



## Strategic Plan 2012-2020

### ACTION PLAN 2012

**Mission:** The Helen Matthes Library provides community engagement and life-long learning through literature, technology, and information access.

**Vision:** The Helen Matthes Library empowers individuals and enriches the community.

**Values:** Culture, Technology, Service

#### Strategic Goals

##### A. Provide exceptional library service

1. Provide education and training opportunities for staff.
  - *Provide opportunities for attendance at On the Front Lines or other education opportunities off site.*
  - *Provide opportunities to visit innovative libraries.*
  - *Develop core technology competencies for all staff and provide training for staff to meet these core competencies.*
  - *Offer one Readers Advisory training event to staff/year.*
2. Provide a facility that meets the community's needs.
  - *Continue fundraising efforts for new facility.*
  - *Seek out and apply for grants to help support the new facility.*
  - *Begin construction of new facility.*
  - *Keep community informed of progress of new building through a blog/local newspaper.*
  - *Explore genre shelving through a patron survey to determine genres they would like to see highlighted.*
  - *Explore alternate ordering system for adult non-fiction by analyzing which collections need to be refreshed in the next two years.*
3. Market our services.
  - *Increase attendance at all programs by 10%.*
  - *Increase completion rate of Summer Read Program by 10%.*
  - *Develop at least 6 community outreach partnerships to improve marketing of services and programs.*

##### B. Increase access to technology

1. Increase self-sufficiency of patrons through technology to allow staff to provide more specialized assistance.
  - *Develop resources for readers advisory that can be used online and in person.*

- *Develop email alerts to allow patrons to request upcoming new and notable items.*
  - *Expand efforts to have staff spend more time in stacks and at computers assisting patrons.*
2. Leverage grant dollars to continue to be good stewards of the community's resources.
    - *Pursue grants that will allow the purchase of new public computers.*
    - *Pursue grants that will bridge our community's need for access to better technology.*

### **C. Develop partnerships to enhance library service**

1. Expand outreach and strategic partnership opportunities to better leverage our services.
  - *Participate in EggStravaganza and the Halloween Parade.*
  - *Host the Artisan Fair 5K*
  - *Continue to offer and develop the Homebound program.*
  - *Partner with at least 6 new non-profit organizations.*
  - *Partner with at least 6 new businesses.*
  - *Pursue grants that will allow for greater programming opportunities.*
2. Become an incubator for ideas and development in the community.
  - *Explore grant opportunities to purchase new equipment/furnishings to facilitate group activities.*
  - *Explore grant opportunities that encourage children/teens to develop new ideas.*
  - *Develop/strengthen relationships with the community groups and business leaders working with students and entrepreneurs.*

### **D. Integrate with schools**

1. Integrate with schools to provide literacy development.
  - *Develop reserve collection for local schools.*
  - *Promote our location as a site for tutoring and other types of community service hours for high school students.*
  - *Participate yearly at teacher's in-service events.*
2. Seek partnerships with higher education.
  - *Develop reserve collection for Lake Land College.*
  - *Develop Art/Beautification project of current building with Lake Land College Students.*
  - *Work with Eastern Illinois University and Lake Land College to host at least 2 community education opportunities.*

### **E. Expand our service area**

1. Explore the variety of options of expanding our service area.
  - *Increase city library card redemption by 5%.*
  - *Research different methods for expanding service area.*