



Action Plan 2018

Our Vision: The Effingham Public Library: A catalyst for positive action.

Our Mission: The Effingham Public Library creates unique opportunities to connect with literature, learning, and the community.

Our Values: Connection * Service

Strategic Goals

Welcoming

- Create and maintain a welcoming environment
 - Improve processes for check-out and check-in to ensure a great transaction for patrons
 - Reduce paper notices to patrons
 - Forgive fines for kids in May to encourage more participation during Summer Reading Program as they sign up for the program
 - Install edible landscaping
- Foster opportunities to greet new residents
 - Host a welcoming event
 - Work with local agencies to obtain a list of new residents in Effingham to make contact
- Provide library service to all
 - Implement cards for Unit 40 and Unit 50 students
 - Work with a business to pilot non-resident card redemption via payroll deduction
 - Increase active resident cards by 5%

Communication

- Develop useful channels of communication for the community
 - Begin conversation about a single community calendar
- Facilitate communication between the community and new and existing services
 - Send notes from CASP (Community Area Service Providers) to media

Connection

- Create opportunities for people to engage
 - Host second Rake and Run
 - Expand our homebound program to include new parents



- Develop outreach initiatives that foster deeper community ties
 - Implement the Book Bike to connect with new parts of the community
 - Volunteer App established at Lake Land College

Education

- Expand opportunities for youth to connect with science, technology, and the arts
 - Develop after-school program with schools and the Park District
 - Explore offering a Kids Who Code program in partnership with local technology providers
- Foster outreach opportunities that support an active and involved community at all ages
 - Continue student-led book discussions
 - Partner with the Farmers Market to provide storytime
 - Contribute to the 20th Anniversary of the Sculpture Walk

Safety

- Support a safe environment in our community
 - Host a focus group to understand the communities needs around safety, for example Coffee with the Chiefs
 - Partner with local law enforcement and emergency responders in hosting a National Night Out in August
- Partner with community leaders to educate the community about our changing neighborhoods
 - Implement the Walk a Mile in My Shoes program to foster awareness of different cultures in our community