



## 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 20<sup>th</sup> 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