



Action Plan 2019

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
 - Become an age-friendly location with Customer Service Training provided by Effingham Area Alzheimer's Awareness
 - Arrange for a Secret Shopper to visit and implement changes to our physical and virtual presence as well as update our customer service practices
- Foster opportunities to greet new residents
 - Work with Unit 40 to find families new to Unit 40
 - Explore the option of having a connection point added to the City's utilities page for creating a library card application and further information about the library
- Provide library service to all
 - Mail a county-wide postcard to promote free Summer Read program
 - Meet with 12 community stakeholders as part of the Community Analysis Advocacy process

Communication

- Develop useful channels of communication for the community
 - Engage with 12 new agencies/businesses to use the meeting room spaces
 - Develop a stronger relationship with the Circuit Clerk's office to provide smoother assistance to those needing legal help
- Facilitate communication between the community and new and existing services
 - Collaborate with Impact 2030 Creative Learning Culture group to further promote new and existing services



Connection

- Create opportunities for people to engage
 - Expand our volunteer base to find people who like taking out the Book Bike and refilling the Book Box
 - Host 1 trivia night with local business
 - Host a thank you for our donors
- Develop outreach initiatives that foster deeper community ties
 - Partner with Effingham Museum to provide an event around the history of D-Day and the role played by Central Illinois veterans
 - Expand the visiting storytimes to include traditional daycares
 - Work with Joe Sippers to offer a pop up library one morning each week through summer months

Education

- Expand opportunities for youth to connect with science, technology, and the arts
 - Develop monthly STEAM project for students 1 to 4th grade
 - Provide monthly passive programming that meets STEM criteria
 - Begin 1,000 Books to Kindergarten campaign
- Foster outreach opportunities that support an active and involved community at all ages
 - Offer monthly active storytimes
 - Implement a summer weekday yoga session

Safety

- Support a safe environment in our community
 - Explore the option of hosting an interactive event (such as a “Nerf War”) with local law enforcement after hours at the library to build rapport between police and tween/teens
- Partner with community leaders to educate the community about our changing neighborhoods
 - Create a series of short videos “community responses” to our changing neighborhoods
 - Elder scam safety - interview someone from the police department
 - Youth safety - interview Dr. Bingham - best approach to social media for young children/adolescents