



ORLAND PARK  
PUBLIC LIBRARY  
*A Natural Connection*

# STRATEGIC PLAN

2021-2022



Adopted by the Library Board of Trustees: November 16, 2020

## MISSION STATEMENT

Dedicated to stimulating imaginations, educating, entertaining and welcoming everyone.

## VISION STATEMENT

Discover Your Inspiration: **ENGAGE, ENRICH, ENCOURAGE**

## LIBRARY MOTTO

A Natural Connection

### Our Strategic GOALS are:

1. Offer a safe and welcoming environment for patrons with dementia and their caregivers.
2. Gauge community trends and align with the goals of community stakeholders when creating programs through December 2022.
3. Encourage the value of Reading Enrichment to patrons of all ages.
4. Utilize the newly renovated spaces to engage the community, stakeholders and patrons.
5. Increase awareness of the Orland Park Public Library through marketing of its many services and programs.
6. Build strong staff engagement that focuses on the needs of patrons and fellow staff, who in return will strive for success and fulfillment in their daily work.

## Library Board of Trustees

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**GOAL #1:** Offer a safe and welcoming environment for patrons with dementia and their caregivers

Objective #1 Provide additional programming and services through December 2022		
Action Steps	Position	Status
1. Offer six programs on caring for people with dementia and caregivers	OS Staff	<b>Complete</b>
2. Network with a dementia caregiver taskforce to increase awareness throughout the community	OS Staff	<b>Complete</b>
3. Provide a welcoming meeting place for dementia support groups	OS Staff	<b>Complete</b>
4. Gather information from dementia caregivers to gain awareness of their needs and how the library can assist	OS Staff	<b>Complete</b>
5. Expand circulating caregivers' kit collection to 10	OS Staff	<b>Complete</b>

Objective #2 Provide extensive training for staff to serve Orland Park's dementia population		
Action Steps	Position	Status
1. Staff shall attend 2 dementia-related webinars per year	CE Manager/ All Managers	<b>Complete</b>
2. <b>Library-driven</b> incentive to benefit the dementia community through <b>staff and community</b> fundraising such as the walking challenge	All Managers	<b>On Hold</b>
3. With the reintroduction of in-person programming, provide improv training sessions	OS Staff	<b>In Progress</b>

**GOAL #2:** Gauge community trends and align with the goals of the community stakeholders when creating programs through December 2022

Objective #1 Explore the nature and environment of Orland Park through hands-on programming for all ages		
Action Steps	Position	Status
1. Offer a Butterfly Count program in Summer 2022	School Liaison	<b>Complete</b>
2. Provide a birdwatching program by Summer 2021	School Liaison	<b>Complete</b>

3. Create seasonal programming focusing on the nature-related activities located within The Backyard	AS Staff/ OS Staff/ YS Staff	<b>Ongoing</b>
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Objective #2 Provide improved services to patrons with developmental disabilities		
Action Steps	Position	Status
1. Train staff to recognize patrons with challenges and create excellent customer service for all	CE Manager/ YS Manager/PS Manager	<b>Ongoing</b>
2. Market library's YouTube captioned videos to patrons	Communications Manager	<b>Complete</b>
3. Create a social story highlighting the library building	YS Manager/ Graphics	<b>Complete</b>
4. Purchase amplifiers for presenters to wear for hearing-challenged audience members	IT Manager	<b>Complete</b>

Objective #3 Provide areas of service accessibility and inclusivity		
Action Steps	Position	Status
1. Market the Sensory Space to patrons who might find it useful through a dedicated brochure, as well as in the January—April 2021 Connection newsletter	YS Manager/ Graphics	<b>Complete</b>
2. Highlight accessibility technology i.e. JAWS software	AS Manager/ IT Manager	<b>Complete</b>
3. Using Census 2020 data, LibraryIQ, and PLA resources to cultivate and develop our World Language collection for patrons of all ages	AS Staff/ YS Staff	<b>On Hold</b>
4. Conduct a diversity audit to assist in collection development	YS Staff	<b>Complete</b>

**GOAL #3:** Encourage the value of Reading Enrichment to patrons of all ages

Objective #1 Develop an appreciation of reading for patrons of all ages by introducing new engaging book clubs by September 2021		
Action Steps	Position	Status
1. Offer an Intergenerational Community Read set around a common theme relevant to the community	AS Staff/ YS Staff	<b>Complete</b>
2. Create the <i>Century Book Club</i> (100+ Books) for adult patrons	AS Staff	<b>Complete</b>

3. Challenge children of all ages to complete the <i>100 Books Before High School</i> before entering Grade 9	YS Staff	<b>Complete</b>
4. Reach out to high school librarians informing them of the <i>Goodreads</i> Book Discussion promoting <i>Abe Lincoln Book Award</i> and <i>Read for a Lifetime</i>	Teen Librarian	<b>Complete</b>
5. Introduce the <i>Next Chapter</i> book club whose target audience tailors to adults with developmental disabilities	OS Staff	<b>Complete</b>

Objective #2 Highlight various collections for more patron engagement by July 2022		
Action Steps	Position	Status
1. Promote various parts of the collection by hosting reader challenges such as <i>Opie's Reading Road Trip</i> to increase participation by 10%	AS Staff/ YS Staff	<b>Complete</b>
2. Innovate new ways to promote the various collections via the library's website	Communications Manager	<b>Complete</b>
3. Support and highlight Orland Park book clubs through newsletter features, as well as offering meeting space	AS Staff/ Communications Manager	<b>Complete</b>
4. Promote the library's <i>Goodreads</i> presence through established digital book discussions	AS Staff/ Teen Librarian	<b>Complete</b>
5. Investigate Envisionware software in order to conduct an inventory of library's print collections	TS Manager/ IT Manager	<b>Complete</b>
6. Offer a mini book talk on Facebook to promote staff picks	AS Staff/ OS Staff/ YS Staff	<b>Complete</b>
7. Post Unboxing videos on library's social media accounts	TS Staff/ Graphics	<b>Complete</b>

**GOAL #4:** Utilize the newly renovated spaces to engage the community, stakeholders and patrons

Objective #1 Outreach to and collaborate with potential community members		
Action Steps	Position	Status
1. Host Chamber of Commerce and other village related meetings in newly renovated meeting spaces	Administration/ Communications Manager	<b>Complete</b>
2. Appeal to small business owners to hold team meetings, training, etc. in library meeting spaces	Administration/ Communications Manager	<b>Complete</b>

3. Provide virtual tours of newly renovated spaces by <b>September 2022</b>	Communications Manager/IT Manager	<b>Complete</b>
4. Continue to expand partnership with local Realtors and homeowners' associations to promote library services and programs to newer residents of Orland Park	Communications Manager	<b>Complete</b>

**GOAL #5:** Increase awareness of the Orland Park Public Library through marketing of its many services and programs

<b>Objective #1</b> Share with the community the library's advanced technology through various offsite promotions by December 2022		
Action Steps	Position	Status
1. Provide Wi-Fi access at events where community stakeholders are present	IT Staff	<b>Complete</b>
2. Investigate grants to aid in providing large area hotspots	IT Staff	<b>Complete</b>
3. Engage teens to create public service announcements highlighting Teen Loft by <b>Fall</b> 2021	Teen Librarian/Communications Manager	<b>Complete</b>
4. Promote our databases and other business resources to local area businesses	AS Staff	<b>Complete</b>
5. Partner with businesses for offsite programming	CE Manager/YS Manager	<b>On Hold</b>
6. Investigate a job seeker database subscription such as <i>JobNow</i>	AS Manager	<b>Complete</b>
7. Post prescript questions on Facebook to engage community	YS Manager	<b>Complete</b>
8. Further develop and promote OPPL's Library of Things such as tools, record players, and GoPro	AS Manager/PS Manager/IT Staff	<b>Complete</b>

<b>Objective #2</b> Provide three additional services to patrons by December 2022		
Action Steps	Position	Status
1. Explore becoming a passport agency	Assistant Director/CE Manager	<b>Complete</b>
2. Provide notary training for interested staff	Assistant Director	<b>Complete</b>
3. Work with a nonprofit organization to build and locate a Little Free Pantry on library grounds	Assistant Director/	<b>Complete</b>



	Communications Manager	
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Objective #3 Connect with community stakeholders to build philanthropic relations		
Action Steps	Position	Status
1. Explore establishing a Foundation by December 2022	Administration/ Communications Manager	<b>Complete</b>
2. Create a campaign using the <i>More Than Grass</i> mural as the focal point to increase donations to the Friends of the Library	Assistant Director/ Communications Manager	<b>Complete</b>

**GOAL #6:** Build strong staff engagement that focuses on the needs of patrons and fellow staff, who in return will strive for success and fulfillment in their daily work

Objective #1 Offer training to staff on the various technological functions used within the library by July 2021		
Action Steps	Position	Status
1. Within each department, list Polaris skill sets used by each staff member	PS Manager/ TS Manager	<b>Ongoing</b>
2. Provide Zoom training regarding delivery of programming via video or video meetings	IT Staff	<b>Complete</b>
3. Inform employees of the library's social media presence on new employee checklist	Assistant Director/ Communications Manager	<b>Complete</b>

Objective #2 Increase staff awareness of the community's diverse population by December 2022		
Action Steps	Position	Status
1. Provide EDI training using Project Ready and other resources	YS Manager	<b>Complete</b>
2. Update <b>Customer</b> Service Manual with an emphasis on patron-focus service, which staff will receive during onboarding process	Assistant Director/ Communications Manager/PS Manager	<b>Complete</b>



3. Train staff on answering questions with the voice of the library	Assistant Director/ Communications Manager/ PS Manager	Complete
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Objective #3 Provide a safe, clean and welcoming environment for all who enter by December 2022.		
Action Steps	Position	Status
1. Update the Safety Manual by June 2021	Safety Committee	Complete
2. Consistently provide ample PPE (Personal Protection Equipment) for patrons and staff safety during pandemic	Assistant Director/ Safety Committee	Complete
3. Health and Wellness Committee will encourage staff wellbeing through mind and body initiatives	Health & Wellness Committee	Complete
4. Complete the revision of the Disaster Plan by December 2021	Assistant Director/ Maintenance Superintendent	Complete

- Revised March 15, 2021
- Revised June 21, 2021
- Revised July 21, 2021
- Revised September 15, 2021
- Revised November 17, 2021
- Revised January 19, 2022
- Revised March 16, 2022
- Revised May 18, 2022
- Revised September 21, 2022