

# STRATEGIC PLAN UPDATE – MEASURING PROGRESS

March 2019

## Engage

### REACHING OUR COMMUNITY

According to our 2018 NIU Survey, 57% of the community receives information about the library through the newsletter. We decided to both capitalize on this high percentage, as well as work to increase it by redesigning our newsletter. Highlights of the redesign:

- New cover modeled on magazine covers; attention-getting graphic combined with teasers for inside content
- Mailed full size rather than folded over; easier to identify and less likely to be discarded
- More streamlined layout; easier for patrons to locate relevant programs

### OUTREACH AND COLLABORATION

We are partnering with Channel 6 for a quarterly televised program about upcoming library programs and services.

## Enrich

### INFORMATIVE AND ENTERTAINING ACTIVITIES

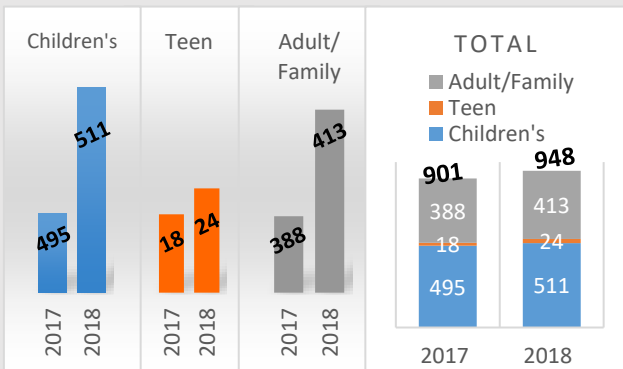
#### NUMBER OF VISITS – PHYSICAL AND DIGITAL

2017	2018
Physical – 450,635	Physical – 411,439*
Digital – 370,984	Digital – 347,534**
<b>Total – 821,619</b>	<b>Total – 758,973</b>

\*In 2018 we became more vigilant about discarding clearly incorrect outlier numbers on our people counters.

\*\*We are seeing an increase in usage of apps, as well as our Facebook page, with the library main site being needed less often as an intermediary. We may need to consider adding new analytical components to enhance our tracking and correctly capture usage.

#### LIBRARY PROGRAMMING – NUMBER OF PROGRAMS



#### LIBRARY PROGRAMMING - TOTAL ATTENDANCE AT PROGRAMS

Attendance	2017	2018	Trend
Children's	13,372	15,408	↗
Teen	682	1297	↗
Adult/Family	10,465	11,018	↗
<b>Total</b>	<b>24,519</b>	<b>27,723</b>	↗

### WELCOMING SPACES

- Because we are using the off the lobby area for larger programs, we purchased flexible portable room dividers to make the space more welcoming and defined.
- We are planning our program accommodations with ADA and seniors in mind. We are including more space for wheelchairs and walkers, as well as additional reserved seating when we know assisted living or nursing home residents will be attending.

## Enlighten

### ENHANCE LIBRARY COLLECTION

**Hoopla** – We increased our digital offerings by adding Hoopla in January 2019, a platform that includes movies, music, e-books and audiobooks. Titles are all instantly available: no waiting.

### NEW TECHNOLOGY

13 new laptops were purchased in March 2019 for our computer training lab.