

ENGAGE
ENRICH
ENCOURAGE

DISCOVER YOUR INSPIRATION

Strategic Plan:

Orland Park Public Library 2019

Adopted by the Board of Library Trustees: April 15, 2019

Updated: March 29, 2019



Mission Statement

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

Vision Statement

Discover Your Inspiration:
Engage, Enrich, Encourage

Library Motto

A Natural Connection

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ORLAND PARK



**ORLAND PARK
PUBLIC LIBRARY**

A Natural Connection

Goal 1:

Offer an inclusive environment so patrons feel safe, comfortable and welcomed

Objective 1:

Offer ten new programs for underserved patrons by December 2020

Action Steps:

- Provide 3 bilingual story times for children and families
- Increase offsite programming for senior patrons
- Offer an intergenerational reading program set around a common theme relevant to the community
- Provide pop culture programming geared toward the millennial audience such as trivia, bingo, KonMari method

Key:

P = Pending

IP = In Progress

✓ = Completed

Goal 1:

Offer an inclusive environment so patrons feel safe, comfortable and welcomed

Objective 2:

Provide three additional services to patrons by December 2020

Action Steps:

- Offer voter's registration services
- Become a passport agency
- Provide citizenship classes
- Revisit the requirements for offering notary services

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Goal 1:

Offer an inclusive environment so patrons feel safe, comfortable and welcomed

Objective 3:

Ensure a successful renovation project by August 2020

Action Steps:

Host a renovation kick-off event in fall 2019

Hold a celebratory grand re-opening in fall 2020

Increase volunteer usage to assist with navigation of patrons during roofing and renovation projects

Coordinate with local area businesses to provide alternate venues for programming during particular construction phases

Develop a webpage for patrons with continual updates on renovation project

Create an inter-library communication tool updating daily and weekly project timeline, changes and updates

Prepare safety guidelines to ensure well-being of staff and patrons during roofing and renovation projects

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Goal 2:

Build a strong, cohesive organizational culture that enables staff to succeed in their daily work with fellow staff and patrons

Objective 1:

Establish a welcoming culture for staff which reflects the mission and vision of the library by October 2019

Action Steps:

- Form an organizational culture committee to create a statement that promotes a positive shift in the culture
- Survey staff to assess shared assumptions, values, beliefs, practices and norms within the existing culture
- Produce a promotional video that reflects our welcoming culture to attract new employment
- Begin onboarding initiative of current and new staff by June 1, 2019
- Create an interdepartmental staff buddy system
- Begin a daily pre-opening procedure of staff-led motivating boost sessions
- Offer team competitions for staff during various library incentives such as: summer reading, Snow Many Books, Walking Challenge
- Recognize staff achievements with various incentives
- Provide excellent customer service to patrons and fellow staff members during library experiences

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Goal 2:

Build a strong, cohesive organizational culture that enables staff to succeed in their daily work with fellow staff and patrons

Objective 2:

Create a central communication hub by July 31, 2019

Action Steps:

Form a communications committee to establish guidelines and schedules for informational posts to patrons and staff

Train staff on Office 365 capabilities

Create a page on the library's website dedicated to updates of both the roofing and renovation projects

Create a link on OPPLnet that connects staff to the dedicated roofing and renovation pages on the library's website

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Goal 3:

Increase awareness of all the Orland Park Public Library has to offer to members of the community

Objective 1:

Encourage staff to represent the library by attending events and meetings involving local area businesses and organizations and report pertinent information to colleagues by December 31, 2019

Action Steps:

- Create a page on the library's website that gives a progress report of the upcoming roofing and renovation projects
- Offer a reader's advisory link on the library's website highlighting materials for patrons of all ages
- Present more off-site interactive programs for all age groups at local area venues such as: Centennial Pool, Market in the Park, Sportsplex, Orland Health & Fitness, restaurants
- Offer pop-up programming in the lobby highlighting digital services
- Demonstrate and promote the use of Beanstack during Summer Reading 2019 to patrons of all ages

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Goal 3:

Increase awareness of all the Orland Park Public Library has to offer to members of the community

Objective 2:

Provide effective communication tools to promote the library's services and programs by January 31, 2020

Action Steps:

Introduce library's new website by April 30, 2019

Send promotional mailers to non-residents highlighting programs and services available without a library card, as well as benefits of having an Orland Park library card

Offer resources demonstrating the various features of the library's new website to staff and patrons

Create self-produced videos highlighting recent programs

Increase the number of patrons receiving e-blast communications

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Goal 3:

Increase awareness of all the Orland Park Public Library has to offer to members of the community

Objective 3:

Review current library programming trends and statistics to see which programs may be reduced; add new and unique offerings

Action Steps:

- Attend webinars/seminars on programming trends in public libraries
- Sunset programs that show low or a steady decrease in attendance
- Create programs that reflect the diversity and interests of the community, as well as cultivate learning
- Provide opportunities for patrons of all ages to have access to emerging technologies and digital learning experiences
- Strive to include our homeschool families by creating a page on the website with information for homeschool families, as well as reach out to local homeschool meet-ups to promote programs and services
- Register the Orland Park Public Library as a CPDU location and offer at least one class a year to teachers looking for continuing education opportunities

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