

Strategic Plan: Orland Park Public Library 2015

Each and every day, we are committed to our **mission** to...

Stimulate imaginations, educate, entertain, and welcome everyone.

So that we can achieve our **vision** to become...

An exciting, friendly, cutting edge center of the community.

While continually supporting our **values** of ...

- Creativity
- Communication
- Truth
- Inclusiveness
- Efficient Service
- Community Support
- Learning
- Dedication
- Joy



GOAL #1

**Offer a fun,
welcoming, &
safe
environment.**

OBJECTIVE #1

75% of library users will
rate customer service
as positive by
December 2015.

ACTION STEPS

- Develop customer service policy
- Establish customer service core competencies
- Create customer service handbook & training
- Budget for & conduct service training
- Prepare customer survey questions
- Proactively distribute comment forms
- Analyze customer feedback/needs
- P Develop signage conducive to browsing
- Create tool to effectively measure feedback
- Assure patron request notifications are met
- P Develop technology reference interview
- Hold quarterly department meetings

Key

- ✓ -- Completed
- IP -- In Progress
- P -- Pending

GOAL #1

**Offer a fun,
welcoming, &
safe
environment.**

OBJECTIVE #2

80% of staff &
customers will rate
building as "safe" by
December 2015.

ACTION STEPS

✓	Provide patron assistance & security by walking floor regularly			
IP	Re-evaluate role of Person-in-Charge as well as increase training and meetings			
✓	Improve visibility on all steps and curbs			
✓	Enhance lobby lighting			
✓	Offer assertiveness training for all staff			
✓	Person-in-Charge perform routine safety checks during shifts			
P	Create safety manual and training			

GOAL #1

**Offer a fun,
welcoming, &
safe
environment.**

OBJECTIVE #3

Devise & implement
service & program
staffing standards by
December 2015.

ACTION STEPS

✓

Utilize interns to enhance service & programming

P

Cross-train IT staff to increase number of available
trainers

IP

Develop program implementation standards

GOAL #2

Assure our resources and events are relevant & innovative.

OBJECTIVE #1

Maintain optimal training space & equipment by June 2015.

ACTION STEPS

- Utilize new Polaris capabilities
- Ensure staff are proficient in new email interface
- Collect data to determine digital media lab needs
- Update supply & purchasing procedures to optimize resources
- Use patron photos to personalize publications
- Put social media links on all publications when materials are created and reprinted
- Use social media to share events and reader suggestions

GOAL #2

Assure our resources and events are relevant & innovative.

OBJECTIVE #2

Create & implement effective Marketing Plan by December 2015.

ACTION STEPS



Adopt formal Marketing Plan



Develop patron-friendly directional signage

GOAL #2

Assure our resources and events are relevant & innovative.

OBJECTIVE #3

Utilize effective assessment tool by June 2015, to evaluate, add, or discontinue resources & programming.

ACTION STEPS

- ✓ Create series database to support reader's advisory
- ✓ Expand duties of staff in collection development
- ✓ Develop internal assessment tool and analyze relevance of library's programming
- ✓ Create and offer programming survey

GOAL #3

Partner with and serve the entire community.

OBJECTIVE #1

Introduce ten new programming opportunities for community groups by December 2015.

ACTION STEPS

- ✓ Offer Adult Book Discussion Group at Thomas Place of Orland Park
- ✓ Offer adult series programs for those with special needs
- ✓ Host preschool information fair
- ✓ Engage in community service projects with local nonprofit organizations
- P Display Carl Sandburg High School artwork

GOAL #3

Partner with and serve the entire community.

OBJECTIVE #2

Grow & market three new community partnerships by December 2015, and enrich three existing relationships.

ACTION STEPS

- ✓ Partner with 2 local art facilities/museums
- ✓ Partner with retail stores, malls, and banks
- ✓ Partner with village special recreation department
- ✓ Partner with schools, clubs, Scouts to share NASA collection off-site
- ✓ Offer Summer Reading Program and "1,000 Books Before Kindergarten" to preschools
- ✓ Promote Preschool Paks and Book Bundles
- ✓ Welcome & support LGBTQ users with space, materials and programming
- IP Partner with local history groups

GOAL #4

Be a desirable workplace.

OBJECTIVE #1

Analyze & adjust comprehensive staff compensation by December 2015.

ACTION STEPS

- IP Introduce fun and creative workplace incentives
- ✓ Revise all job descriptions
- P Conduct benchmark study for salaries
- P Work with board to budget for benchmark study
- IP Share comparable library budgets; salaries with Board

GOAL #4

Be a desirable workplace.

OBJECTIVE #2

Develop & adopt a Professional Development plan by June 2015.

ACTION STEPS

- P Devise method of assigning network responsibilities effectively to IT Assistant II staff
- P Develop workflow/task timelines for department heads
- Develop workflow/task timelines for Board projects
- IP Establish staff core competencies & training needs
- IP Create staff development plan to provide consistent training

GOAL #4

Be a desirable workplace.

OBJECTIVE #3

Improve staff rating of camaraderie and team brand by June 2015.

ACTION STEPS

- Build staff and Board camaraderie
- Involve staff in social committee activities
- Proactively increase Person-in-Charge/staff awareness and interaction
- Encourage name awareness with co-workers
- Redesign Intranet to increase function & communication
- Introduce Employee of the Month/Quarter program
- Increase events sponsored by Social and Health & Wellness committees

GOAL #4

Be a desirable workplace.

OBJECTIVE #4

Improve the cultivation of staff skills & talents annually.

ACTION STEPS

- Research continuing education opportunities in all departments
- Use storytime observation schedule for Youth & Outreach staff
- Offer "Every Child Ready to Read 2" workshop
- IP Implement cross training between all departments
- P Use internal survey to identify staff talents
- P Optimize workflow in all departments
- Encourage staff service on committees
- Participate in continuing education for customer service
- Participate in continuing education in RFID decoding, RDA, and MARC tags, and other Technical Services functions