

Mount Prospect Public Library

Strategic Plan 2019-2023

Introduction

Beginning in March 2015, the Board of Trustees and management team met to discuss the Collection, Technology, Service Priorities and reviewed the Library's mission, position statement, vision, and values, all within the context of the direction public libraries in general are heading and MPPL specifically.

The Library's strategic plan is a *"living document"* that provides a path and vision for the Board of Trustees and Staff to follow with flexibility for changes along the way. The plan reflects trends in the library world, the Mount Prospect community and society at large, as well as the Library's mission, vision, and values.

This plan builds upon the two previous plans that targeted collaboration, connection, learning, digital literacy, and partnerships. It was updated in 2017 and again in 2018.

A cornerstone of the Library's strategic plan is the continued focus and investment in operational strengths which support the strategic path and vision. We promote long term financial sustainability, responsive collections, quality facilities, and responsive technologies. We support continuous learning, foster an excellent work environment, develop and offer responsive programming and outreach, and play an essential role in the community.

The strategic responses and operational goals support the many roles of public libraries:

- *Active and vibrant centers of community*
- *Connecting people*
- *Essential to the digital age*
- *Trusted community hubs ("Third Place")*
- *Sustaining educational, economic and civic health of the community*
- *Inspiring learning and empower all ages*

Mount Prospect Public Library Strategic and Operational Plan 2019-2023

This document represents the strategic and operational outlook for the Mount Prospect Public Library for 2019-2023. Periodic progress review and discussion will be held during board meetings throughout the year. When appropriate, updates and modifications will be made to the document.

MISSION STATEMENT

Mount Prospect Public Library exists to:

- Connect people to information, resources and opportunities for enrichment and leisure
- Provide and sustain a book culture through literary knowledge and interactive experiences
- Promote and support education and lifelong learning
- Build community

VISION 2019-2023

The Library Board and Staff will invest resources and build on new opportunities to provide excellent and innovative library service to all residents of Mount Prospect. Concurrent, operational strengths will be maintained.

- Library will continue to engage in new and emerging technologies.
- Library will connect residents to library services where and when needed by increasing the Library's presence.
- Library recognizes its role in building community. To that end, the Staff and Board will nurture existing partnerships, build coalitions and participate in joint ventures.
- The public library is a powerful educational institution. Library provides opportunities for continuous learning throughout a person's life.

Key Values (2019-2023)

- Library will be *open and adaptive* to change.
- Library will be an *active participant* in the community.
- Library will be *responsive* to community needs.
- Library will provide a *welcoming and friendly* environment.
- Library services will be *easy to understand and use*.
- Library services will be an *optimum value* for the resident taxpayer.
- Library will *encourage exploration and discovery*.
- Library will provide a *balance* in collections, services, and programs.
- Library Board and Staff will *strive for excellence* in the services provided.
- Library Board and Staff will *respect and value diversity*, creating an inclusive, equitable, and open environment.

Service responses for strategic opportunity **(2019-2023)**

Library will create opportunities for engagement.

- Library will provide spaces for collaboration, gathering, enjoyment, and learning.
- Library will be a key community destination physically and digitally.

Library will be a vital and vibrant member of the community.

- Library will nurture partnerships, develop new relationships, and build and encourage coalitions and joint ventures.
- Library will determine key engagement and service strategies in response to community needs and trends.

Library will be committed to initiatives that build upon and enhance the Library's mission and culture.

- Library will determine key strategies to develop comprehensive plans for selected library initiatives.
- Library will invest funding and resources to implement key initiatives.

Library Initiatives

- **Collection** – conduct responsive and timely assessment of needs and resources to provide and fund in-depth and diverse collections.
- **Community Engagement** – connect with the community through active outreach, partnerships, participation, and leadership to be an essential resource.
- **Cultural Competencies** (equity, diversity, inclusion) – identify and implement ongoing opportunities to increase respect, knowledge, and understanding.
- **Facilities** – proactively plan and fund quality physical and digital infrastructure.
- **Learning** – nurture a learning environment that recognizes the organizational values, processes, and practices that encourage individuals to increase knowledge, competence, and performance.

Eight areas of operational strength for continued focus & investment, 2019-2023

Select operational activities/tasks

Budget/Funding

Library Board and Staff will ensure long term financial stability.

Annual operating and capital improvement budgets will reflect costs associated with implementing the strategic plan.

Sufficient fund balances will be maintained for sustainable operations.

Grants, contributions and partnerships will be sought for projects, programming and services.

Collections

Library will provide responsive and balanced collections of diverse formats and content.

Market and promote physical collections that are browsable and specialized.

Improve accessibility to physical and electronic collections by revising, policies, guidelines, procedures and/or re-purposing spaces.

Maintain a flexible and balanced collection budget to have sufficient offerings for new, existing and declining, but still requested, formats and content.

Grow and promote e-Learning Resources, e-Collections and Electronic Resources.

Maintain a quality and in-depth collection that anticipates current and future patron demand.

Facilities

Library will provide inviting, convenient, well maintained, comfortable, and safe facilities and will practice effective up to date facility management.

Evaluate public spaces to identify opportunities to create welcoming niches that invite browsing, socializing, collaborating and creative learning.

Regularly assess patterns of use (staff and public), and be responsive to new needs and services requiring changes in physical space.

Continue to budget for and act on building issues in prompt manner to have a well maintained building.

Engage architectural study for a cost effective update of the circulation/registration lobby to improve service delivery and acoustics.

Assess, create and support gathering/meeting spaces for entrepreneur/small business and other formal and informal groups.

Assess and evaluate current facility management policies, procedures and tools.

Revise existing policies or create new ones to meet the needs of the evolving complexity of facility management.

Provide effective safety training for all staff including the annual lockdown day.

Investigate need and determine options for a north side presence.

Education

Library will provide comprehensive services and resources to support continuous learning.

Promote and create experiential learning opportunities for children, teens and adults.

Provide active learning opportunities that support literacy, the Common Core Standards, and STEAM (Science, Technology, Engineering, Arts and Math) skills.

Continue to develop and promote services and programming for all ages that support the Maker Movement.

Promote and increase one-on-one instructional sessions between staff and patron for technical support, research, navigation of resources, and general assistance.

Promote and instruct patrons on e-Learning resources.

Personnel

Library will have a motivated, dedicated and well-trained knowledgeable staff.

Provide and nurture a work environment that facilitates staff excellence.

Analyze organizational structure to capitalize on opportunities when staffing changes occur.

Develop and implement library-wide staff training plan to increase consistency and effectiveness of department and library training including establishing staff benchmarks.

Provide training to increase proficiency and use of technology.

Provide staff training for serving special needs and multi-cultural populations.

Programming and Outreach Services

Library will offer responsive and diverse programming for patrons to gain knowledge, to learn new skills, to be entertained, to gather, to create, to experience, to collaborate, to socialize and to develop relationships.

Determine if need exists for more extensive and targeted services to support seniors and respond accordingly.

Develop and implement more extensive and targeted services for the Millennial Generation (Ages 18 – 34).

Continue growth of targeted business support for small business and entrepreneurs.

Provide digital literacy training for information seekers using Edge initiatives in areas of governmental resources, job and business resources, health resources and educational resources.

Expand drop-in youth programming options for Discovery Zone and Maker Movement.

Expand teen programming and activities using the new Teen Space and library meeting rooms.

Explore opportunities for additional experiential activities.

Investigate needs and options for off-site activities and services.

Public Relations, Advocacy and Marketing

Library Board and Staff will actively position Library as a Community essential resource.

Expand engagement by and with patrons through social media to increase Library's presence and to promote and deliver services.

Continue to actively promote Library offerings so that Library continues to grow as a destination for a wide range of interests and effectively fill its role as the "Third Place."

Determine and apply consistent messages conveying Library's value to community in all communication formats.

Expand electronic communication targeted to specific interest groups and individual needs.

Determine key community engagement strategies in response to community needs and trends as identified in a Community Engagement Plan.

Promote and demonstrate Library's value for the community by fostering advocates among staff, Board of Trustees, volunteer boards and patrons.

Celebrate Library's 75th Anniversary in 2018.

IT Services

Library will provide and support responsive technologies for patrons and staff to meet evolving and emerging needs and to increase ease of use.

Create and provide additional instructional videos promoting Library products and services.

Ensure Web Site, mpppl.org, stays current with best industry practices. Maintain a secure environment that protects the integrity of library data and infrastructure and facilitates effective management of IT, ILS (Integrated Library System) and Web Services.

Explore creation of custom library-specific content.