



# Strategic Plan:

Orland Park Public Library 2017



**Adopted by the Board of Library Trustees: February 15, 2016**

**Reviewed by Board: April 17, 2017**

**Updated: August 18, 2017**

## Mission Statement

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

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# Goal 1:

Offer a fun, welcoming & safe environment.

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## Objective #1:

Provide five new initiatives to maintain excellent customer service rating by June 2017.

### Action Steps:

- Develop signage conducive to browsing and for directional purposes
- Provide provisional library card
- Adjust checkout limits for audiovisual materials in order to increase circulation
- Library will make every effort to purchase patron-requested materials in accordance with its Collection Development Policy and Plans
- IP Local history collection and the library's founding documents to be digitized by December 2017

**Key:**

P = Pending

IP = In Progress



= Completed

# Goal 1:

Offer a fun, welcoming & safe environment.

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## Objective #2:

80% of staff will rate building as safe by December 2017

### Action Steps:

- Create safety manual and provide training for staff (Safe Harbor)
- Investigate the use of volunteer community law enforcement at peak times and events
- Utilize on-call maintenance staff on weekends
- Update security camera system
- Highlight certain Patron Behavior Policy components in prominent areas
- Increase training and meetings for the development of Person-in-Charge (PIC)
- IP Update Disaster Plan

**Key:**

P = Pending

IP = In Progress



= Completed

# Goal 1:

Offer a fun, welcoming & safe environment.

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## Objective #3:

75% of the customers will rate the building improvements as positive by December 2017

### Action Steps:

- Research flooring for high traffic areas
- Create moveable display shelving
- IP Complete Preschool decor project
- Update seating in Teen Area
- Reconfigure public service desks with furniture such as adjustable desks and seating to optimize patron interaction
- Develop plan for painting of interior
- Develop plan for roof replacement
- Research shading for lobby windows

**Key:**  = Pending     IP = In Progress     = Completed

# Goal 2:

Assure our resources and events are relevant and innovative

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## Objective #1:

Maintain optimal training space and equipment by December 2017

### Action Steps:

- P** Upgrade to digital audiovisual equipment in rooms 104, 105, and the Youth Services storytime room
- Move Youth Services audiovisual materials to a more prominent area
- Research cost and placement of outdoor nature space
- Redesign existing shelving for easier browsing
- Replace 24/7 lockers with upgraded system
- Investigate and develop plan for flexible wall system in Adult Computer Commons Area
- Use new marketing strategies to highlight digital resources

**Key:**

**P** = Pending

**IP** = In Progress



= Completed

# Goal 2:

Assure our resources and events are relevant and innovative

## Objective #2:

75% of the community will identify the Library by June 2017

### Action Steps:

- Revise marketing plan
- Review and reassess departments' web pages at least four times annually
- Use Intranet to highlight information of current newsletter information on a daily basis
- Coordinate departments in providing promotional materials to Village and local area businesses
- Create a new web page devoted to market past, existing and upcoming OPPL art, special collections and exhibits
- Provide and market in-house special collections tours for Orland Park and surrounding communities
- Research developing an app specifically designed for OPPL
- Highlight return on investment information (ROI) on checkout receipt

**Key:**

**P** = Pending

**IP** = In Progress



= Completed

# Goal 2:

Assure our resources and events are relevant and innovative

## Objective #3:

Increase circulation to over one million items checked out by December 2017

### Action Steps:

- Evaluate Adult Services collection to include review of standing orders and continuation plans
- Inform users of digital resources such as databases
- Analyze circulation statistics to maintain relevant collections
- Explore off-site circulation options
- Add more MARC records for electronic subscriptions into Polaris catalog
- Use retail strategies to market the library's various materials

**Key:**  = Pending     = In Progress     = Completed



# Goal 3:

## Partner with and serve the entire community

### Objective #1:

Grow and market 7—10 new community partnerships through programming and services by December 2017

#### Action Steps:

- Establish and provide Outreach Services visitations and book discussions to new assisted living centers
- Partner with area special needs groups to establish a movie series
- Outreach Services and Youth Services partner to provide dyslexia programming
- IP** Partner with local craft guilds to host library-wide quilt show
- Explore additional opportunities with Village of Orland Park
- Promote the Friends of OPPL in a book sale
- Partner with community businesses to provide programming opportunities for patrons
- Partner with local area schools to provide programming opportunities for patrons

#### Key:

**P** = Pending

**IP** = In Progress



= Completed

# Goal 3:

**Partner with and serve the entire community**

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## Objective #2:

Introduce 5 new programming opportunities for patrons of all ages by December 2017

### Action Steps:



Collaborate with local area schools for learning opportunities for students



Coordinate with other departments on programs/events that recognize library-wide audiences



Offer a weekly bilingual storytime



Re-evaluate materials and programming opportunities for LGBTQ patrons



Provide outdoor family events during Summer Reading Challenge and summer concerts

**Key:**

P = Pending

IP = In Progress



= Completed

# Goal 3:

Partner with and serve the entire community

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## Objective #3:

Devise and implement standards for library volunteers and interns by December 2016

### Action Steps:

- IP** Develop volunteer manual
- ✓** Develop a questionnaire to assess volunteer's interests and abilities
- P** Coordinate standard implementation for an intern program

**Key:**

**P** = Pending

**IP** = In Progress

**✓** = Completed

# Goal 4:

Be a desirable workplace

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## Objective #1:

Analyze and adjust comprehensive staff compensation by December 2017

### Action Steps:



Conduct benchmark study for salaries



Work with Board to budget for benchmark study



Revise Personnel Policy by October 2016

**Key:**

P = Pending

IP = In Progress



= Completed

# Goal 4:

## Be a desirable workplace

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### Objective #2:

100% of all staff will meet core competencies set by Library by December 2017

#### Action Steps:



Email proficiency by all staff



Using measuring tool to develop core competencies for staff by position to assess each staff member for skill levels



Create staff development plan and competency standards to provide consistent training



Offer training to staff in order to meet competency levels

#### Key:

P = Pending

IP = In Progress

✓ = Completed

# Goal 4:

## Be a desirable workplace

### Objective #3:

By September 2016 100% of Department Heads and Supervisors will coordinate schedule and resources electronically

#### Action Steps:



Develop workflow/task timelines for Department Heads and Supervisors



Upload departmental procedure manuals



Require Department Heads to utilize email invitation component for all staff meetings

**Key:**

P = Pending

IP = In Progress



= Completed

# Goal 4:

## Be a desirable workplace

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### Objective #4:

80% of staff will say they are a part of a team atmosphere by December 2017

#### Action Steps:



Redefine committees and establish goals and purpose



Introduce fun and creative workplace incentives



Develop staff mentoring program



Provide cost effective vending service

**Key:**

P = Pending

IP = In Progress



= Completed

# Goal 4:

## Be a desirable workplace

### Objective #5:

Discover and cultivate staff skills and talents annually

#### Action Steps:



Develop minimum continuing education standards opportunities for staff in all departments



Implement cross training between all departments



Create new museum protocol continuing education opportunities



Use internal survey to identify staff talents



Increase intradepartmental communication for effective workflow and better customer service



Explore wireless access to areas in building for library use

**Key:**

P = Pending

IP = In Progress



= Completed