

Strategic Plan
Park Forest Public Library
October 2018

Mission Statement:

The Park Forest Public Library is committed to opening doors to a world of information, education, and recreation, and is dedicated to being a vital part of the community.

Vision Statement:

The Park Forest Public Library will be a welcoming place for people of all ages. The Library will meet the needs of a diverse population by providing services and by working in partnership with patrons and community organizations. The Board of trustees and the staff will work together to serve the public and to respond to the changing nature of library services.

Goal 1: To cultivate a plan to develop youth engagement.

Objectives:

- Offer a library card incentive program with monthly prize drawings. The Library is looking for a 25% increase in library cardholders in six months.
- Update job descriptions and work schedules to support outreach to the youth in our community by October 31, 2018.
- Increase kindergarten readiness in language and literacy through participation in the <https://1000booksbeforekindergarten.org/> with an evaluation of participation in six months.

Goal 2: To provide relevant training to enhance job readiness skills of the community.

Objectives:

- Redesign the Library’s website and create a mobile-friendly user experience for the increasing number of people interested in connecting to relevant services and resources through the Library’s online presence. This project is to be completed by October 31, 2018.
- Offer monthly classes for patrons on digital, financial, and employment literacy. The participants will be offered surveys after each program, and the Library will look for at least 50% of the participants rating the program effective. The objective will be evaluated after six months.
- Offer online language courses and resources to help patrons, students, and employees learn languages on the go, with an evaluation of the number of participants in six months.
- Invite instructors from the Department of Adult Education and Literacy at Prairie State College to offer monthly workshops in the Lab on career preparation and technology skills for individuals transitioning to college, career training, or employment. The participants will be offered surveys after each program, and the Library will look for at least 50% of the participants rating the program effective. The objective will be evaluated after six months.
- Library staff will collaborate with senior high school counselors to present youth with their options after high school. The participants will be offered surveys after each program, and the Library will look for at least 50% of the participants rating the program effective. The objective will be evaluated after six months.

Goal 3: To continue to diversify the slate of programming offered to the patrons.

Objectives:

- Increase the Library’s programming to include the underserved population of the library. Library staff will create an eye-catching postcard-sized survey for all program participants. The Library will look for 80% of participants rating the program “good.”

- Bring in experts in various disciplines for a monthly series to address eldercare, special needs childcare, and mental health care. The Library will look for 80% of participants rating the program “good.”
- Bring in experts from various backgrounds for a monthly series to address multicultural topics. The Library will look for 80% of participants rating the program “good.”
- The Library will provide suggestion boxes for patrons to suggest new program ideas. These suggestions will be evaluated on an ongoing basis.

Goal 4: To evolve and improve the Park Forest Library facility to meet the needs of the community based on feedback from the community, staff, and Board of Trustees.

Objective:

- Present the Library Board with cost proposals and rationale for building improvements that create spaces that are flexible, multifunctional, and infused with technology in all areas of the library. The evaluation of facility needs is ongoing.

Goal 5: To inspire a culture, which nurtures staff and trustee development and enriched capacity toward maximizing organizational effectiveness.

Objectives:

- Facilitate a “Bring a Trustee to Work for the Day” program to allow trustees to work alongside staff in all public service areas. This day will be scheduled in the next six months.
- Offer an employee wellness program where participants can earn points for walking (measured by a pedometer), logging in activities, and participating in on-line health assessments. Participation will be evaluated after six months.

- Send a rotation of staff members to expert led conferences of new continuing education opportunities to equip staff with an ongoing source of ideas and successful innovation. Participating staff will present their experiences to the rest of the staff. Training will be ongoing and depend on available conferences.

Evaluation of the Strategic Plan:

The Library staff will develop an assessment tool to evaluate these goals by June 2019. The Board will receive quarterly progress reports.