



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.*