

Woodridge Public Library Long Range Plan: Framework Summary

Core Components of Plan

1. Our Values – What we Believe – Long Term Timeframe

Values statements have been gathered and developed from existing WPL policies, documents and initiatives.

2. Our Mission – Why We Exist – Long Term Timeframe

The **Mission** statement was developed by Board and staff at the Long Range Planning Retreat.

3. Our Vision – Where We are Going – Medium Term Timeframe

The Library's **Vision** Statement will be sustained by four Foundation Statements that have been identified during the Strategic Planning process. The process included: staff in-service on customer-focused libraries, public focus group SWOT, community survey, community and library data analysis, review of public library standards, Board of Trustees SWOT, Staff SWOT, and examination of sample plans from comparable public libraries.

4. Our Strategies – How We Will Get There – Medium and Short Term Timeframe

Goals that support the library's vision (the four Foundation Statements) have been developed through careful synthesis of information gathered during the Strategic Planning process.

5. Our Tactics – What We Will Do – Short Term Timeframe

Specific actions that Library staff, administrators and trustees can take to achieve the goals of the Long Range Plan have been identified through the Strategic Planning process. These **tactics** reflect the priorities identified by patrons, staff, trustees and administrators.

Supporting Materials found in Appendices:

○ Priority Voting Synthesis

This document lists priorities identified through the Strategic Planning process, identifies which groups supports the tactics and which of the four thrusts these priorities may fall under.

○ Customer-Focused Library Ideas Generated 8/28/09

This document outlines tasks that can be done to *Market Resources Effectively* and revamp library signs. Ideas were generated by staff in response to research presented on how patrons use public libraries.

○ Programming Topics and Collection & Materials Patron Requests

This document lists the specific patron requests gathered during the planning processes and further details tactics the library can use to meet Long Range Plan goals.

Woodridge Public Library Long Range Plan: Values, Mission and Vision Statements

Values

We value library patrons, providing courteous, friendly and attentive service to all.¹

We value the Library as a community facility in which open and productive communication can flourish.²

We value the community by striving to enhance the quality of life of Woodridge residents.³

We value the collection of and access to a wide diversity of materials in various formats.⁴

We value technology access for our patrons and as a means to deliver library services.⁵

We value the privacy of our patrons by keeping transactions confidential to the fullest extent of the law.⁶

Mission Statement

Providing our community opportunities to learn, enjoy and explore.

Vision Statement

Woodridge Public Library is a dynamic leader and valued partner in the community. We are the center for innovation, lifelong learning and enrichment, vibrant and patron-focused services.

¹ WPL Employee Manual 14.1; WPL Reference Service Policy; WPL Long Range Plan FY05-FY09

² WPL Employee Manual 1.2.3; ; WPL Long Range Plan FY05-FY09

³ WPL Long Range Plan FY05-FY09; Bylaws of the Board of Library Trustees (broad interpretation)

⁴ WPL Collection Management Policy; Serving Our Public 2.0: Standards for Illinois Public Libraries

⁵ WPL Internet Access and Computer Use Policy, WPL Reference Service Policy; Serving Our Public 2.0: Standards for Illinois Public Libraries

⁶ WPL Employee Manual 14.2

Woodridge Public Library Long Range Plan: Four Foundation Statements with Supporting Goals

Foundation Statement: Awareness

- Woodridge residents and community partners are aware of library services, collections, programs and staff.
- The Library is seen as an important community organization and center.

Goals

- Using a variety of approaches, enhance the Woodridge Public Library's public profile.
- Focus on services which highlight the Library's value to each community member.
- Reach out to underserved members of the community.
- Invite community partners to share in programming opportunities.
- Implement ideas generated to Market Resources Effectively.
- Overhaul interior and exterior signs to improve awareness.

Foundation Statement: Facility/Physical Plant

- The library building attracts residents for study, reflection, self-directed learning, work, entertainment and enrichment.
- The library facility is a major component and asset of Town Center.

Goals

- Provide the community with a clean and well-maintained facility.
- Ensure facility is well-organized and oriented toward patron convenience.
- Explore ways to enhance overall patron experience.

Foundation Statement: Financial and Organizational Excellence

- The Board of Trustees, the Administrator, and Management Team are responsible in their use of public monies, maintaining a strong financial base for the Library's operation.
- The Library pursues excellence in providing resources and services to the community.

Goals

- Expend adequate funds to pursue library initiatives and maintain appropriate services and staffing.
- Maximize resources by joining with community partners.
- Allow staff time to plan for and implement new services.
- Meet patron collection expectations.
- Seek excellence in patron-oriented services.

Foundation Statement: Services

- Library collections, programs, technology and staff meet the ever-changing needs of the community.
- Services and resources are provided within the library building and remotely.

Goals

- Establish excellent and friendly patron-oriented service.
- Present programs that offer enrichment, education and entertainment opportunities.
- Identify and support rapidly changing technology and resources that meet patrons' needs and enhance service.
- Maintain collections that meet the life-long learning, leisure and educational needs of community members of all ages.
- Provide for collections and programming that reflect our community's diversity.
- Increase access to library resources and services.

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Awareness Tactics "Menu"				
		MRE (Market Resources Effectively)		
Public Profile	Community Outreach	Additions	Space Improvements	Signs
Advertise in local papers	Approach multifamily dwellings (2015: starting to do)	Exterior changeable marquee sign for events / closures (Got outdoor signs)	Change "What's going On?" display more	Add signs on end caps facing out
Advertise meeting spaces and study rooms (2015: After renovation)	Be a part of village activities to build relationships	Face out shelving for New books, AV, all adult (bookstore display)	Change subjects on Power Wall	Follow Signs Best Practices: Change Frequently
Advertise patron services: email notices, ILL, foreign language DVDs in pink cases...	Have a Library booth at Jubilee	Lobby sign for Children's Department	Improve displays so they are not too busy	
Create floor map brochures (2015: After renovation)	Engage volunteers to reach out to community ethnic groups	Mounted floor plan (2015: After renovation)	Improve paperback shelving	Programs/event signs can be creative
Utilize email for Programming invitations	Expand <i>Friends of the Library</i>	Specialized displays in the lobby	Interfile non-fiction AV with books	Remove Outdated
Create e-Newsletter	Increase community involvement by sending staff out	Tables and umbrellas out front	Make popular collections more visible (Fiction and Biographies)	Use consistent color and typeface within collection
Revamp print newsletter	Interact with schools to see what projects kids are researching & writing about (2015: schools let us know when they need things)	Invigorate Dewey Decimal System:	Make tax forms, fax, copier more express (2015)	Revamp signs:
Use website for promotion	Establish interactive kiosk at Seven Bridges	Add common language to book collections	Move current events table to adult area	
Utilize Channel 6	Invite school visits	Use images / pictures to find Science and Math books	Move public computers towards the back	AV
Utilize social media for advertising	Involve various ethnic groups	Better display for artwork on walls	Remove spinning shelves	Circulation
	Publish newsletter in different languages	Greeter / Info desk in lobby	Replace wire racks	Closing Signs
Provide patron online catalog / account training (SWAN) (2015: After April 14)		LCD display at circulation desk with scrolling marquee		Fiction
	User-friendly website	Provide snacks, coffee, tea	Rotate display in lobby	Indoor Book Return
	Work with other municipal organizations and cross-promote	Staff newsletter column	Find better location for book sale	New Fiction: visibility
			Rearrange CD collection so more user friendly	Non-Fiction
				Public Computer
				Reference Info desk
				Replace missing
				Restroom sign
				Small rules signs
Shaded cell = Implemented / ongoing				
<i>Italics = Most Requested</i>				

Updated April 2, 2015

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- Explore ways to enhance overall patron experience.

Facilities Tactics "Menu"			
Overall Facility			
<u>Cleanliness</u>	<u>Maintenance</u>	<u>Organization / MRE*</u>	<u>Patron Experience</u>
Cleaner bathrooms	Continue with Capital Plan	Improve display of artwork	Add & enlarge study rooms
Cleaner lighting fixtures	Develop plan to address issues/ aging building	<i>Improve signage</i>	Allow self check-out
More dusting	HVAC - temperature throughout building		<i>Better chairs (task) for public computers</i>
	<i>New carpet</i>		<i>New furniture for public (comfort)</i>
	<i>Paint - add color</i>		Provide coat area
			Reduce Noise
			Soundproof study rooms
			Improve phone system
			<i>Provide coffee shop or vending café</i>
First Floor Facility			
<u>Cleanliness</u>	<u>Maintenance</u>	<u>Organization / MRE</u>	<u>Patron Experience</u>
	Improve lighting	Better signs for "New Books" bookshelves	<i>Consider layout of computers by task or patron need</i>
	Support patrons' use of personal technology devices i.e. electrical outlets	Floor map in lobby	Look at YA space on 1st floor
		<i>Improve layout and flow of first floor</i>	
		More space for public computers	
		Slat wall on the end of shelving units	
		Improve shelving for book sale	
Second Floor Facility			
<u>Cleanliness</u>	<u>Maintenance</u>	<u>Organization / MRE</u>	<u>Patron Experience</u>
Uncluttered reference desk	Improve lighting over reference desk	<i>Reconfigure Children's space</i>	
		More seating in Children's	
		Upstairs check out area	
		Reorganize collections	
Outside Facility			
<u>Cleanliness</u>	<u>Maintenance</u>	<u>Organization / MRE</u>	<u>Patron Experience</u>
	Awning over outdoor book drop	<i>Improve signage</i>	Add tables and umbrellas out front
	Canopy over staff entrance		
	Consider condition / space use of parking lot		
	Improve security of outdoor book drop		
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*MRE = Market Resources Effectively			

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Financial and Organizational Excellence Tactics "Menu"				
<u>Funding</u>	<u>Resources</u>	<u>Patron Expectations</u>	<u>Staffing</u>	<u>Excellent Service</u>
Examine materials budget for possible reallocation			Analyze staffing levels and duties	
Analyze pension funding impact on long term budget	Consider shared use of space ("Satellite Libraries") with Park District, Village, etc.	<i>Plan for ILL future: Resource Sharing Very Strong (2015)</i>	Develop core competencies for staff	
Consider state funding impact on WPL	Continue shared programming with other libraries	Use surveys to ID patron collection expectations (Did Periodicals Survey)	Encourage Continuing Education that improves patron experiences	
Develop new funding avenues through Friends of the Library	Utilize existing village spaces to meet programming needs		Evaluate tasks for efficiency	
Look ahead to identify long term funding challenges			Promote interdepartmental opportunities including cross training and team building	
Look at alternative sources for funds; grants, fundraising			Adjust number of staff members	
Conduct regular benchmarking studies.				
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- Provide for collections and programming that reflect our community's diversity.
- Increase access to library resources and services.

Services Tactics "Menu"					
Service	Programs	Technology	Collections	Diversity	Access
Coordinate with schools to meet students' needs	Assess current programming	<i>Expand media collection: DVDs, Cds, Blu-ray, digital titles</i>			Evaluate patron use of library building
Encourage service focused professional development	<i>Expand Children's programs (See Programming Topics)</i>	Provide digital resources and Databases: <u>Learning Express Library</u> , <u>Consumer Reports...</u>			Establish remote sites (Kiosks, Bookmobile, Library "Satellites")
Identify home schooling needs	<i>Add different <u>types</u> of programming (See Programming Topics Sheet)</i>	Work with local schools to identify collection and technology needs of their students			Enable self check-out
Self service payment system for printers, copiers etc. (2015: moving towards)		Continue and expand website to highlight promote and provide access to resources and services			
		Explore technology innovations for young learners	<i>Consider patron recommendations for collection development (See Collections)</i>		
	<i>Add variety to programming <u>topics</u> (See Programming Topics Sheet)</i>		Utilize surveys to gather patron feedback		
	Expand technology training: topics, times, skill level and number			Analyze census for trends and population shifts	
	Provide online catalog education to patrons				
	Online registration for programming				
		<i>Increase Bandwidth</i>			
		Circulate E-Readers			
		Provide website based Reader's Advisory through blog			
		Staff proactively seeks technology training			
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Updated April 2, 2015

Programming Topics and Collection and Materials Patron Requests

Programming Topics: Patron Requests		
Topics	Different Types	Improvements
Becoming an Author	"Service Fair"	After work hours book discussions
Cooking	Book Signings	Children's programming on evening and weekends
Downloading Music	Cinema Evening with discussion	Extend Summer Reading Program to August
E-Bay	Host a Culture fest	More story times
Enhance your writing	Intergenerational - attract youth and seniors	More Children's' Programming
Facebook	Share your passion / coordinating display	More excitement in Children's summer reading program
Genealogy	Specialty library visits	More for grades 4 - 6
Health Issues	Teaching reading skills to adults	More YA
Historical Figures	Open House / Behind the Scenes Tour	Preschool programs and story times in the summer
Math Puzzles		Sibling friendly Story time
Police - Children - Safety		
Rapidly changing technology		
Reading skills for kids		
Recycling		
Resources for Small Businesses		
Science		
Twitter		

Collections and Materials: Patron Requests		
Topics	Different Types	Improvements
Biographies	Blu-ray	Circulate E-Readers
Children's Music Education	CDs	Improve homeschooling materials
Christian CDs	Children's Blu-ray	Change book layout
Disney DVDS	Downloadable	Consider local school community colleges curriculum
Genealogy	DVDs	Consider local school curriculums
Personal Finance	Foreign language materials	Consumer Reports Online
Twilight Series	Illustrated novels	Current books
	Large type books	Label all books with AR level
	Nonfiction DVDs	Newer Popular DVDs
	Online newspaper	Re-catalog paperbacks (3 letters on spine)
	Rosetta Stone series	Separate Adult fiction into more genres
	Scholarly journals	Update religion section

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