Objective #1: Secure more grants for programming and collections

- **Action Step 1:** Create a statement of needs for grants
- **Action Step 2:** Discuss grant opportunities at Department Heads meeting
- **Action Step 3:** Create list of projects and collections suitable for grants
- **Action Step 4:** Determine responsibility for locating and applying for grants
- **Action Step 5:** Write and submit grants

Objective #2: Determine the need for a building and/or operating referendum

- **Action Step 1:** Hire architect, consultant, and/or engineer to assess current building needs (see Facilities Workgroup Plan, Objective #1, Action Step 2)
- **Action Step 2:** Hire architect and/or engineer to explore expansion of building
- **Action Step 3:** Board discussion of a new building, addition, and/or renovation
- **Action Step 4:** Apply for state library construction grant

- **Action Step 5:** Hire financial planner to assist in funding options and conduct a feasibility study
- **Action Step 6:** If needed, determine details and date of referendum(s) and the means to inform residents

Objective #3: Establish an active foundation and legacy committee

- **Action Step 1:** Solicit volunteers to form committee
- **Action Step 2:** Research other libraries' foundations and committees
- **Action Step 3:** Develop a plan and scope for Library's committee and for outreach opportunities
- **Action Step 4:** Work with committee to publicize foundation and giving opportunities

Objective #4: Decide the viability of becoming a District Library

- **Action Step 1:** Complete in-house accounting transition from the Village
- **Action Step 2:** Contract with liability and other insurance vendors and notify Village of Library's decision to withdraw from Illinois Risk Management Association
- **Action Step 3:** Determine whether to renew Annex lease (lease expires 1/31/16)
- **Action Step 4:** If lease for Annex is not renewed, allocate these dollars for electric needs
- **Action Step 5:** Locate a suitable payroll vendor
- **Action Step 6:** Explore health insurance providers
- **Action Step 7:** Upon completion of aforementioned action steps, make determination and begin future planning

Objective #5: Expand the role of the Friends of the Villa Park Library

- **Action Step 1:** Support the Friends in their fiscal responsibilities
- **Action Step 2:** Research Friends of other libraries
- **Action Step 3:** Enlist the Friends in additional fundraising opportunities, e.g., Wild Tree Gala

Programming, Outreach, & Marketing Services Workgroup

Goal: The VPPL's branding, programs, and services will readily identify it as a dynamic and essential presence in the community.

Workgroup: Stan Kosek, Susan McKean, Lydia Hodges, Ingrid Durham, Meredith Meder

Objective #1: Develop an updated logo and tagline

- **Action Step 1:** Hire and orient a graphic designer
- **Action Step 2:** Involve the graphic designer in discussions with the Library Board and Department Heads regarding the Library, its goals, and branding
- **Action Step 3:** Create graphics for the Board to consider
- **Action Step 4:** Submit graphics to the Board
- **Action Step 5:** Board selects a brand
- **Action Step 6:** When new design is approved, incorporate new logo and tagline throughout all marketing efforts

Objective #2: Develop stronger and more effective relations with the community

- **Action Step 1:** Update Library's local/community files (including current contacts) and revise Library's website to reflect changes.
- **Action Step 2:** Evaluate and prioritize the list of community groups/agencies
- **Action Step 3:** Identify and assign representatives to groups and/or agencies
- **Action Step 4:** Work with representatives to determine whether other avenues of communication are available to the Library (neighborhood locations, websites, translated publications)
- **Action Step 5:** Host/organize an intergovernmental agency meeting

Objective #3: Engage with those who do not yet use the library

- **Action Step 1:** Create a community calendar of events where Library staff could interact with non-users
- **Action Step 2:** Assign staff to attend community events as outlined in the community calendar
- **Action Step 3:** Make community calendar available at each Board meeting for Board to offer opportunities for Board involvement

- **Action Step 4:** Develop community marketing packets that outline programs and services to accompany Board/staff attending community events

Objective #4: Create a formalized programming plan. Programs will reflect the community's educational, cultural, and recreational needs, including but not limited to categories such as health, fitness, and senior services.

- **Action Step 1:** Create a list of potential grant agencies with their timelines for grants (see Funding Workgroup, Objective 1)
- **Action Step 2:** Create a list of programming aids (websites, reference tools)
- **Action Step 3:** Create a list of potential program partners and contacts
- **Action Step 4:** Select and schedule programs using Library programming calendar
- **Action Step 5:** Establish procedures for marketing programs
- **Action Step 6:** Update the Library's Program Evaluation Form(s)
- **Action Step 7:** Have Program Evaluation Form(s) available online and at each program
- **Action Step 8:** Analyze program evaluations and program attendance to determine future viability of each program

Objective #5: Design the Library's website to be user-friendly

- **Action Step 1:** Become familiar with books by Stephen Krug, such as *Rocket Surgery Made Easy*
- **Action Step 2:** Take Lynda.com's WordPress training
- **Action Step 3:** Plan a content strategy using flow charts
- **Action Step 4:** Research the possibility of launching a survey and/or proactive feedback form for website users; if feasible, perform survey.
- **Action Step 5:** Create a development content management system for website testing purposes
- **Action Step 6:** Create/revise content for test website
- **Action Step 7:** Ask for user feedback on the test site
- **Action Step 8:** Integrate user feedback, launch and promote new site.

Staff & Leadership Workgroup

Goal: The VPPL Board and staff will be well positioned to meet the evolving challenges and needs inherent in the Library's vision statement.

Workgroup: Michelle Geyer-Ross, John Bradford, Lynn Hippensteel, Dianne Luebker

Objective #1: Align staffing and hours to meet the needs of the community

- **Action Step 1:** Study and survey nearby libraries for operating hours (LINC and libraries within 10 miles)
- **Action Step 2:** Perform analysis of Library usage by hours, including circulation, patron count, Internet use, and program attendance
- **Action Step 3:** Based on the findings of the analysis and surveys, compile a report to the Board
- **Action Step 4:** Conduct community survey addressing days/hours of Library operation
- **Action Step 5:** Make decision on staffing and hours based on aforementioned findings

Objective #2: Conduct continuous Board and staff training and learning activities

- **Action Step 1:** Ensure that lead staff participate in professional organizations
- **Action Step 2:** Require a minimum level of training to build skills and knowledge of all staff
- **Action Step 3:** Register all interested Board members as members of the Illinois Library Association
- **Action Step 4:** All Board members shall participate in one continuing education activity each year in accordance with Serving Our Public 2.0, Standards for Illinois Public Libraries.

Objective #3: Assure that the Library's organization will reflect and support productive, flexible, and motivated staff members

- **Action Step 1:** Obtain other libraries' organizational charts during visits (see Facilities Workgroup, Objective 2)
- **Action Step 2:** Develop an incentive-based staff recognition and appreciation program
- **Action Step 3:** Restart staff newsletter or blog with a section devoted to problem solving and teamwork

Objective #4: Develop an effective and coordinated internal and external communications program

- **Action Step 1:** Investigate the need for a phone system upgrade
- **Action Step 2:** Use Constant Contact to automatically notify and remind patrons of upcoming events
- **Action Step 3:** Restructure and redesign the Library’s website
- **Action Step 4:** Establish a weekly internal communication brief

Objective #5: Recruit quality staff members to effectively serve the Library and the community

- **Action Step 1:** Provide training on diverse populations and perform outreach to those populations
- **Action Step 2:** Revamp annual evaluation form for staff evaluation
- **Action Step 3:** Perform a staff compensation study and assessment
- **Action Step 4:** Develop an annual internship program

Objective #6: Use Library’s knowledge of evolving demographics to effectively represent and serve the community

- **Action Step 1:** Identify and engage individuals to serve on the Board
- **Action Step 2:** Perform annual review of community demographics (from census, school report cards, Village Community Development Department)

Part One: Life
Emily Dickinson

I GAINED it so,
By climbing slow,
By catching at the twigs that grow
Between the bliss and me.
It hung so high,
As well the sky
Attempt by strategy.

I said I gained it—
This was all.
Look, how I clutch it.
Lest it fall.