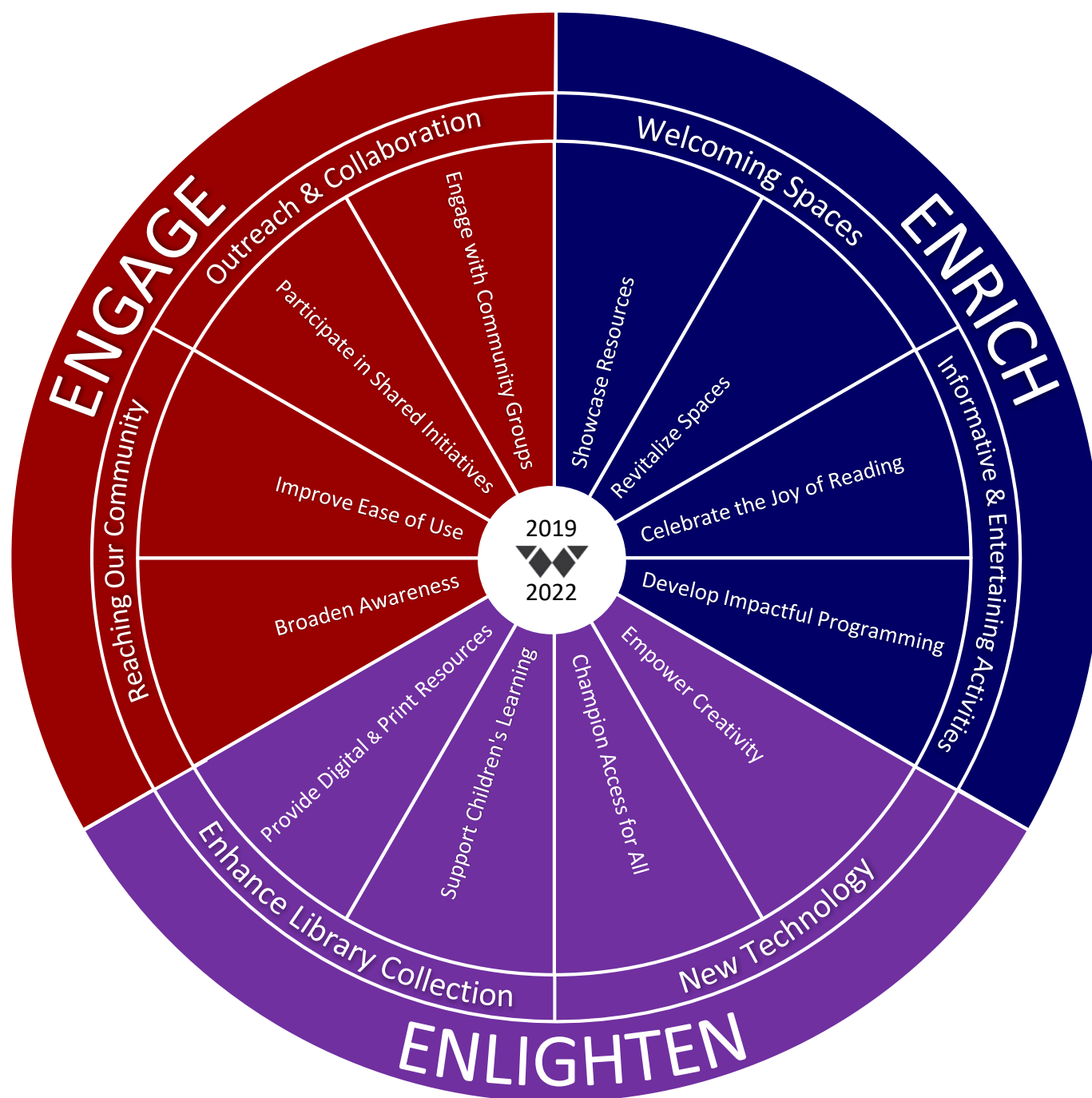


Mission
Engage, Enrich, Enlighten

Vision
We Aspire to Foster Curiosity and Delight



This is an overview of our strategic priorities to 2022. More detail is available in the **WPL 2022 Strategic Plan**.

WPL 2022

STRATEGIC FRAMEWORK

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Engage

GOALS AND ACTIONS

To help us achieve our engage mission, we've set two goals and outlined several actions to focus on between now and 2022.

1 Reaching Our Community

Community members who use our library services report a high degree of satisfaction, but many in the community are not aware of everything we have to offer. A strategic priority is making more in the community aware of our services, as well as making these services as user-friendly as possible.

1.1 BROADEN AWARENESS

Residents who have lived in the village less than six years are less likely to be aware of the programs and services we offer. We will strive to increase awareness of the library, with a specific emphasis on reaching new residents. Ways to do this include an increased presence in Village newsletters, as well as refreshing the look of our own program guide.

1.2 IMPROVE EASE OF USE

We aspire to make our services convenient and easy to use for the people in our community. To that end, we will work to remove as many barriers as possible, whether they be physical, financial, operational, or psychological. We want everyone in our community to feel welcome at the library and to have a positive experience using our services.

2 Outreach & Collaboration

WPL's role in the community, as well as its expertise and resources, make it well positioned to work collaboratively with local organizations.

2.1 PARTICIPATE IN SHARED INITIATIVES

Our goal is to build on the success of existing shared initiatives, such as the summer lunch program where we collaborate with the local food pantry. These types of initiatives benefit the community by allowing each organization to contribute their unique strengths and expertise, leading to higher quality programs. Additionally, shared marketing initiatives allow us to reach a broader audience.

2.2 ENGAGE WITH COMMUNITY GROUPS

Each organization in the community has different experiences and insights into community needs. Getting out into the community, as well as welcoming community groups into the library, allows us to share our different perspectives. We already work with local groups, but increasing the scope and frequency of these interactions will lead to a better understanding of our community and will benefit everyone.

Engagement

MEASURING PROGRESS

To monitor our progress and understand whether what we are doing is helping to engage our community, we will track and report on the following key performance indicators (KPIs).

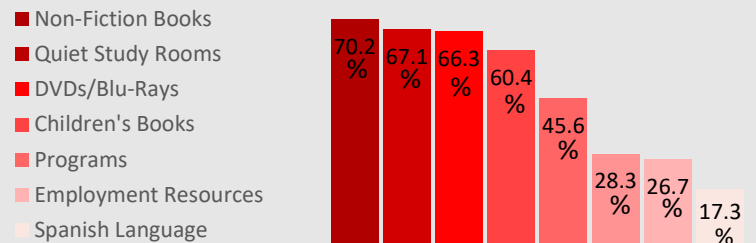
REACHING OUR COMMUNITY: PERCENTAGE PUBLIC AWARENESS OF WPL MATERIALS & SERVICES

2018 Baseline: Average awareness = 49%

Desired trend: Increase percentage by 2022

AWARENESS OF WPL MATERIALS & SERVICES

Source: 2018 Public Library Community Survey by NIU Survey Research Team



REACHING OUR COMMUNITY: PERCENTAGE OF PATRONS WHO ARE VERY SATISFIED WITH WPL'S SERVICES

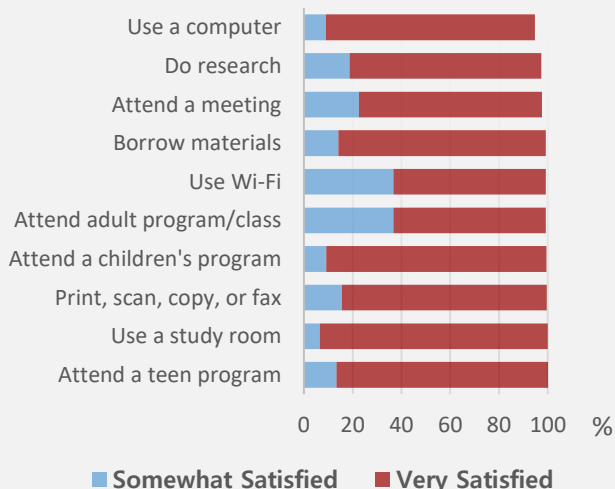
2018 Baseline: Average percentage "very satisfied" with WPL services = 82%

Note: More than nine out of ten patrons are satisfied with WPL services. Our goal is to increase the percentage who are "very satisfied."

Desired trend: Increase overall percentage of "very satisfied" by 2022

PATRON SATISFACTION WITH WPL SERVICES

Source: 2018 Public Library Community Survey by NIU Survey Research Team



OUTREACH & COLLABORATION: INTERACTIONS WITH RELEVANT COMMUNITY GROUPS

2017 Baseline:

Number of organizations we collaborate with = 24

Number of shared initiatives = 21

Desired trend: Increase both number and attendance/participation for shared initiatives.

WHAT IS ...?

RELEVANT COMMUNITY GROUP

Organization, taxing body or business whose goals, resources or services match the needs and goals of the library

COLLABORATION

Work done by the library and a community group to achieve a common purpose or benefit: can be simple teamwork or more involved

ENGAGEMENT

Attracting and holding the interest or attention of someone to library resources or services, facilitated by — for this goal—a community group

SHARED INITIATIVE

Activity whose goals and development: are mutually agreed upon, are conducted by the library and community group, and require a high level of planning and collaboration

Enrich

GOALS AND ACTIONS

To help us achieve our enrich mission, we've set two goals and outlined several actions to focus on between now and 2022.

3

Welcoming Spaces

Our physical space is already highly appealing to the community as a place to browse, study, or meet others. We will work to constantly improve our space as a popular destination by focusing on convenience and comfort.

3.1 SHOWCASE RESOURCES

The library has many resources that should be highlighted. Creating visually interesting, ever-changing displays helps showcase library resources. People browsing and interacting in our space is important, and helpful displays highlight specific areas of the collection. Updating our display shelving will also help make the collection more accessible and visually appealing.

3.2 REVITALIZE SPACES

Patrons enjoy spending time in the library, and our goal is to make our spaces welcoming and comfortable. Our children's play area is highly popular, and updating this space is one example of improving our patron experience. Our spaces are used for a variety of needs at different times. We aspire to make our spaces as multi-purpose as possible to accommodate a variety of needs.

4

Informative & Entertaining Activities

We will continue to focus on programming that is relevant to our community, as well as continuing to develop programming that specifically supports the love of reading.

4.1 CELEBRATE THE JOY OF READING

In our community survey, patrons told us that one of our most important functions was to encourage children and teens to read, learn, and create. We will continue to develop programs such as our yearly summer reading program and our story times with the focus of fostering a love of reading and learning. An increase in additional children's programming will also be central to this mission.

4.2 DEVELOP IMPACTFUL PROGRAMMING

The library's role as a community gathering place is vital, and our programming is one way we fill that need. We plan to increase larger family programming, which has proven to be highly popular. Multiple programs around a single theme are also popular, and allow us to market and increase awareness of our programming more effectively. Responding quickly to community trends and interests is also key, tailoring our programming to meet these needs.

Enrichment

MEASURING PROGRESS

To monitor our progress and understand whether what we are doing is helping to enrich our community, we will track and report on the following key performance indicators (KPIs).

INFORMATIVE & ENTERTAINING ACTIVITIES: LIBRARY PROGRAMMING

2017 Baseline:

Number of library programs = 901

2017 Baseline:

Total attendance at programs = 24,519

Desired trend: Increase both number of programs and attendance at programs.

INFORMATIVE AND ENTERTAINING ACTIVITIES: NUMBER OF VISITS (PHYSICAL & DIGITAL)

2017 Baseline:

Physical visits: 450,635

Digital visits: 370,984

Total Visits: 821,619

Desired trend: Increase number by 2022

Results on these three KPIs will measure whether WPL has achieved our desired outcome of providing welcoming spaces and informative and entertaining activities. We will assess our progress on a quarterly basis. Observing how specific initiatives affect our KPIs will give us a better understanding of our community, as well as show us where to focus our efforts.

WELCOMING SPACES: FREQUENCY OF VISITS

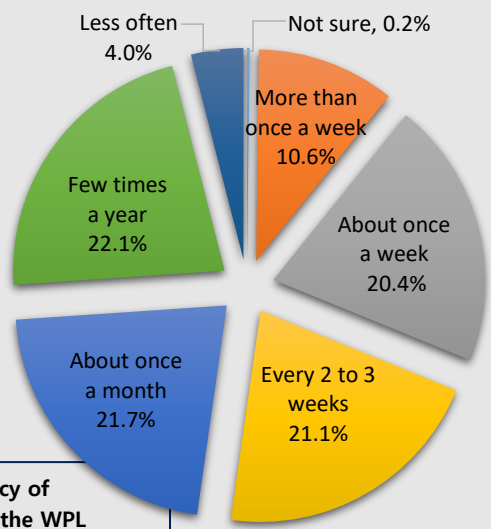
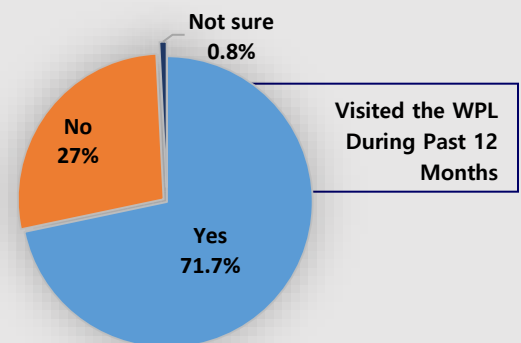
2018 Baseline: 72% of households have visited the WPL in the last 12 months.

Of these households, 43% visit the library once a month or more, and 31% visit once a week or more.

Desired trend: Maintain percentage

FREQUENCY OF PATRON VISITS: PHYSICAL BUILDING

Source: 2018 Public Library Community Survey by NIU Survey Research Team



Enlighten

GOALS AND ACTIONS

To help us achieve our enlighten mission, we have set two goals and outlined several actions to focus on between now and 2022.

5 Enhance Library Collection

We will support learning and literacy, by using our resources and collections to meet each patron at their own individual interest level.

5.1 PROVIDE DIGITAL & PRINT RESOURCES

The library is committed to providing the appropriate balance of resources for our community. It is crucial for the library to choose wisely from the wide variety of formats available, so we can best serve the needs of our community. Digital formats such as eBooks, downloadable resources, and streaming must all be accommodated, while making smart decisions to balance the continued need for traditional resources such as books and DVDs. Matching purchases to usage trends is important to allow the best allocation of our resources.

5.2 SUPPORT CHILDREN'S LEARNING

Our community has told us that supporting children's learning is a central role the library serves. We will continue to fill this role through increased children's programming, including a focus on emerging educational trends such as STEM. We will also continue to select materials for the enjoyment, enlightenment, and enrichment of children of differing abilities.

6 New Technology

Patrons have varying levels of expertise and differing interests related to the many aspects of technology. We are committed to being a welcoming and useful resource for all members of our community.

6.1 CHAMPION ACCESS FOR ALL

Patrons from all socioeconomic groups and skill levels come to the library to use technology resources. It's important to maintain a healthy technology infrastructure that supports patron interests, and fills their core technology needs. We will leverage resources to provide technology of the widest use and interest to our patrons. We will keep abreast of the latest technology, and be strategic in our implementation of advanced technology trends.

6.2 EMPOWER CREATIVITY

The library can utilize technology to provide patrons access to new and interesting resources. The most popular proposed new service in the library's community survey was a makerspace, where people can use tools such as a 3-D printer, vinyl cutter, and a variety of other tools to unleash their imagination and create projects. The library can both provide a space for groups to work together and provide useful tools and technology to help them create.

Enlightenment

MEASURING PROGRESS

To monitor our progress and understand whether what we are doing is helping to enlighten our community, we will track and report on the following key performance indicators (KPIs).

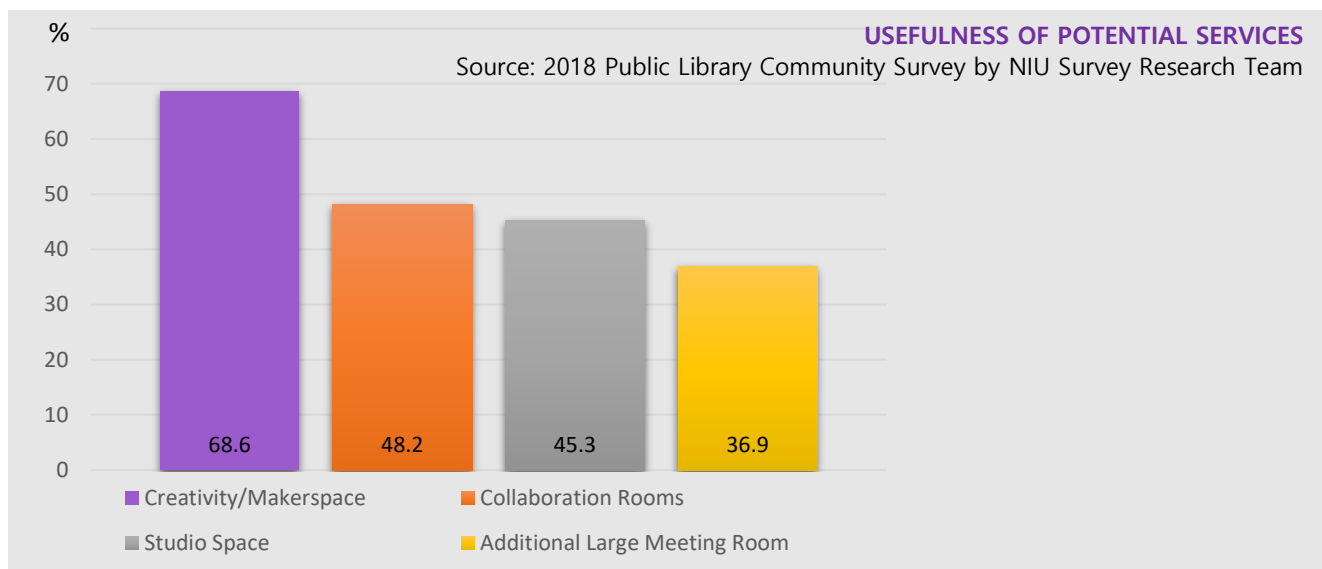
ENHANCE LIBRARY COLLECTION: PERCENTAGE OF WPL CARDHOLDERS

2018 Baseline: 76% of Woodridge households have a library card.
Desired trend: Maintain percentage.

The fact that 76% of households have a Woodridge library card indicates how heavily used we are by our community; we will work to maintain that percentage. We will also add new resources such as a makerspace and improve our core technology offerings, in order to meet our goals of enhancing the library collection and providing new technology to our increasingly diverse community.

NEW TECHNOLOGY: WIDER RANGE OF RESOURCES

2018 Baseline: Currently no dedicated creativity space/makerspace
Desired trend: Creation and implementation of makerspace by 2022.



NEW TECHNOLOGY: INFRASTRUCTURE

2018 Baseline: 41% of library computers, laptops, and tablets are 5 years or older
Desired trend: Improve percentage of newer technology