Strategic Plan 2012-2020

ACTION PLAN 2014

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 to look at other libraries' Web sites and gather ideas for our Web site*
    - *Provide quarterly on-site training events*
    - *Implement technology competencies for staff*
    - *Improve the Polaris training manual*
    - *Use safety as the focus for this year's training*
    - *Continue to implement the Wellness Program*
    - *Provide sales training to take a conversation to "yes, and…"*
2. Provide a facility that meets the community's needs.
    - *Break ground for new building*
    - *Administer the business survey*
    - *Develop and administer the technology survey*
    - *Complete the process of enhancing Dewey classification for adult non-fiction*
    - *Install an outdoor book drop that can be transferred to the new facility*
    - *Address dumbwaiter issue at current facility*
    - *Prepare new building for internal demolition*
    - *Continue fundraising for new building*
    - *Inventory collection in preparation for moving the collection*
3. Market our services.
    - *Focus efforts on Readers Advisory*
    - *Participate in the Effingham County Fair*
    - *Write a weekly/monthly feature article for local newspaper*
    - *Advertise our programs with local businesses*
    - *Host a "welcome to the library" reception once a month for new patrons*

- *Increase participation rate (i.e. signups) of Summer Read Program by 5%*
- *Visit local, state, and federal representatives at least once*

B. Increase access to technology
1. Increase self-sufficiency of patrons through technology to allow staff to provide more specialized assistance.
    - *Implement online registration for meeting room reservations*
    - *Create handouts for patrons to use to learn quick computer skills*
    - *Expand Connecting Generations to add at least 5 additional tutors*
    - *Develop technology tours*
    - *Explore 24/7 Fax service*
    - *Implement wireless printing*
    - *Explore self pick-up for patrons holds*
2. Leverage grant dollars to continue to be good stewards of the community's resources.
    - *Apply for at least one grant for more computers, perhaps through workforce development*
    - *Apply for at least two grants for programming*
    - *Complete technology plan to ensure that technology is being refreshed when needed and that grant and general fund dollars are being used strategically*

C. Develop partnerships to enhance library service
1. Expand outreach and strategic partnership opportunities to better leverage our services.
    - *Participate in at least 5 community events to represent the library*
    - *Partner with at least 10 non-profit organization to provide/enhance a program*
    - *Partner with at least 10 businesses to provide/enhance a program*
    - *Get involved with more youth-oriented groups*
    - *Connect with businesses through the Downtown Business group*
    - *Develop welcome packets for new businesses and organizations in the city limits*
    - *Develop welcome packets for neighboring businesses*
2. Become an incubator for ideas and development in the community.
    - *Explore digitizing our obituaries*
    - *Explore digitizing our newspaper collections*

D. Integrate with schools
1. Integrate with schools to provide literacy development.
    - *Send gifts to local teachers for Teacher Appreciation Week*
    - *Increase presence with the Junior High*
    - *Continue to promote the library as a tutoring site*
    - *Participate in Teacher In-Service trainings as appropriate*
    - *Develop programs that assist with addressing violence in schools*

- *Increase presence with alternative schools*
- *Increase presence with mentoring program*
2. Seek partnerships with higher education.
    - *Continue to utilize interns from local colleges*
    - *Develop relationship to become a location for practicum/observation hours for various departments*
    - *Explore programming opportunities with U of I Physics van*
    - *UIUC—GSLIS student participate in Alternative Spring Break*

E. Expand our service area
1. Explore the variety of options of expanding our service area.
    - *Continue to develop relationship with Watson, Mason, and Edgewood*
    - *Develop a Little Free Library at Lake Sara*
    - *Encourage buying non-resident cards as gifts*
    - *Continue to participate in Readers Bridge*
    - *Increase city library card redemption by 5%*
    - *Increase non-resident card participation by 5%*