

GENEVA PUBLIC LIBRARY DISTRICT



STRATEGIC PLAN HIGHLIGHTS

FY 2016-2018



Mission *(Why we exist):*

Connecting our community to discover, inspire and grow!

Vision *(What we aspire to be):*

A valued and innovative community resource empowering residents to seek knowledge, create ideas and achieve dreams.

Values *(What we believe in):*

- ✓ Service at the level of wow!
- ✓ Relevance to our community
- ✓ Equal access to information for all
- ✓ Fiscally responsible use of funds

Strategic Initiatives

(How we achieve our vision):

Flexible Space

Provide a well-maintained facility with flexible space to accommodate the ongoing needs of our community

Innovation

Lead and foster innovation in our community

Convenience

Deliver excellent service to our community with maximum ease and convenience of use

Connections

Promote community engagement through strong connections and partnerships

BOARD OF TRUSTEES

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Adopted July 23, 2015

INTRODUCTION

Geneva Public Library District crafted and adopted a strategic plan to serve as a roadmap for guiding service priorities and allocating resources for the next three fiscal years, spanning the period of July 2015 to June 2018. While previous plans were written to cover longer periods of time the current plan was written to provide guidance over a shorter time span due to the rapid pace of technological development and change in society.

The plan is not an exhaustive list of services provided by the Library but rather a working document intended to guide priorities and assist the Board of Trustees and staff of the Library in achieving our vision of being a valued and innovative community resource for empowering residents to seek knowledge, create ideas and achieve dreams.

This report provides highlights from the full version of the strategic plan as well as responses from an online and in-library community survey conducted as part of the planning process.

BACKGROUND

The Library last completed a strategic plan in August 2004. Upon hiring a new director in June 2014 the Library embarked upon a process of self-evaluation, including: an analysis of strengths, weaknesses, opportunities, and threats; collection of demographic information; facilitation of community conversations; and use of an online and in-library community survey. The Library hired Face to Face Communications, library consultants who specialize in visioning, to work with the Board of Trustees and staff to articulate the Library's mission, vision, values and strategic initiatives for providing library services of value and relevance to community members. The planning process kicked off at the Library's annual staff in-service in January 2015 and was completed in July 2015.

PLANNING PROCESS

The Library Director, working with Face to Face Communications, developed a timeline and process for drafting a strategic plan. Central to the planning process was the understanding that the Library serves the unique and specific needs of our community. To more fully understand these needs the Strategic Planning Committee examined the current status of the Library and the community. The Committee relied on three primary sources of information:

1. Community demographic analysis consisting of census information and market segmentation data;
2. Community input gathered from community conversations and an online and in-library community survey; and
3. Trends in public library service and current usage patterns observed in the Library.

The Committee was tasked with first defining the Library's mission (why we exist), vision (what we aspire to be), and values (what we believe in). Using this as a foundation for developing a plan to position the Library to nimbly respond to community needs and the current environment the Committee identified four strategic priorities: flexible space, innovation, convenience, and connections. Finally, goals and objectives with clear actions and measurements were developed for each initiative.

FLEXIBLE SPACE:

PROVIDE A WELL-MAINTAINED FACILITY WITH FLEXIBLE SPACE TO ACCOMMODATE THE ONGOING NEEDS OF OUR COMMUNITY



Question:

“What is the one thing we could do to make your experience at the library more enjoyable?”

Answers:

“Updated building and facilities.”

“More space to sit.”

“More modern building with parking.”

“Expand it.”

“Handicapped accessibility to the Library is terrible.”

“More space...the lack of space is getting uncomfortable.”

“PARKING. PARKING. PARKING.”

Goal 1: Community members will be welcomed by efficiently used, engaging spaces

Objective 1A: Provide comfortable furnishings designed to support productive use of the library by individuals and groups

Objective 1B: Provide greater efficiency and improve usability of limited use spaces

Goal 2: Community members will visit a high-functioning, safety-conscious facility

Objective 2A: Plan for continued maintenance of building and grounds, and replacement of fixed assets

Objective 2B: Provide leadership for emergency preparedness in the library

Goal 3: Community members will have a modern library designed to provide flexible space and accommodate 21st century needs

Objective 3A: Document space needs for providing library service to our community

Objective 3B: Plan for new or upgraded facility based on findings from the Library Needs Assessment

Potential actions:

- Complete Library Needs Assessment
- Create master facilities plan and budget
- Develop community awareness campaign regarding space needs
- Secure land for potential new facility

INNOVATION:

LEAD AND FOSTER INNOVATION IN OUR COMMUNITY



Question:

“What is the one thing we could do to make your experience at the library more enjoyable?”

Answers:

“More computers with Office and graphic software and eReaders would be nice.”

“More scanners and a photography class for DSLR cameras.”

“Having places with art supplies.”

“Game room.”

“More loanable laptops...”

Goal 1: Community members will enjoy and explore experiential learning opportunities at the Library

Objective 1A: Provide up-to-date equipment and resources for connecting and creating content in a digital world

Objective 1B: Stimulate imagination in our community members

Goal 2: Community members will be welcomed by an engaged, patron-focused staff

Objective 2A: Provide effective assistance to community members in a digital world

Objective 2B: Provide appropriate and consistent level of staffing across the Library

Potential actions:

- Provide computing options for digital media creation
- Provide opportunities for learning and exploring STEAM themes
- Explore opportunities for circulating non-traditional material types
- Implement technology training program for staff

CONVENIENCE:

DELIVER EXCELLENT SERVICE TO OUR COMMUNITY WITH MAXIMUM EASE AND CONVENIENCE OF USE



Question:

“What is the one thing we could do to make your experience at the library more enjoyable?”

Answers:

“A drive up drop box and better parking.”

“A coffee shop.”

“Improve the DVD display.”

“Larger ebook selection.”

“Easier access to videos.”

“The way the books are laid out is not user friendly.”

Goal 1: Community members will visit a library that is easy and fun to use, and customer-friendly in its arrangement and layout

Objective 1A: Enhance access for use of library materials and services by library visitors

Objective 1B: Enhance user experience for discovery of collection materials

Goal 2: Community members will have access to library services designed to meet their busy lifestyles

Objective 2A: Provide convenience-oriented services to library visitors

Objective 2B: Provide easy access to information and resources 24/7 through up-to-date and user-friendly virtual services

Potential actions:

- Provide options for eating and drinking in the library
- Optimize arrangement and access to popular AV materials
- Grow digital collections and support services
- Provide mobile access to library materials, resources and staff

CONNECTIONS:

PROMOTE COMMUNITY ENGAGEMENT THROUGH STRONG CONNECTIONS AND PARTNERSHIPS



Question:

“What is the one thing we could do to make your experience at the library more enjoyable?”

Answers:

“Teen programs are very minimal...”

“There aren’t any programs geared towards young adults...”

“Make more programs for tweens.”

“Offer more interesting adult geared programs.”

“Explain what resources the library has to offer.”

Goal 1: Community members of all ages and stages of life will enjoy library resources and services geared towards their interests

Objective 1A: Provide opportunities for engaging age specific groups that are currently under-represented at the Library

Objective 1B: Provide service to targeted groups in our community

Goal 2: Community members will be aware of library services and opportunities

Objective 2A: Build library brand recognition

Potential actions:

- Implement middle school programming, staffing and space plan
- Strengthen relationship with high school students through additional programming and outreach
- Support parent and teacher community through provision of supplementary library services and resources
- Support small business/entrepreneur community through provision of supplementary library services and resources
- Implement community outreach plan to establish, define and prioritize community partnerships

FINAL REMARKS

Geneva Public Library District is governed by an elected Board of Trustees consisting of seven members. Trustees serve four year terms without compensation. Trustees bear fiduciary responsibility to the taxpayers of the Geneva Public Library District. The Library Director, hired by the Board of Trustees, manages day-to-day operations of the Library.

The Library has a long and exciting history of forward thinking leaders and a commitment to community service. As long ago as the 1870s there were efforts to establish a public library in Geneva. A referendum passed in April 1894 and Geneva was assured a public library. The building was begun in 1896; however, due to lack of funding the structure stood with half-finished walls for several years. In 1906, the women of the Geneva Improvement Association took over the structure "as a free gift" on the condition they finish the building and put a library in it. A \$7,500 gift from Andrew Carnegie was received in January 1907 with the condition that the city support the library at a rate of at least \$750 a year and the title be vested in the city's name.

The current building, with approximately 27,600 square feet, has reached capacity. The landlocked location, lack of ADA accessibility, and inability to provide parking or drive-up access at the current facility prompted the Board of Trustees to engage the services of an architectural firm specializing in library planning to conduct an objective, demographic-based Library Needs Assessment. If the current building is not conducive to meeting the needs of the community and a new facility is required, the Board is committed to securing land close to downtown for the purpose of building a new library. Contract negotiations to purchase the site of the former Sixth Street School from Kane County are currently underway.

The Board of Trustees and staff of Geneva Public Library District strive to meet the needs of our community today and well into the future. The Library is here to serve you. We welcome your suggestions.

Geneva Public Library District

Question:

How does the Library benefit you or the community?

"Libraries are more important than the post office. A good library is so important to the community. A place to study and organize yourself. A place to meet and socialize with people. I am meeting my husband here today!"

"In countless ways. It provides a wealth of information, a place of community for all ages, and a meeting place for all groups. I love libraries and I hope the Geneva library will remain an important part of our town for years to come!"

"Good value for my taxes."

Responses to community survey conducted during spring 2015.