



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
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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