

# Carol Stream Public Library



**Strategic Plan Annual Update: January 2017**  
***(Three year plan: January 2015-December 2017)***

## Mission

Carol Stream Public Library provides the community with exceptional services, enrichment opportunities and diverse resources in a welcoming environment.



## Vision

A valued community partner that welcomes people to Create, Search, Play and Learn.

## Goals and Objectives

### Services and Programs

**Goal 1:** Exceed expectations with exceptional services and programs to educate, entertain, and enrich the community.

### Objectives

**1.1:** By May 2015, train 100% of current library staff to apply principles of exceptional customer service (Component of Obj 4.4, Staff Development).

**COMPLETE-** Five principals were developed in 2015:

**H – Helpful – proactively assisting patrons with needs**

**A – Accurate – give correct information**

**P – Professional**

**P – Proficient – working knowledge**

**E – Efficient – knowing how to ask the right questions**

The HR Administrator and the Management Team are now responsible for the introduction of the principals to new employees during onboarding and continuing training as part of staff development. Reinforcement of the principals will continue going forward at monthly All Staff meetings,

**Department meetings and staff development days. They are also posted on the Staff Intranet for easy referral.**

**1.2:** Beginning May 2015, increase program attendance by 5% annually through December 2017.

**IN PROGRESS-** While we are not running patron program evaluation surveys after each program as we did the first year of the Strategic Plan, we will run them periodically to review our performance and patron preferences. Between 2014 and 2016, the number of program offerings increased by almost 15% and attendance increased by 11%.

**1.3:** By December 2016, increase patron satisfaction with their online experience through improvement of the Library website, the Integrated Library System, and by adopting new technologies.

**IN PROGRESS –**The new website launched August 29, 2016. We are still working with the consultant under the year-long support part of the contract. In the Spring of 2017, we will run another usability study in order to continue to make improvements to the website and ILS (integrated library system). Using a new Google tool to test websites, the Library's website scored a 95 out of 100 for mobile friendliness. Through the eResource Central component of the Enterprise catalog (the ILS online library catalog), patrons are able to search the digital content of Overdrive, Axis360, and Hoopla at the same time as the Library's physical items.

**1.4:** By December 2015, determine the library needs of the community by service groups and begin implementation of actionable strategies to meet those needs.

**IN PROGRESS-**In order to develop actionable strategies for the three named/identified service groups (New Americans/immigrants, new parents (w/children under age 5), and active adults ages 50 and up), the Library ran a "No Log" survey in August 2016 to see what barriers to service might exist. In November 2016, a combined meeting of Obj. Teams 1.2 Program Attendance, 1.4 Service Groups, 1.6 Offsite Partnerships, and 2.3 Marketing Plan was held to review the results of the No Log and group information that was developed during the Marketing Plan and Web Redesign projects. The Objective Teams discussed what the Library is already doing for these groups and how else we might serve their needs. This multi-group brainstorming session will form the basis for the actionable strategies to target these groups, including specific Web redesign components, library programming, and marketing efforts.

**1.5:** By May 2016, implement a comprehensive collection development plan for digital and physical materials (Component of Obj 1.4, Service Group Needs and Obj 4.3, Continuous Improvement).

**IN PROGRESS-A New Collection Development Policy was approved by the Library Board in December 2015. Finalizing the procedures and guidelines for selection, maintenance, and deselection of different collections and material types is near completion.**

**1.6: (formerly Objective 3.3)** By Spring 2016, annually implement a minimum of two new off-site library services/programs by fostering community partnerships in order to expand the library's presence beyond the physical building.

**IN PROGRESS-The Library continues their participation in existing and new partnerships and offsite programming opportunities. The objective team will be looking at the three groups identified by the Obj. 1.4 Team, and the actionable strategies developed by that Team, and will be identifying opportunities that may be available to provide off-site services for these groups as well as other opportunities in the community. Especially of note in 2016: in the summer the Library was an active participant in the Free Lunch program offered at Western Trails School and the Library held a community shredding event in April.**

## **Marketing**

**Goal 2:** Increase awareness of services and programs to maximize participation and to enrich more lives.

### **Objectives**

**2.1:** Beginning January 2015, continually update existing library technologies used to publicize services and programs resulting in increased use of the library website and social media.

**IN PROGRESS-The Library continues to promote Library services, collections and online resources through a variety of social media platforms. In our efforts to engage patrons on their mobile devices, in 2016 the Library added "Text a Librarian" to the website in addition to the already existing online chat feature.**

**2.2:** By December 2015, implement one new or emerging technology to market library services.

**COMPLETE-A new Library mobile app was launched in May 2016. It was developed with the vendor Boopsie and provides patrons easy access through their mobile devices to eMedia, library catalog, their account, events, online classes, research resources and more. The Library will continue to pursue emerging technology opportunities that may be applicable to Library services.**

**2.3:** By January 2016, implement an innovative and comprehensive marketing plan-- that includes branding and messaging--to publicize library services and programs.

**COMPLETE-**The Marketing Plan was presented to the Library Board in February 2016. The Marketing Coordinator will review, revise and update the plan annually as the Marketing trends and the needs of the Library change.

## Environment and Space

**Goal 3:** Create a welcoming library environment to attract and engage the community.

### Objectives

**3.1:** Beginning March 2015, improve space allocation to create quiet zones and a more welcoming environment as evidenced by patron satisfaction survey.

**IN PROGRESS-** An internal CCTV security system and updated exterior security system was installed in February 2016. The new system helps deter crime, protect property and aid in investigations (if necessary), while providing patrons and staff with an added measure of safety and security. In the Fall of 2016 a new parking lot was installed and ADA compliant sidewalks. The Youth Services Department has removed several bookcases providing additional seating areas for patrons and adding interactive educational components into their family play area. In the Summer of 2016 a walking path was installed along the west side of the Library for local patron's safety and convenience. The afterschool teen programming was expanded from two days per week to four days per week beginning in the Fall of 2016. It provides the teens with additional activity options and collaborative study space. Objective Team 3.1 completed a reassessment of the current Library space in Summer 2016 and their recommendations are under review to identify actionable items.

**3.2:** By ~~December 2015~~ ~~Spring 2016~~, **Summer 2017** contract with a firm (e.g., interior design and audio engineer) to conduct a space-usage analysis with recommendations to improve library-space allocation.

**This component of the Strategic Plan has been delayed as the Librarians continue to assess their collections to determine the required amount of space required to house collections vs. patron and staff space. The Objective Leader met with several vendors at the ILA Conference in October 2016 to solicit input on conducting this study.**

## Organizational Systems

**Goal 4:** Establish efficient and effective organizational systems to improve communication and service delivery.

### Objectives

**4.1:** Beginning January 2015, increase staff satisfaction with internal organizational communications (horizontal and vertical) by 10% annually as evidenced by staff survey.

**IN PROGRESS-** A staff Intranet was implemented in October 2015. It provides centralized, streamlined access to Library information, enabling staff to be more aware and knowledgeable so that they may better assist patrons and each other and are able to carry out their responsibilities more efficiently and confidently. The Intranet Home Page contains information that is relevant to all employees. It provides a centralized location that contains access to shared documents (Ex. Employee Handbook, forms, procedures, etc.) announcements, meeting calendar and more. Each department also has their own intranet page where they have information relevant to their specific responsibilities. An internal communication survey was taken by staff prior to the implementation of the staff intranet pages. When compared to the most recent staff survey taken in January 2017, there was an overall increase in internal communication satisfaction of 10.43%.

**4.2:** By ~~April 2015~~ **June 2015**, Library Board approves organizational values that define, inform, and guide the Library's professional practices.

**COMPLETE-**The Organizational Values were approved at the July Board meeting. They are posted on the Library's website, Staff Intranet and in the staff room.

- **Integrity:** We are accountable for our actions and for the community's resources and trust. Our actions reflect honesty, respect and responsibility.
- **Community:** We actively build relationships with our community by sharing ideas, resources, and enrichment opportunities.
- **Customer Focus:** We are committed to excellence in service delivery. Our customers' needs and input act as our guide.
- **Innovation:** We seek new ideas and implement creative methods to enhance our services and provide positive outcomes.

**4.3:** By June 2015, establish a continuous improvement program that implements one priority organizational system improvement every six months.

**IN PROGRESS-** 2016 System Improvements: In November 2016 an Employee Handbook was produced with new and revised/updated personnel policies



and approved by the Library Board. Orientation meetings with staff took place in December 2016. A comprehensive compensation study was done in the summer and fall using updated job descriptions. New pay grade assignments were established and approved by the Board in November 2016, effective January 1, 2017. Personnel files have been reorganized to more strictly follow HIPPA requirements. Each employee's file is now divided into three separate folders-employment/compensation; performance/development; confidential. The Business Office created a manual containing the instructions and warranties for general office equipment in the building.

4.4: By December 2015, establish a comprehensive staff development program and begin phased implementation of one component annually.

**IN PROGRESS-**A staff Development Committee was formed to plan and execute the annual staff development days. In August 2016 the staff received Active Shooter Training from the Carol Stream Police Department. In December 2016 staff received internal training on Library equipment, eMedia, facility safety, and the Library's new website. Management continues to encourage all of their staff to engage in relevant continuing education events from webinars to off-site events. Staff is taking advantage of this opportunity and the Library experienced an increase in staff development hours from FY 14 to FY 15 of 38%. FY 16 staff development hours was 26 hours less than FY 15, a difference of 1.7%, but still a significant increase from past years.



*Carol Stream Public Library Staff*

## APPENDIX

### **Board of Trustees-**

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