



STRATEGIC

PLAN

2020-2022



2020–2022 Strategic Plan

Purpose of this Strategic Plan:

Libraries are continuously evolving organizations. Small changes and major shifts over time affect how people access and use information, interact with each other, and use the Library's resources and tools.

To remain relevant for future generations, the Library must evolve in ways that keep pace with the changes in society, the diversity of our users; and at the same time, remain constant to the ideal of equal access to information to all members of the Villa Park community.

This plan provides a strategic direction for the next few years and will guide the Library during a period of internal transition as well as technological and societal changes.

Planning Process:

The Library Board of Trustees adopted the Strategic Plan in January 2020 and is committed to reporting back to the community on the progress in implementing the plan. The Library Board encourages community members to check on the library's web site for information and to continue to let us know how we are doing as we move forward to meet new challenges and provide new opportunities for our patrons.

Facilities Workgroup

Goal: The library will provide an inviting, convenient, well-maintained, comfortable, and safe facility and will practice up-to-date facility management.

- Adopt a building maintenance plan and budget according to prioritized needs using operating and special reserve fund
- Develop and implement a capital replacement plan and budget
- Provide training for staff to learn all new building controls and systems
- Provide a work environment that encourages best ergonomics
- Provide staff with training opportunities dedicated to lockdown, emergency, and safety issues
- Implement two First Aid stations, and ensure accessibility and complete stocking of both
- Update Emergency Response Plan
- Explore possibilities for the outdoor space in the northeast corner of the library's property
- Implement programming using the outdoor space in Youth Services

Goal: The library will provide and support technologies for patrons and staff to meet their needs and increase ease of use.

- Review and update technology plan
- Review replacement plan for staff computers
- Develop and implement a program for laptop checkout
- Provide opportunities for staff training on technology
- Implement procedures for storage of Launchpads and other devices
- Implement new policies and procedures for patron use of 3D printer, large format printer, and laminator
- Review and evaluate current online subscriptions
- Determine if new subscriptions can be added, and if other services can be marketed more

Goal: The library will offer responsive services for residents to meet their needs

- Continue to fine-tune service model and develop new procedures as staff transition to new service areas
- Explore the process of providing public online access to the meeting room reservation system
- Explore the process of providing online payment system for meeting rooms and programs
- Update and revise meeting room policy
- Investigate demand for, and funding of, extending of available hours of service

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

- Perform a new appraisal of the library and its contents for insurance purposes
- Research different options for liability insurance
- Establish and market the library as an U.S. Passport Acceptance Agency
- Grants, contributions, and partnerships will be sought for projects, programming, and services which are beneficial to the library
- Promote the gift and donor program by updating promotional materials in print and online
- Implement new donor wall in library lobby area
- Highlight Amazon Smile/iGive, and book and material donation opportunities at least once a year in the library newsletter

Programming, Outreach, & Marketing Services Workgroup

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

- Update library's local/community files (including current contacts) and revise library's website to reflect changes.
- Continue to identify and assign representatives to groups, agencies, chamber of commerce
- Partner with other agencies to host intergovernmental agency meetings
- Host an annual breakfast for the Chamber of Commerce and provide an overview of business services
- Partner with local businesses for programs and displays
- Utilize pathfinder Public Library Data Services (PLDS) data to create a graphic-driven annual report for website
- Identify library publications to be printed professionally

Goal: Engage with those who do not yet use the library.

- Make calendar of events available at each Board meeting for Library Board to offer opportunities for Board involvement
- Develop a community welcome packet that outlines programs and services to accompany Board/staff attending community events
- Ensure budget allows for mailing Welcome Packet to new homeowners
- Establish book bins at medical offices, laundromats, barber shops, and hair salons
- Work with area hospitals or doctors' offices on Born to Read kits
- Refurbish and refresh the Little Free Libraries around town
- Explore options of additional services to be added, e.g., patron mobility scooters, umbrellas for checkout, vacation kits, etc.
- Establish a Library of Small Things, "Cabinet of Curiosities" (crochet hooks, knitting needles, go-pro cameras, ukeleles, etc.)
- Establish a permanent home for the Seed Library and market its availability
- Further diversify our Adult Services Fiction and Large Print Collections

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. The will assure that the library's organization will reflect and support productive, flexible, and motivated staff members.

- Plan staff in-service days each year that expand staff knowledge and are enjoyable
- Explore part time substitute librarian position
- Actively budget and plan for quarterly theme events which improve staff morale
- Develop a paid internship program and actively recruit summer interns
- Annually revise the Wage and Salary Chart
- Evaluate and increase salary and compensation to reflect the ILA standard percentage of total operating budget
- Plan for the minimum wage increase to be completed by 2024

Goal: Develop an effective and coordinated internal and external communications program

- Increase receipt of the E-Resource by patrons by 20%
- Promote and increase the use of MailChimp
- Develop procedures and implement increased communications via social media
- Maintain in-house calendar

Goal: Personnel Policies and Procedures

- Conduct a professional review of all personnel policies and procedures
- Conduct a professional review of all administration forms, including the job application form
- Revise and make improvements to staff orientation procedures and materials

Goal: Document Retention Plan

- Work with staff to identify documents that are not currently part of the library's records retention application to update the application
- Ensure annual submission of records disposal applications
- Educate staff on records to be retained or disposed of
- Ensure that records disposal is occurs on a regular basis

Strategic Plan Appendix

Trends that may affect the strategic plans in future years

List to be reviewed and updated by staff and Board annually
Discussion scheduled annually at the regular January Board meeting

Additional annexations by Village
Bonds of building will be paid off in 2036
Continued demand for physical collections
Demand for more one-on-one service
Demographic changes: ethnic, racial, social, and economic
Digital Divide and Net Neutrality
Growth in off-site delivery of service and presence
Increased civic engagement and community participation and need for neutral space
Increased major capital improvements required as building ages
Increased physical facility and cyber security concerns
Library of Things
Licensing issues for electronic collections
Redevelopment efforts in Villa Park
Political landscape: local, state, and federal
Potential loss or reduction of Per Capita Grant
Potential property tax changes by the State of Illinois



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