



FLEXIBLE SPACE INITIATIVE

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

Actions:

- ❖ Create multipurpose space for collaborative work

Midpoint update:

A makeshift collaborative space was formed in the former computer corner of Adult Services using repurposed tables and computer benching. Designs are being developed by StudioGC to upgrade furnishings in this area, including restaurant style booths and tables. The Building and Grounds Committee of the Board of Trustees recently reviewed plans and budget implications. Collection weeding is underway to create more space for this project and potentially remove two ranges of shelving. (Christine Lazaris)

Final update: Action is ongoing.

Designs, furniture selections, and construction scope for the Collaborative Space were finalized and approved by the Board. Construction is scheduled to occur mid-August. (Christine Lazaris)

- ❖ Facilitate mobile computing through provision of furnishings and spaces with power and data connections

Midpoint update:

Powered chairs and moveable laptop tables were purchased and are in constant use by mobile users in the area around the fireplace. Benching formerly used for desktop computers is currently being used by mobile users and will be upgraded in the near future as part of the collaborative space (see above). (Christine Lazaris)

Final update: Action is ongoing.

Electrical outlets, USB ports, and a “genius bar” will be featured in the soon to be installed collaborative space. (Christine Lazaris)

❖ Provide space for quiet study/reading

Midpoint update:

Furniture in the fireplace area and the bay window of the fiction area was replaced with comfortable lounge chairs and small tables. Both spaces provide opportunities for quiet reading and are heavily used. (Christine Lazaris)

Final update: No further action taken. (Christine Lazaris)

❖ Donate/dispose unused/unneeded furniture and clutter

Midpoint update:

Several unused furniture pieces were removed from the Library, including ten aged lounge chairs, two large bulky tables, and atlas and dictionary stands. Small improvements continue to make the Library feel more open and inviting.

Final update: Action is ongoing.

Additional furniture and shelving will be removed from the Library for the construction of the collaborative space. An inventory of microfilm has been completed to assist in decision making regarding usage and need for a microfilm reader. Action items for next fiscal year will include an inventory of unused shelving and other items in storage. (Christine Lazaris)

Measurement:

- Use of library spaces and length of library visits by community members will increase as evidenced by current data benchmarks and informal surveys

Visits to the Library increased overall this year by .25%. The last half of the year reflected an increase of almost 5%. This year's visitor count totaled 269,290 in comparison to 268,604 last year.

Anecdotally, length of visits at the Library also increased with the makeshift collaborative space being used heavily for long periods of time by repeat visitors. Use of the reading area by the fireplace also appears to have increased this year.

- Improved user satisfaction levels regarding variety of adult services spaces as evidenced by survey responses and anecdotal feedback

Feedback from patrons has been very positive regarding newly developed spaces.

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

Actions:

- ❖ Enable multiple use of Youth Services program room

Midpoint update:

Decluttering and organization of craft materials formerly housed in the Program Room was completed to facilitate using the room for additional programming opportunities, such as computer classes and library meetings. The room was added to our online booking system and when available is also used by community groups, such as scouts. (Kristi Miller)

Final update: Action is complete.

Use of the Youth Program room was added to the Service Policy and approved by the Board on April 28, 2016. The Program Room was booked for 476 events in fiscal year 2016 as compared to 432 events during fiscal year 2015 representing an increase of just over 10%. (Christine Lazaris)

- ❖ Maximize efficiency of service desks
 - Rebrand Reference Desk as multi-purpose help desk including technology assistance

Midpoint update:

Unused staff computers at the Adult Reference Desk were removed in January to create space for new technology. Tablets and lending devices have been ordered and when they arrive will be mounted and/or displayed at the Desk. Devices will be available for patrons to use in-house, check-out, and learn more about available downloadable resources. (Nancy Kendzior)

Final update: Action is complete.

Digital devices are displayed in a case near the reference desk for in-house lending. An iPad for demonstration purposes was mounted at the reference desk, allowing staff to demonstrate the library's eMedia resources and patron experimentation. Consideration is being given to renaming the desk the "Information Desk" and adding signage with a menu of services. (Nancy Kendzior)

- Reduce space devoted to Readers Advisory Desk

Midpoint update:

A customer service workshop is scheduled for March 4 for Adult Services staff which will address new ways of helping customers, including a "roving" model of customer assistance. Staff will receive guidance and training about how to approach and serve patrons without sitting behind a service desk in preparation for the removal of the current Readers Advisory desk by the end of our current fiscal year. (Nancy Kendzior)

Final update: Action is ongoing.

A smaller inexpensive kiosk-type desk was purchased second hand from another library and will be installed near the entry to the Readers Advisory room in August, at which point the RA Desk will be removed to make room for DVD browsing. These changes are scheduled to coincide with construction of the collaborative space. (Nancy Kendzior)

- Explore options for consolidating Circulation Services to one desk

Midpoint update:

Materials (videogames, interlibrary loan, and book discussion books) housed behind the desk at the second floor customer service desk have or are being moved to the lower level desk or to self-service shelves so that customers can be served at one central point at the desk closest to the front door. Design plans for the reimagined second floor space without the large desk were presented to the Board of Trustees and Library staff. Consolidation of services to one desk is ready for implementation at any time. (Carrie Wolinski, Kristine Johnson, Cathy Medearis)

Final Update: Action is ongoing.

The circulation desk on the upper level lobby is no longer staffed during the final hour Monday through Thursday 8:00-9:00 p.m. These hours have been shifted to peak service times. Customers continue to demonstrate interest in having material personally checked out, and thus the upper level desk continues to receive traffic. (Kate Cobo)

- ❖ Explore opportunities for updating and enabling multiple use of large meeting room

Midpoint update:

Quotes for upgrading the AV system in the Large Meeting Room were obtained from two different companies. Preliminary review of the quotes indicate that the scope of this project is beyond the oversight capacity of staff and more appropriately placed in the master short-term renovation plan currently under development by StudioGC.

Final update: Action is ongoing.

The meeting room was analyzed as part of the master short-term renovation plan. Probable cost estimates for new carpeting, lighting, and audiovisual equipment were obtained. A grant request was made to Kane County Grand Victoria Riverboat Funds for renovating the large meeting room. Announcement of grant funding is expected mid-July. (Christine Lazaris)

Measurement:

- Community members will have access to more usable space as evidenced through quantity of meeting room uses, percentage of time booked and square footage of space available for collaborative and meeting space

There were 1,044 uses of the large meeting room and program room this fiscal year in comparison to 917 uses last fiscal year, representing an increase of 13.8% when compared to the previous year. The program room accounted for 476 of the uses this year in comparison to 432 uses last year. Additionally, there were 1,161 uses of the small study and conference rooms in comparison to 650 uses last fiscal year, representing an increase of 78%.

- More services will be available to community members as a result of repurposed space

By booking additional rooms for programs community members had access to 30% more library sponsored events. Event offerings totaled 1,458 this fiscal year in comparison to 1,118 last fiscal year.

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

Actions:

- ❖ Create master facilities plan and determine budget for funding capital improvements

Midpoint update:

A list of capital improvement needs was created as part of the detailed building assessment done by StudioGC. More information regarding the future of the Library is needed to determine the level of investment in the current facility.

Final update: Action is ongoing.

Board action was taken to consolidate the special reserve fund and capital expenses fund. The FY 2017 budget includes line items for ongoing capital expenses as well as new site planning. Administration is working with a financial advisor to plan for expanded operational expenses and capital improvements. (Christine Lazaris)

- ❖ Create schedule for annual inspections and preventative maintenance of building systems (mechanicals, alarm and controls, sprinkler and fire extinguishers, roofs, etc.)

Midpoint update:

An excel template incorporating items from the Library's Maintenance Log is being developed to provide an inclusive listing of activities related to ongoing annual inspections and preventative maintenance, including timeframes and general cost estimates. (William Karnoscak)

Final update: Action is complete.

An annual schedule of building inspections and preventative maintenance was developed by Facilities Manager Andy Strutz using information from past Maintenance Logs. (William Karnoscak)

- ❖ Create schedule for inspection of building envelope (doors, windows, bookdrops, etc.) every three years or sooner if needed

Midpoint update:

The Maintenance Log is being reviewed to determine the scope of building envelope elements, with projections about inspection intervals based on recent history of inspections completed. An excel template will be used to document and monitor current and future activities. (William Karnoscak)

Final update: Action is complete.

An annual schedule of building envelope (exterior) was developed by Facilities Manager Andy Strutz using information from past Maintenance Logs. (William Karnoscak)

- ❖ Replace/repair HVAC as recommended by independent evaluation

Midpoint update:

The AC unit in the server room was replaced last year. Rooftop units for the building are being maintained for as long as possible.

Final update: No action needed this year.

Maintenance of the rooftop units continues. Budget planning for FY 2017 includes additional funding for maintenance and/or replacement of the AC systems. (Christine Lazaris)

- ❖ Explore opportunities for improving ADA-Accessible parking

Midpoint update:

Board of Trustees President Shiffler contacted the City regarding additional ADA-Accessible parking.

Final update: Action is ongoing.

Requests were made to City officials for greater handicapped parking accessibility. The Board President and Library Director met with the Mayor and reiterated the importance. (Christine Lazaris)

Measurement:

- Board of Trustees and staff will have a comprehensive facilities plan and financial understanding of how to fund it

Financial literacy regarding ongoing capital expenses is still in the development phase. More action is needed to further develop this understanding.

- Inspections and maintenance of building and grounds will be conducted on an ongoing and regular basis

Building and grounds inspections and maintenance are scheduled on an ongoing basis.

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

Actions:

- ❖ Update emergency/disaster manual and medical contact information

Midpoint update:

Safety liaisons were identified for all Library departments. Emergency contact info for managers was updated. The remainder of the manual still needs to be thoroughly reviewed for accuracy. (William Karnoscak)

Final update: Action is ongoing.

The Emergency/Disaster Manual has been updated with current contact information for Board, staff, and vendors. Revisions to the remainder of the manual will be complete within the next month. Print copies of manuals will be replaced in all departments after the document is finalized. Review of the manual will be scheduled on a quarterly basis to assure accuracy of its content.

An audit of employee files will be completed as an action item next year to confirm updated medical emergency contact information is available for all current staff. (William Karnoscak)

- ❖ Create schedule for safety drills (fire, tornado, AED, lost children, active shooter)

Midpoint update:

Safety drills are currently being scheduled (see below). Once complete an annual schedule for staying current will be developed. (William Karnoscak)

Final update: Action is complete.

A comprehensive roster of safety drills was completed this month, noting the frequency in which various drills will be repeated. (William Karnoscak)

- ❖ Provide staff training in safety preparedness

Midpoint update:

Tornado and fire drills were conducted at the Staff In-Service and each Department is reviewing exit pathways and updating floorplan maps. Potential webinars for use in all-staff training are being evaluated. (William Karnoscak)

Final update: Action is ongoing.

Updated floorplans were included in the revised Emergency/Disaster Manual. Department managers reviewed exit pathways specific to their areas with new hires. AED training is set for August 2016; 27 staff will receive this training. Additional training dates for Code Adam (lost children) and active-shooter drills are being finalized. (William Karnoscak)

❖ Develop librarian-in-charge procedures

Midpoint update:

A checklist of opening and closing procedures as well as an FAQ for “What do I do when...” is being developed for staff serving as person-in-charge (PIC). Managers participated in a walkthrough of PIC procedures. Training for staff serving in this function will be conducted in the months ahead. (Kate Cobo and Kristi Miller)

Final update: Action is ongoing.

Assistant Managers were also trained in PIC procedures. An FAQ for “What do I do when?” has many scenarios and includes photos and instructions. This document is not static and continuous additions and modifications will occur as change takes place. Changes in Maintenance staff delayed critical location training. Critical locations tour and procedures will be developed with current staff and then training of PICs will be scheduled. (Kristi Miller)

Measurement:

- Staff will be aware of emergency procedures

Fifty-eight staff attended the annual in-service in January 2016 when mock fire and tornado drills were conducted. Twenty-seven staff will receive AED training.

- Staff will be able to respond appropriately to emergency situation

Staff is aware of emergency procedures for fire and tornadoes. Procedures for other emergency situations still need to be reviewed.

- Drills will be conducted annually and procedure manuals will be made available to all staff

Two of six annual drills have been conducted. Four other drills will be scheduled for later in the year.

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 services to our community

Actions:

- ❖ Work with StudioGC to complete the Library Needs Assessment

Midpoint update:

The Needs Assessment was completed by StudioGC and presented to the Board of Trustees and Library staff. A brochure highlighting key findings from the report was created to make the information more easily digestible by the public. This brochure is currently available on our website and has been shared with Library partners such as Friends and Foundation. It will be sent to a printer and then shared at community meetings.

Final update: Action is complete.

Planning Our Future (a condensed version of the Needs Assessment) is available throughout the Library and on the website. It is frequently distributed at community meetings. (Christine Lazaris)

- ❖ Develop community awareness campaign regarding long-term library needs

Midpoint update:

A community awareness campaign regarding space needs is under development by the Needs Assessment Subcommittee of the Board of Trustees. An F.A.Q. will be available soon. This information will provide helpful talking points for both staff and trustees. A slide presentation still needs to be developed.

Final update: Action is ongoing.

Print materials, including the Planning Our Future brochure, FAQ, and a (soon to be released) Facility Condition Update, were developed to share information about the Library's long term space needs. Materials are available at all service desks and on the Library's website. Staff has also been informed about these resources to ensure consistent messaging. Press releases and newsletter (print and electronic) updates have been issued as information becomes available.

Community meetings have included a preview of a draft slide presentation detailing planning efforts by citizens expressing an interest in forming a community awareness group and a meeting between Historic District neighbors and StudioGC. Staff also previewed the draft slide presentation.

Measurement:

- Board of Trustees and staff will be informed and able to speak confidently about library needs

Trustees and staff are equipped with consistent talking points regarding library needs.

- Community members will be aware of library needs as evidenced through reach of message, regular updates to website, and presentations to community groups

Word is spreading throughout the community about the needs of the Library, however the reach of the message is primarily limited to library supporters. More action is needed for sharing our message with the community, using a variety of channels, including print, social media, and the Library's online presences. Sharing information with community members through a variety of formats will be included as an action item for next fiscal year.

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

Actions:

- ❖ Secure land for potential new facility

Midpoint update:

The former Sixth Street School was demolished and the property has been graded and seeded. A draft agreement between the Library and the Park District for maintenance of the facility was presented to the Park District. The Library's insurance carrier has been contacted regarding liability insurance. No further work can be done by the Library until after closing on the property. A closing date is tentatively scheduled for March 29.

Final update: Action is complete.

The Library closed on the purchase of Sixth Street on March 24, 2016. A press release was sent to all media outlets. The property was added to the Library's insurance plan. The Library completed the application for real estate tax exemption. A lease for use of the land for a playground was approved by the Library Board on May 26, 2016. The Library has a contract with a mowing service for weekly maintenance of the facility. Quotes were obtained for filling in a large dip on the property that frequently collects water. (Christine Lazaris)

- ❖ Hire architect and consultants as needed for planning new or upgraded facility

Midpoint update:

StudioGC was hired to develop a preliminary building program and assist with learning about funding and referendum needs. A preliminary timeline for the process has been developed.

Final update: Action is complete.

StudioGC was engaged for schematic design services. (Christine Lazaris)

- ❖ Explore opportunities for developing building program for new or upgraded facility with space allocations deemed necessary in the Library Needs Assessment

Midpoint update:

A preliminary building program is under development. This will be used to gauge rough square footage and costs for a potential new facility.

Final update: Action is ongoing.

A preliminary building program was developed and visuals were presented to the Library Board, Administration, and Managers. A complete building program will be developed as part of the schematic design process (see above). (Christine Lazaris)

❖ **Develop awareness of funding needs for new or upgraded facility**

Midpoint update:

An educational presentation on bonding is scheduled for the February 25 Board meeting. Firms will be contacted and scheduled to give financial planning presentations thereafter.

Final update: Action is ongoing.

Ehlers Financial was hired to provide financial advising services. Audits and financial documents have been shared with Ehlers and will be used to develop operational reports and recommendations to the Board on July 28, 2016. (Christine Lazaris)

Measurement:

- Board of Trustees and Library Administration will have information and tools necessary to plan facilities capable of meeting ongoing space needs of the community as evidenced by efforts toward completion of building program and funding plan

The information and tools necessary to develop a building program and funding plan are in place. Completion of the building program and funding plan will be included as action items for next fiscal year.

- Land for future library space will be secured

Land was secured to ensure that District residents will have a downtown Library today and tomorrow.

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 in a digital world

Actions:

- ❖ Investigate, test and acquire access to new formats and platforms as they become available

Midpoint update:

A Tech Zoo of popular devices is housed in Digital Services. These are available to all staff to check out, experiment with, and gain comfort in usage. As new devices and platforms become available devices are added to the “zoo.” New devices added this year include: iPad Pro, iPad Air 2, Samsung Galaxy Tab E, and Nook Glowlight. (Lynnette Singh)

Final update: Action is ongoing.

A Lenova Thinkpad, two portable projectors, an iPad Mini 2, portable PA system, Makey Makey, Squishy Circuits, Green Screen & Stand, and 2 Yeti microphones were added to the Library’s collection of popular devices for staff use, training, and programming. (Lynnette Singh)

- ❖ Acquire and lend electronic devices for use by community members in the library and at home

Midpoint update:

iPads, Samsung Galaxy tablets and Nook Glowlights have been purchased as lending devices. Procedures to enable effective patron use are under development. (Lynnette Singh)

Final update: Action is ongoing.

Four iPads, three Samsung Galaxy tablets, and ten Nook Glowlights are available for patron checkout. The iPads are preloaded with apps for Hoopla, Overdrive, and Axis360; Galaxy tablets provide access to comic book and graphic novel content; and Glowlights are loaded with e-versions of Caudill and Viking nominees. A circulating Launchpad collection was introduced for children ages 3-7 to experiment with tablet technology in a secure environment. (Lynnette Singh)

- ❖ Provide computing options for digital media creation

Midpoint update:

Three iMacs with the Adobe Creative Suites software were deployed in the Adult Services public computing area. The iMacs have been used 1,936 times since August 2015. (Lynnette Singh)

Final update: Action is ongoing.

In addition to the three iMacs available in the Adult Services computing area, equipment for converting VHS, audiocassettes, photos, slides, and film has been purchased. Programming for patrons on how to use this equipment and procedures for checkout are under development. (Lynnette Singh)

Measurement:

- User satisfaction levels as evidenced by survey responses and anecdotal feedback will be rated consistently high in regard to digital literacy resources

Patron feedback has been positive regarding access to digital resources and the increased variety and frequency of our technology classes. For example, Dave B. and Pam T. wrote to compliment Ellen Anderson on her professional teaching, stating “These classes have been very helpful in dragging me kicking and screaming into the 21st century and we will eagerly attend others as they are offered.”

- Access to electronic devices and additional opportunities for computing will increase as evidenced by current data benchmarks

Computer use increased by 5% this fiscal year in comparison to last fiscal year. Use of iMACs accounted for 34%. To date, circulating devices have been checked out 28 times. Since their addition to the collection in February 2016, launchpads have circulated 354 times.

- Greater variety of electronic resources will be available to community members as evidenced by growth of electronic collection size

Fourteen new devices were added to the Library collection for staff use and 17 new devices were added to the Library collection for circulation.

Objective 1B: Stimulate imagination in our community members

Actions:

- ❖ Provide opportunities for learning and exploring STEAM themes

Midpoint update:

Opportunities for community members to learn and explore STEAM (science, technology engineering, art, and mathematics) themes have been implemented through both programming and the creation of the STEAM Kits collection. STEAM Kits focus on specific topics and include items such as books, experiments, games, and toys. The collection debuted in December 2015 with 18 kits and within a week all of the kits were checked out. Additional kits have been ordered to respond to demand.

STEAM based programming, including: K-1 Fun, Candy Science, Teen Tech Studio, Marble Run Challenge, Make and Take: Draw Circuits, Minecraft, Marshmallow Launchers, Candy Mosaics, and Star Wars Day is offered on a regular basis and proves popular with youth. (Jillian Lentz)

Final update: Action is complete.

Six additional STEAM Kits were added to the collection in February 2016 due to high demand. Since their debut, the STEAM Kits have circulated a total of 221 times. (Jillian Lentz)

Measurement:

- Greater variety of programs will be available to community members as evidenced by increased program offerings and attendance rates

Program offerings increased by 30%. Attendance rates at adult events increased by nearly 29%, however overall attendance rates at programs (not including outreach events) decreased by 3% when comparing current fiscal year data to the previous fiscal year.

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

Actions:

- ❖ Complete employee handbook revisions and provide updates to staff regarding changes

Midpoint update:

The Board of Trustees Personnel Committee is currently reviewing a reorganized Employee Handbook (formerly known as the Personnel Policy). Once Committee input is complete the Handbook will be sent to legal counsel for final review and brought to the full Board for approval. (William Karnoscak)

Final update: Action is complete.

Full revision of the Employee Handbook was completed and approved by the Board of Trustees on April 28, 2016. The document was shared with staff, and reviewed at staff meetings. All employees have acknowledged receipt and understanding of the Handbook. The employee evaluation form and performance rubrics were modified to reflect the new evaluation structure outlined in the Handbook. All Forms are available for staff on the Library's internal shared drive. (William Karnoscak)

- ❖ Orient staff to core technology competencies and provide staff training opportunities for mastery

Midpoint update:

Managers have shared core technology competencies (developed as part of last year's goals and objectives) with all staff. Included in all staff reviews this year is a goal to review the technology competencies, identify areas of deficiencies and seek training to gain competency. Managers are currently discussing how to facilitate group training for common deficiencies and developing orientation programs for new staff that will include training on competencies.

19 Mobile Things was created as an additional opportunity for staff to gain familiarity with emerging technologies. Each week staff is asked to complete a new assignment based around mobile apps and technologies and write about their experiences on their own blog. A website was created for staff to reference and receive weekly assignments with accompanying apps. 57 participants. Including 3 Board members, are participating. This initiative will run from October 25, 2015 – March 20, 2016. (Jessica Parker, Ellen Anderson, Meredith Anderson)

Final update: Action is complete.

"19 Mobile Things" wrapped up in March. The website created for the project is still available for staff to play with and new staff to understand core technology and mobile competencies. 54 staff and 3 Board members participated. 33 completed all training elements. (Ellen Anderson)

- ❖ Update “Welcome to GPLD” package and develop department orientation plan

Midpoint update:

Onboarding checklists were created for three “types” of new hires (full-time, part-time with benefits, and part-time without benefits). Leadership Team has developed and revised a roster of activities each department would present to new staff within three months of their start date. (William Karnoscak)

Final update: Action is complete.

Fourteen new staff joined the Library since the implementation of the onboarding checklist. Staff accounts and passwords are ready for use on day 1. Photos of new staff are posted to the Intranet. New staff report departmental orientations have been helpful in understanding the Library holistically. (William Karnoscak)

- ❖ Upgrade staff email and MS Office suite

Midpoint update:

Staff and Board email migrated from the LINC WorldClient to Office 365 in December. Free licenses for Office 365 email were obtained through the Microsoft Education portal. Staff is now able to use the Outlook calendar, calendar sharing, and scheduling assistant features of the Office 365 Online Exchange email. Email backups and archiving (previously overseen by LINC staff) are handled by GPLD staff using an in-house virtual server and MailStore software. The Microsoft Office Suite software has been updated from Office 2007 to Office 2013 on all staff and public PCs in the Library. (Lynnette Singh)

Final update: No further action taken. Action is complete. (Lynnette Singh)

Measurement:

- Employee handbook revision will be completed and staff will be aware of changes

Employee handbook revision is complete and all staff have acknowledged receipt and understanding.

- Staff will be knowledgeable in core technology competencies as evidenced by annual employee evaluations

All employee evaluations this year included a goal to become proficient with core technology competencies.

- New staff will have current information regarding the Library

Orientations for each area of the Library are included as part of the onboarding process.

- Staff will have access to and be trained in use of current email and MS Office Suite

Staff received training in the use of Office 365 email. New staff receives training as part of the orientation process.

Objective 2B: Provide consistent level of staffing across whole library

Actions:

- ❖ Review all job descriptions and revise as needed to improve operational efficiency

Midpoint update:

Job descriptions for all positions in Customer Service, Technical Services, and Digital Services have been updated. These were shared with the Personnel Committee of the Board of Trustees and resulted in some changes to the Position and Salary Classification Schedule and Organization Chart.

Most job descriptions for Adult Services and Youth Services have also been updated although a few remain that are in need of revision. Coordinator positions in Adult Services were eliminated resulting in the following personnel changes: Gail Conrath was promoted to Adult Services Assistant Manager and Meredith Anderson assumed the position of Adult Services Outreach Librarian.

The remainder of the job descriptions will be updated this year as time permits.

Final update: Action is complete.

*All job descriptions are current and available on the Library's internal shared drive.
(Christine Lazaris)*

- ❖ Create combined shelving pool to streamline material handling and management

Midpoint update:

Shelving supervision shifted from Adult Services and Youth Services to Customer Service in September. "Shelvers" transitioned to "Material Handlers" with rewritten job descriptions and cross training on backroom circulation functions, such as how to unload and process van materials and fill holds for patrons as well as procedures for shelving in any location of the building. (Carla Hibbard)

Final update: Action is complete.

Material Handlers were trained on Workflows and how to process check-ins, holds, and transits of materials as well as their regular shelving duties. They were all cross trained in accessing reports on de-newing and on-shelf hold items, and are all able to perform these tasks. (Carla Hibbard)

- ❖ Provide cross-training opportunities for public service staff to aid with desk and meeting scheduling

Midpoint update:

Adult Services and Youth Services staff were cross trained to cover each other's service desks. This allows each group to provide desk coverage during monthly departmental meetings. A rotation schedule was created to allow every staff member in these departments an opportunity to participate in cross-training and desk coverage on an ongoing basis.

Customer Service staff will soon train AS and YS staff on how to register patrons for new cards so that customers can have a seamless user experience at any service desk. (Nancy Kendzior, Kristi Miller, Kate Cobo)

Final Update: Action is complete.

Adult Services and Youth Services staff were trained on how to register patrons and update many aspects of patron accounts. This results in a seamless experience at any service desk. (Nancy Kendzior, Kristi Miller, Kate Cobo).

❖ Identify and consolidate selection responsibilities

Midpoint update:

Adult Services selection responsibilities were consolidated in January in an effort to improve efficiencies in reading journal reviews, ordering, and weeding materials. Additionally, the evaluation considered the size of each collection, compared to weekly scheduled hours and additional responsibilities of each staff member. Youth Services selection responsibilities were evaluated and deemed appropriate to weekly scheduled hours and other job responsibilities. As staffing changes occur, selection responsibilities will be reassessed. (Nancy Kendzior, Kristi Miller, Dennis Winters)

Final update: No further action taken. Action is complete. (Nancy Kendzior, Kristi Miller, Dennis Winters)

Measurement:

- Job descriptions and organization chart will be up to date

Job descriptions and organization chart are current.

- Scheduling and supervision of shelvers will be consistent throughout the Library

Material handling functions are centrally scheduled and supervised by one manager for increased efficiency.

- Intra-departmental efficiencies will be improved as evidenced by growth in knowledge base of public service staff

Adult and Youth Services staff has basic knowledge of one another's desk procedures. On an ongoing basis AS covers 3 hours of YS desk staffing per month and YS covers 1.5 hours of AS desk staffing per month for staff meetings with backup occurring intermittently as needed. All desk staff in AS and YS have working knowledge of Summer/Winter reading program registration, ongoing monthly event sign-ups, and basic customer service requests for account updates.

CONVENIENCE INITIATIVE

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 customers

Actions:

- ❖ Develop a service model for concierge service

Midpoint update:

Staff visited and talked to other libraries offering concierge service. Procedures are being developed for keeping front line staff informed about library and community events so that personalized service can be given to all customers. Staff InService focused on what it means to provide service at the level of wow. Additional customer service training is scheduled for March 4. (Susan Krass and Amy Belles)

Final update: Action is ongoing.

Computer monitor heights at Customer Service Desks were adjusted to better facilitate patron contact. A ready reference guide with information on frequently asked questions is available at Customer Service terminals for staff to provide quick answers to patron questions. Checking in items from the large morning book drop was moved off desk and into the CS workroom to allow desk staff to focus on patrons' entering and exiting the building. (Kate Cobo)

- ❖ Streamline room reservation system and provide ability to book online

Midpoint update:

Staff evaluated the option of upgrading our Evanced Room Reserve software to the new Evanced Spaces platform and decided this would not meet our needs. Plans are currently underway to develop procedures for allowing patrons to book room reservations online using our existing software. (Lynnette Singh)

Final update: Action is ongoing.

Options for replacing the current room reservation and event registration software continue to be explored. The Communico platform offered at a discounted rate through RAILS is being evaluated to determine if it meets our needs. Action will continue in the next fiscal year. (Lynnette Singh)

- ❖ Research pricing, space and electrical needs for coffee solutions and other vending options

Midpoint update:

Options for offering coffee at the Library have been explored. As an interim measure for offering coffee in the absence of a dedicated space carafes could potentially be located at the current Check Out desk. Costs are estimated at \$875.00 for startup and \$325.00 for monthly supplies. Upon approval equipment will be ordered and procedures will be finalized. (Jill Larson and Jenny Scott)

Final update: Action is ongoing.

Department of Health prohibits serving coffee through use of brewed pots and carafes unless proper sanitizing can be guaranteed with a three part sink. Single serve coffee with use of a water line was recommended by the Building and Grounds Committee. Developing designs and obtaining price quotes will be included as action items for next fiscal year. (Christine Lazaris)

- ❖ Explore opportunities for improving self-service experience, including additional self-checks and reconfigured use of current check-out desk space

Midpoint update:

StudioGC developed a master furnishing plan that includes the elimination of the 2nd floor circulation desk, moving holds around the corner, and offering an additional self-check machine. Moving to RFID would necessitate upgrading all self-check machines. Before incurring costs for additional self-checks the decision of if and when to move to RFID needs to be finalized.

In the meantime, current self-checks were upgraded to accept credit card payments and simple fixes such as tote holders for checkout bags will be purchased. Other short term ideas for temporarily using the space before a full redesign occurs include: coffee service on the back desk, retrofitting the front desk with charging stations and chairs for individuals and small groups, moving Browse and Buy to the shelves on the back wall and adding signage. (Jill Larson, Carrie Wolinski and Cathy Medearis)

Final update: Action is ongoing.

Interlibrary Loan holds were moved to the regular hold shelves to streamline checkout procedures and eliminate the need for staff intervention. (Kate Cobo)

- ❖ Evaluate current library hours to determine how well they support access and service with eye toward expansion

Midpoint update:

Statistics detailing desk transactions, foot traffic and material checkouts are being gathered and analyzed. Weekend staff has been asked to count library visitors at the end of the day and are reporting their findings via google forms. (Meredith Anderson)

Final update: Action is complete.

A staff led team gathered and analyzed statistics and presented findings to the Leadership Team. Additional use of the Library was not realized by the previous addition of hours in 2014. Data does not support increasing hours at this time. No further investigation was pursued. (Meredith Anderson)

Measurement:

- Options for providing eating and drinking in the Library will be presented to the Board of Trustees

Trustees reviewed options for providing coffee at the Library and approved budgeting this service in the next fiscal year.

- Analysis of Library hours and cost model for any additional staffing hours will be presented to the Board of Trustees

Cost model was not developed because analysis of library hours does not support further effort at this time.

- Options for enhancing self-service experience in the Library will be presented to the Board of Trustees

Trustees reviewed construction and furnishing ideas for enhancing self-service. Implementation of RFID should be completed before investing funds into additional self-check machines. RFID is being considered for fiscal year 2018.

- Patrons will have the ability to reserve rooms online

Online room reservations are not available at this time. Implementation of a new room reservation and event registration software platform is being considered.

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

Actions:

- ❖ Right-size library collections
 - Implement leasing plan from Baker & Taylor to provide more copies of popular materials

Midpoint update:

Leasing plans for books and DVDs were implemented for acquiring extra copies of popular materials for Adult Services in January. (Nancy Kendzior and Dennis Winters)

Final update: Action is complete.

A leasing plan for books and DVDs was implemented as an additional way to meet customer demand for new and hot titles. Small lease contracts began in January to test the process. Lease contract quotas were increased for DVDs in April and for books in June because leasing efficiencies proved to be favorable. Leasing plans will be monitored until January 2017 when current lease contracts expire, and renewal options will be evaluated at that time. (Nancy Kendzior)

- Use CollectionHQ for evidenced based collection development

Midpoint update:

LINC implemented CollectionHQ on the Library's behalf and trained two staff members on using the product. Early use of the software included generating lists to remove items from the collection that have not circulated in four or more years.

GPLD recently upgraded to a standalone instance of CollectionHQ so that more features of the software can be used. The upgrade should be complete in March. The product can then also be used to make purchasing decisions and ensure demand for popular authors and subjects is being met. (Jessica Parker and Gail Conrath)

Final update: Action is ongoing.

CollectionHQ training for staff stalled slightly due to a new project manager for the company. Staff will participate in additional training in FY 2017 to ensure optimal use of all available features. Also nearing completion is a Collection Management Statement to help staff make consistent decisions when using Collection HQ and aid in talking with patrons. (Jessica Parker)

- Analyze database usage to optimize subscriptions

Midpoint update:

Database statistics for the past two years were analyzed to determine weeding needs. The Library's database collection was compared to other libraries with similar holdings, including: Arlington Heights, Addison, Indian Trails, Batavia, St. Charles and Barrington. Auto Repair Reference Center, Literary Resource Center, and Brands and their Companies were eliminated due to low use. (Ellen Anderson)

Final update: Action is complete.

Database statistics are now routinely referenced before the renewal of any electronic resource. A number of resources were not renewed due to low usage including: Global Issues inContext, US History inContext, World History inContext, Books and Authors, Primary Search and Freedom Flix. Collection of statistics and reporting methods for database usage are currently being researched to determine best use of metrics and ensure consistent measurement. (Ellen Anderson)

- Explore opportunities for using additional standing order plans for material selection

Midpoint update:

Standing order options with Baker & Taylor have been explored. "AY Notify" (an automated notification system) was presented as a way for Adult Services selectors to receive suggested new release materials in their monthly selection carts for review and ordering. Implementation of AY Notify was requested from Baker & Taylor at the end of January. Using AY Notify will increase efficiencies in ordering and prevent any oversight in ordering popular new release materials in various subject areas. (Nancy Kendzior, Dennis Winters)

Final update: Action is complete.

Adult Services staff began using AY Notify in February, which provides suggestions for newly released materials and automatically populates monthly selection carts based on pre-selected lists of preferred authors. This has proven to be a great tool for collection development. Author lists can continually be modified by staff as needed. YS staff also utilize this service. (Nancy Kendzior)

❖ Complete reorganization of Youth Services collections

- Reclassification of picture books by subject

Midpoint update:

Picture books were classified into forty child friendly browsing categories in bins at child height with colorful signage including text and pictures. The bins are arranged in a logical manner keeping like things together, i.e. animals in one area, people in one area, etc. A system to fully track usage statistics still needs to be put in place.

A user map showing where each category is located has been developed and is available at each service desk and will be placed near the collection to assist visitors in easily finding materials.

Shelving that lines the walls around the bin area is being used to showcase picture books not falling into the topical categories, such as: popular authors, characters (Sesame Street, Scooby Doo) and parent and caregiver interests (toilet training, grief, moving and bullying). Temporary signage is in place and will be replaced with something more permanent when the project is closer to completion. (Kim Crawshaw)

Final update: Action is complete.

Bin names were added to call numbers to reflect the specific item locations in the catalog. The picture book collection now serves equally those who wish to browse and those looking for specific items. In the five months since reorganization was completed, picture book circulation increased 54% in comparison to corresponding months preceding the project. Measurement of overall picture book circulation is ongoing and will be used for ongoing collection development. (Kim Crawshaw)

- Complete reorganization of youth holiday collection

Midpoint update:

Graphic novel, reader, and non-fiction holiday-themed books were removed from the holiday collection formerly located on the northwest wall of the department and moved to their respective Dewey areas in the regular collection. Holiday stickers remain on the books. The holiday picture book collection was moved to shelving in the picture book area. Patron response has been extremely favorable. (Kim Crawshaw)

Final update: Action is complete.

In addition to the reorganization and new shelving location for holiday books duplicate materials during non-holiday months (for example, extra copies of Polar Express during the summer) are placed in storage. This allows extra room on the current shelving and provides space for face out displays of the current holiday. (Kim Crawshaw)

- Implement youth readers level project

Midpoint update:

Books in the reader collection are being reorganized into a four level system to make the collection more accessible to our customers. Each book in this collection is being examined to determine the level and colored labels are added to indicate the new leveling system.

Red level books have large print and less than ten words per page. Yellow level books have a range of print sizes and longer more complex sentences. Green level books have smaller print, normal text spacing, and several lines of text per page. Blue level books have several sentences per page and short chapter divisions.

Signage explaining the leveling system is already present in the collection and is generating positive feedback. This project is about 50% complete with an anticipated completion by May. (Jillian Lentz)

Final update: Action is complete.

The reader leveling project was completed in April. Circulation increased by 5% when comparing April, May, and June 2015 to April, May, and June 2016. Results will be analyzed again after more months of data become available. (Jillian Lentz)

- ❖ Explore opportunities for optimizing arrangement and access to popular AV materials

Midpoint update:

Feature film genres and nonfiction DVD subject headings are being considered to make the DVD collection easier to browse.

Signs labeling music genres along with the Dewey number placed on the fixture bar of the music cd collection are being considered.

There has also been discussion of ways to make the library's digital AV collections more visible. (Gail Conrath)

Final update: Action is ongoing.

Library Administration and Managers reviewed a proposal on how to better market digital AV collections, signage for increased visibility of music CD genres, and DVD genres. Many of these ideas will be included as action items for next fiscal year. (Gail Conrath)

- ❖ Create inventory of signage and building way-finding needs

Midpoint update:

Existing Library signage is being documented and will be rated for visibility and clarity. This information will be used to determine where signage improvements are needed. (Cathi Bartels)

Final update: Action is ongoing.

Friends approved purchase of signage for end panels of the non-fiction room. Signage in other areas of the Library still needs to be addressed. Further action will be considered for fiscal year 2017. (Christine Lazaris)

Measurement:

- User satisfaction regarding discovery of library materials will be consistently rated high as evidenced by anecdotal feedback

Patron feedback regarding reorganized areas for youth has been consistently positive. The recent addition of picture book bin names to call numbers in the catalog will please those who search for specific titles and will increase efficiency of staff helping patrons in this area.

Patron feedback regarding reorganized areas for adults and teens, such as biography and graphic novels, has been consistently positive. On the other hand, patrons continue to express frustration with the arrangement of DVDs by title and/or call number interfiling. More work is needed in the coming year to enhance discovery of these materials.

Signage also needs to be addressed in the coming year to enhance discovery and findability of resources library-wide.

- Increased collection use in reorganized areas as evidenced by current data benchmarks

Picture book circulation increased by 54% in the 5 months since the project was completed (as compared to the same 5 months preceding the start of the project). Reader circulation increased 5% in the 3 months since the project was completed. More time is needed to achieve solid measurement of these collections.

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

Actions:

- ❖ Implement auto renewals of library materials

Midpoint update:

Auto renewal of materials was implemented in July 2015. Customers who do not wish to participate may opt out. Feedback has been overwhelmingly supportive. (Kate Cobo)

Final update: No further action taken. Action is complete. (Kate Cobo)

- ❖ Rebrand and expand home service

Midpoint update:

Home Service rebranding has begun by putting it under the oversight of Adult Services, where it will be expanded to include more volunteers and marketing. (Ruth Glen and Paula Krapf)

Final update: Action is ongoing.

Courtenay Bishop was hired in March to serve as our Home Service Assistant. She has been working on cleaning up administrative areas of Home Service (HS), such as creating online files and spreadsheets to log customer notes and requests in an effort to provide better service. Talking book brochures and applications have been acquired and included in our offerings to HS customers. The HS webpage is currently being redesigned to include updated information, applications, and a photograph of Courtenay with her contact information. Updates about HS have also been posted to the staff intranet to keep staff aware of our available services and to encourage promotion among customers in our daily interactions. HS volunteers were solicited in the library's spring newsletter in an effort to expand our volunteer delivery base for fiscal year 2017. (Nancy Kendzior)

Measurement:

- Greater levels of user satisfaction as evidenced by higher rate of renewals for materials without holds

Circulation increased by 9.2% this year, largely because of auto renewal. Renewals accounted for 31% of our circulation this fiscal year. In comparison, renewals accounted for 24% of circulation last fiscal year. Patron feedback has been overwhelmingly positive.

- Greater awareness and increased use of home services

Use of home service remained constant with service to 8-12 customers at any given time of the year. Outreach visits to senior facilities totaled 36 with 800 (not unique) customers served.

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

Actions:

- ❖ Update library website to provide a welcoming experience to users and facilitate easy access to library catalog, databases, important library district information and staff expertise

Midpoint update:

The Library website was updated with current OMA, FOIA, Board and financial information. A "Press Room" section was added to the site to share information regarding recent building and service activities. This page has had 54 page views since it was created in September.

An integrated catalog search box was added to the website for patron convenience so that a catalog search can be initiated from anywhere.

Contact info for the YA Librarian was added to the Teen section of the website for patrons to electronically meet Jennie and ask for reading suggestions. This page has been viewed twice since it was added in August.

The database page will soon offer database selections by subject and is almost ready to launch. (Ellen Anderson)

Final update: Action is complete.

The Library's website was updated with a new database page. Databases can now be found alphabetically or browsed by subject. In addition, the Press Room is continuously being updated with new information regarding the future of the Library. A refresh of the front page will be included as an action item for next fiscal year. (Ellen Anderson)

- ❖ Grow digital collections and support services to satisfy early adopters and remove barriers to access for traditional users

Midpoint update:

Staff is researching new digital technology holdings for the Library, analyzing current database usage, reworking how stats are harvested for each holding and how the Library can support the lending of eReaders and tablets for early technology adopters. Also, three databases from Recorded Books are currently under review as possible additions to our holdings, these include: OnePlay (online videogame lending), ComicsPlus (lending of eComics) and ArtistWorks (instructional video lessons for music and art). (Emily Thompson)

Final update: Action is ongoing.

Databases added this year include: Chilton Online for car repair information, Miss Humblebee's Academy for online early literacy curriculum, US Major Dailies for online newspapers and Historical Newspapers for genealogy research. (Emily Thompson)

- ❖ Implement mobile app

Midpoint update:

The Library contracted with Boopsie to create and provide a Library app for patrons to conveniently find and place materials on hold, access databases and eMedia holdings such as OverDrive, Hoopla and Zinio, contact the Library through text, email and social media and find the Library with directions and our phone number. The app was recently released and is being tested by staff. It will be rolled out to the public in March. (Ellen Anderson)

Final update: Action is complete.

After testing by staff in March the Library's mobile app was modified with a few new features including a virtual library card for patrons to use on their phone in lieu of their physical card and the ability for patrons to check out items in the Library from their phone. The app was rolled out to the public in June. (Ellen Anderson)

Measurement:

- Increased usage of the library website as evidenced by current data benchmarks

Library website visits decreased by 10%. Social media may be taking the place of some previous use of the website.

- Increased use of downloadable materials as evidenced by current data benchmarks

Six streaming services for books, audiobooks, videos and/or music are available and provide access to approximately 477,740 titles. Use of downloadable materials totaled 46,922 representing an increase of 24%. (Ellen Anderson)

Sixty-nine databases are available. Five were added and 15 were dropped due to low usage. Total usage was 69,694, representing a decrease of 2.5%.

- Implementation of mobile solution for access to library resources community members

A mobile app was successfully launched to provide mobile access to library resources. 279 downloads have occurred.

Goal: Community members of all ages and at all 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 underrepresented at the Library

Actions:

- ❖ Implement middle school staffing, programming and space plan

Midpoint update:

Kylie Peters was hired in August 2015 to fill the Middle School Librarian position and since then, over 20 programs for middle schoolers have been offered. Staff has visited Geneva Middle Schools North and South, Rotolo Middle School, and St. Peter School to provide booktalks, database instruction, and information on library services.

A survey of middle school students solicited hundreds of respondents providing information on library use habits, program preferences, time availability for library activities, space and collection preferences, and interests.

Collection format and content parameters for a middle school collection of materials were established, and inaugural titles for the collection are being selected. Cataloging and purchasing procedures are being established.

Existing YS collections are being weeded to provide space for the new collection and seating area. Design options for the Middle Ground area are included as part of the Master Facilities Plan being created by StudioGC. (Kylie Peters)

Final update: Action is ongoing.

Fifty-nine programs for middle schoolers were offered this fiscal year. Middle School Librarian Kylie Peters made 11 outreach visits, during which she spoke to 63 classes with a total of 1,380 students.

The Middle Ground collection debuted in May with both new titles and existing titles moved from Juvenile Fiction and YA fiction. New furnishings have been ordered with an expected August installation date.

- ❖ Strengthen relationship with high schoolers through additional programming and outreach

Midpoint update:

Monthly teen programming (two to three events each month) focuses on two tracks: academic and social. Academic programming has included: ACT practice test and college information programs. Social programming has included: comic book magnets and an animation workshop. Attendance at academic programs typically ranges from 15-30 patrons in comparison to an average of four attendees at social programs. (Jennie Fidler)

Final update: Action is ongoing.

Martha Sullivan was hired to replace Jenny Fidler, former YA Librarian, on June 20, 2016. Work will resume in the fall to strengthen the Library's reach with high school students. Martha has already reached out to meet with HS teachers this summer before classes resume. (Nancy Kendzior)

- ❖ Provide quarterly programming of interest to community members in their 20s and 30s at off-site locations

Midpoint update:

Programming geared toward adults in their 20s and 30s began in September 2015. Monthly programs include: a board game night and an off-site young adult literature book discussion, both of which have a presence on Meetup.com. Attendance ranges from 8-12 adults per program. Crafting programs and more off-site activities will be offered later this year. (Jennie Fidler)

Final update: Action is ongoing.

Responsibility for 20s and 30s programming was reassigned to Lauren Maxwell after former YA Librarian Jennie Fidler's resignation on May 25, 2016. On average 3-4 programs are held per month with attendance ranging from 7-15 patrons per program. (Nancy Kendzior)

- ❖ Provide programming at local nursing homes and senior centers

Midpoint update:

Meredith Anderson assumed the newly created Outreach Librarian position in November 2015 and since then has facilitated events at GreenFields, The Reserve and Batavia Rehab. Mobile Library service has been offered three times resulting in the registration of eighteen new cardholders, twenty-nine reference questions from residents, material checkouts for twenty-three people.

Thirty-eight attendees have enjoyed three “Reading to Residents” visits at Batavia Rehab. The Reserve needed assistance with their book club and the Library helped them by preparing a reading list for the entire year and offering further support by requesting the materials through ILL and developing discussion guides. (Meredith Anderson)

Final Update: Action is ongoing.

Mobile Library services are now offered at both GreenFields and The Reserve; a total of 21 mobile library visits were held this year resulting in 37 new cardholders; check outs for 262 people (not unique), returns for 132 people (not unique), and 204 requests for information and/or collection materials.

One hundred and four (not unique) residents participated in eight reading sessions held at the Batavia Rehab Center. Technology (wireless mic, laptop and projector) is being added to these presentations. Reading sessions are being scheduled at additional facilities.

Three AS staff members represented the Library at the GreenFields Health and Wellness Fair and interacted with 88 residents—50 people enjoyed talking to us at the adult coloring table where we highlighted library programs and resources while 38 residents took advantage of the Mobile Library table (a special request made by GreenFields).

Twenty-five residents enjoyed a special event held on April 28 at GreenFields on Preventing Financial Exploitation. (Meredith Anderson)

Measurement:

- Increased use of library resources and program attendance by groups currently underrepresented at the Library as evidenced by current data benchmarks

Fifty-nine programs were offered to middle schoolers with 526 in attendance; 40 programs were offered to high schoolers with 381 in attendance; 22 programs were offered to adults in their 20s and 30s with 176 in attendance. Data for past years is not available.

- Increased outreach opportunities and establishment of community partnerships

Staff facilitated 36 adult outreach events reaching 789 people, 7 teen outreach events reaching 135 people, and 11 middle school outreach events reaching 63 classes and 1,380 students. Fifteen community partnerships were established this year. Data for past years is not available.

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

Actions:

- ❖ Support parent and teacher community through provision of supplementary library services and resources
 - Provide support for Every Child Ready to Read Initiative (ECRR)

Midpoint update:

Staff is reaching out to preschools who do not presently take advantage of library services by offering to visit during events such as open houses and parent days.

A “Welcome Baby” program was planned last fall but was cancelled due to lack of registration. This program was designed to introduce new parents to ECRR and what GPLD has to offer. It also provided an opportunity to socialize with other families and for their child to receive a board book. This may be tried again with a different marketing approach. (Kim Crawshaw)

Final update: Action is ongoing.

Relationships with one new and one existing preschool have been established while current connections are being maintained with added teacher loan services and invitations to utilize services for open houses/parent days.

*A **Preschool Fun with Science** program was held on March 22 which was well attended and received. The program was designed specifically using the five practices of Every Child Ready to Read and a booklet was made to share more activity ideas for using the practices with children at home. A similar program, **Preschool Fun with Math**, is on the calendar for October 18, 2016. Additionally, the ongoing program **Discovery Playtime** will be carried out with more focus on sharing how each activity benefits the young child and utilizes Every Child Ready to Read research. (Kim Crawshaw)*

- ❖ Partner with District 304 to offer Institution cards and teacher resource guide

Midpoint update:

Work is underway to build stronger connections with District 304 schools by providing equal access to the Library to teachers and students living outside the library district. Use of an intergovernmental agreement between the two District's Boards is currently under consideration by the Library Board of Trustees. More information on use of such agreements is being gathered by Library Administration.

A teacher guide to inform educators about library services is being developed. Every student in District 304 will be encouraged to register for a library card. Plans include: attending school registration days and adding the necessity for a library card to the school supply list. (Jessica Parker and Jennie Fiddler)

Final update: Action is ongoing.

A draft intergovernmental agreement for teacher and student cards was finalized by the Library and presented to District 304 officials. An action item for FY17 will be to continue our efforts to solidify this partnership and come to an agreement. (Christine Lazaris)

- ❖ Support small business/entrepreneur community through provision of supplementary library services and resources

Midpoint update:

Nearly a dozen local businesses have partnered with the Library to offer programs. Additionally, more than a dozen local businesses have allowed the Library to use their sites for off-site programming and special events like Library card sign-up.

Library resources for businesses are actively publicized through the City and Chamber of Commerce, including publication of a feature in the Soundings newsletter. Quarterly Business Improvement & Retention Committee meetings and Chamber events are attended by Library staff and used as an opportunity to network and discuss Library resources for the business community. (Paula Krapf)

Final update: Action is ongoing.

The Library has a regular presence at Chamber of Commerce events, including ribbon cuttings to welcome new members to the community, which is an opportunity to introduce those businesses to Library services and resources. The Library has been represented at more than 20 of these events in the past year. In addition, the Library has developed relationships with more than 15 businesses who had never worked with the Library before, and now participate in Library programs and partnerships. The Library also attends the quarterly Business Improvement and Retention Committee meetings to discuss needs and issues of the local business community, monthly Geneva Women in Business board meetings and luncheons, in order to network and strengthen the Library's presence in the business community, and as a Chamber member, steps up to volunteer for the Chamber at events such as Swedish Days. (Paula Krapf)

Measurement:

- Increased use of library resources and program attendance by targeted community groups as evidenced by current data benchmarks

Attendance at programs and outreach events totaled 25,418 this fiscal year in comparison to 24,018 last fiscal year representing an increase of 5.8%.

- Inclusion in business, parent and school communications (newsletters, social media sites)

Library promotion includes Neighbors Magazine, a six times a year magazine mailed to every home in Geneva; Chamber Sounds, a six times a year publication going to the more than 3,000 member businesses (and available online); Online Backpack from District 304, emailed to 5,000+ families in the school district; and Viking Vessel, emailed to parents at Geneva High School (approximately 500) families. We also receive frequent social media shares from Geneva Chamber of Commerce, District 304, and the City of Geneva social media sites.

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

Objective 2A: Build library brand recognition in the community

Actions:

- ❖ Implement Community Outreach Plan to establish, define, and prioritize community partnerships

Midpoint update:

After the reorganization of positions in Adult Services, Meredith Anderson assumed the newly created Outreach Librarian position in November 2015 and will be taking the lead on outreach efforts for Adult Services. Meredith has attended LINC Outreach networking meetings and facilitated outreach events at GreenFields, The Reserve and Batavia Rehab.

Youth Services has ramped up their outreach efforts by making monthly school visits with ongoing afterschool programs such as Book Buzz as well as presentations on databases and winter reading. Offsite story times at Peck Farms and Grahams 318 also prove useful for reaching community members outside of the Library.

Content for an Outreach brochure is ready to submit to graphics. This brochure will highlight a variety of services available to the community. (Paula Krapf)

Final Update: Action is ongoing.

A large print version of the adult programming guide was developed to assist low vision patrons. Home service applications, brochures, and webpage are in the process of being updated and will be included in a new outreach brochure.

Mobile Library services have grown to include two facilities. An email account for questions and requests, due date slips for patrons, request slips for service desk staff, a mobile library card to facilitate and streamline requests for materials, new canvas bags, and procedure guide were developed/implemented to support this service.

The Library's partnership with the Joshua Tree Community, a day care facility for adults with disabilities, continues to grow. Ten participants enjoyed a poetry program in April, 11 participants registered for the outreach summer reading program in May, and 10 participants engaged with us during a read aloud to summer reading participants (to help them complete a summer reading challenge) while they also enjoyed coloring.

Fire Department personnel needed access to databases for work purposes. We registered them for an institution card and provided database assistance. (Meredith Anderson)

- ❖ **Develop and implement Marketing and Communications Plan to guide the activities of staff and promote content, services, and programs**

Midpoint update:

A Marketing Plan was developed and adopted by the Board of Trustees on in January 2016. Actions from the plan are beginning to be operationalized. (Paula Krapf)

Final update: Action is ongoing.

Elements of the Marketing Plan continue to be implemented, including a partnership with D304 to offer library cards to all students, broadening the reach of Summer Reading with new partnerships and increased participants this year, and training sessions with staff on marketing strategies and techniques.

Measurement:

- Increased number of followers and activity on social media as evidenced by current data benchmarks

Facebook followers increased from 1,077 to 1,589, representing a 47.5% increase. We posted to Facebook 771 times with a total of 4,636 likes of our posts and 131 comments. Our Instagram followers increased from 55 to 300, representing a 445% increase. We posted to Instagram 247 times with a total of 2,197 likes of our posts and 31 comments. Our Twitter followers increased from 1,711 to 1,934, representing a 13% increase. We posted to Twitter 124 times and had a total of 158 mentions. (A mention is every time our username @genevalibrary is tagged on Twitter.)

- Increased awareness of library resources and services by community member as evidenced by current data benchmarks and anecdotal feedback

Community members gained awareness of library resources through a variety of channels, including Meetup.com with over 500 subscribers, the quarterly print newsletter mailed to 8,000 homes, and a twice monthly e-newsletter with nearly 1,400 subscribers and an open rate of 40% (typically marketing newsletters have an open rate of 14%). Program signups occur frequently through links in the e-newsletter and after the print newsletters arrives in homes.