

## Strategic Plan 2012-2020

### ACTION PLAN 2015

**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.
  - Training events geared toward meeting the needs of our patrons in our new facility
  - Adapt staffing patterns needed for the new building
  - Training events to increase competency of all staff in basics of circulation.
2. Provide a facility that meets the community's needs.
  - Move into new building this summer
  - Implement a job searching station for resume writing, job searching, interview preparation, etc.
3. Market our services.
  - Enhance customer service and improve library experience with improved marketing and online registration
  - Represent the library at 3 new outreach events/opportunities
  - Write a monthly feature for one the local papers

##### B. Increase access to technology

1. Increase self-sufficiency of patrons through technology to allow staff to provide more specialized assistance.
  - Add a self-service kiosk for those using copy/fax/scanning services
  - Implement online meeting room reservation system
  - Explore adding a streaming video service
2. Leverage grant dollars to continue to be good stewards of the community's resources.
  - Apply for grants and seek partnerships to digitize the archived microfilm
  - Develop a Technology Leadership Team to research new technology, software and hardware to add for staff and patron use
  - Apply for grants and seek partnerships to provide college interns or high school students in the library to assist public computer users

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

1. Expand outreach and strategic partnership opportunities to better leverage our services.
  - Open the Innovation Lab to businesses and organizations to create interactive displays
  - Create a volunteer docent program to assist with familiarizing the community with our new facility and services
  - Implement a plan of service during our transition between buildings
2. Become an incubator for ideas and development in the community.
  - Partner with local artists to display their art in our new facility
  - Offer at least 2 programs via Skype and in partnership with community organizations such as the senior center and assisted living facilities
  - Partner with local businesses to make recording equipment available to our local music groups

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

1. Integrate with schools to provide literacy development.
  - Participate with CEFS Family Literacy Center activities 6 times
  - Visit every K-8 classroom at least once
2. Seek partnerships with higher education.
  - Develop a Genealogy for Kids partnership with a history class to research family histories and explore historic Effingham area sites
  - Work with UIUC to participate in their Alternative Spring Break program

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

1. Explore the variety of options of expanding our service area.
  - Continue working with Watson, Mason, and Edgewood as they develop their new library service
  - Aggressively promote the purchase of gift cards during the holiday season for annual library membership
  - Continue working with Readers Bridge to solicit donations to assist with non-residents in need obtaining a library membership