



Strategic Plan 2012-2020

ACTION PLAN 2016

Mission: The Effingham Public Library provides community engagement and life-long learning through literature, technology, and information access.

Vision: The Effingham Public 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.
 - Staff will tailor training needs to goals used in the staff development plan
2. Provide a facility that meets the community's needs.
 - Wrap up remaining building projects
 - Develop café
 - Complete fundraising campaign
3. Market our services.
 - Explore a book vending machine for used/new books
 - Select three specific audiences and create focused messages for their needs

B. Increase access to technology

1. Increase self-sufficiency of patrons through technology to allow staff to provide more specialized assistance.
 - Provide wireless printing
 - Develop opt-in Tech Tip text
 - Explore self-service faxing
 - Develop more opportunities for one-on-one computer help, both staff and volunteer-driven
 - Explore alternatives for public computer use management
2. Leverage grant dollars to continue to be good stewards of the community's resources.
 - Develop an app to connect volunteers with opportunities
 - Develop Innovation Lab



C. Develop partnerships to enhance library service

1. Expand outreach and strategic partnership opportunities to better leverage our services.
 - Tiny Concert series with Bill Poss
 - Central Business Group and other Friday night events
2. Become an incubator for ideas and development in the community.
 - Job fair
 - Mock ballot and voter registration drive (CEFS and Kerry Hirtzel's office)
 - Volunteer database/gathering point (Kelly Willenborg)
 - Social services offered at the library (St. Anthony Hospital)

D. Integrate with schools

1. Integrate with schools to provide literacy development.
 - Work with school administrations to better understand needs
 - Expand opportunities to purchase classroom sets and work with the curriculums of areas schools to tailor our purchasing
 - Develop a school outreach position/job duties that would focus on making requests and delivering items to the schools as well as other opportunities to interact with the schools
 - Host an I Want to be a Librarian Day for kids
2. Seek partnerships with higher education.
 - Work with administration to better understand needs
 - Partner with businesses to provide funding for interns that work out of the library and receive credit from their academic institution

E. Expand our service area

1. Explore the variety of options of expanding our service area.
 - Work with schools to develop a plan for supplying cards to all students
 - Begin discussions with local leaders about expanding service to unserved areas and other opportunities to have existing libraries contract for our services
 - Expand service to inmates, nursing homes, and/or daycares
 - Expand outreach to local businesses to develop relationships as well as provide library service