

# DPPL's 2018-2021 Strategic Plan





# **Why Do We Have A Strategic Plan?**

**To focus our efforts  
and spending.**



**So Staff and Board  
are aligned.**



**To measure, evaluate  
and report.**



**Who Participated?**







**What Was the Process?**

**Who Are  
We?**

**Who is  
Our  
Audience?**

**Who Do  
We Serve?**

**When  
Do Residents  
Use DPPL?**

**What Do I  
Care About?**

**To Whom  
Do We Need  
to Prove  
Relevancy?**



# Emerging Themes



Patron  
Growth



Community  
Service



Increased  
Access



Telling  
Stories



Data &  
Accurate Reporting



Relevancy



Maintenance



Generosity



Good Morale



# SWOT



# Strengths

New Residents

Trusted Source

Stable Funding

Progressive Leadership



Strong Community Connections

Great Staff

Strong Instruction

Beautiful Building

Free

# Weaknesses

Parking

Vulnerable  
Patrons

Long  
Waits for  
Items

Noise Control



Not enough  
"e"

Difficult Data  
Mining

Communication  
Challenges

Not enough  
Study Room

Limited  
meeting space



# Opportunities

More Money  
for "E"  
resources

New  
Residents

Aging  
Boomers

Social Services  
Coordination

Casino  
Grants



Des Plaines  
Theater

Under-Served  
Areas

We are the  
"Local Experts"



# Threats

Minimum  
Wage  
Increase

Tax  
Revenue  
Drop

Changes  
to Friends

Parking  
Garage



Dropping  
Physical Circ

Changing  
Reading  
Habits

Influx of New  
Residents

New Format  
Management

Quickly Change  
Formats

# Emerging Themes





**Instruction**

**Digital  
Literacy**

**Technology**

**Discovery**

**Creativity**

**Culture &  
Arts**



**Community  
Connections**

**Government,  
Job, Health  
& Human  
Services**

**Building &  
Operations**

**Data  
Efficiency**

### **GOAL #1**

**DPPL's innovative classes and resources instruct and connect Des Plaines residents to digital literacy and other established and emerging technology, both at the library and out in the community.**

### **GOAL #2**

**DPPL spaces and events increase library usage by fostering discovery, creativity, enjoyment of culture and the arts, and by bringing Des Plaines residents together around common interests, both at the library and out in the community.**



### **GOAL #3**

**DPPL is the primary hub for resources and information connecting residents to government, job, health, and human services, both at the library and out in the community.**

### **GOAL #4**

**DPPL building mechanicals, internal operations and data evaluation tools are up to date, ensuring that Des Plaines residents have a safe, efficient facility that meets both current and anticipated future needs.**



# The Final Plan



## DES PLAINES PUBLIC LIBRARY VISION

People experience the Des Plaines Public Library as a source of trusted information and educational opportunity, as well as a place to ignite creativity and a sense of community for everyone.

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### STRATEGIC PLAN GOAL #1

DPPL's innovative classes and resources instruct and connect Des Plaines residents to digital literacy and other established and emerging technology, both at the library and out in the community.

#### STRATEGIES

1. **Increase patron access to and usage of devices and other technology available at DPPL.**

**Activities:**

- Create a permanent storage and staging area to house devices borrowed by staff and patrons.
- Evaluate which collections/materials will be housed on the 1st floor and the procedures for dealing with these technologies.
- Develop and implement a sustainable modern devices and technology collection plan, increasing the range of devices available for loan or to support programming, which are in high demand in our community.
- Increase number of Discovery Kits lent to patrons.
- Train staff to ensure they have the skills and resources to identify, develop and teach technology.
- Create a staff Forum Planning Committee to regularly review technology classes in order to meet and anticipate resident needs.

2. **Increase awareness and usage of eMaterials.**

**Activities:**

- Remove barriers to access to library materials by allowing residents to immediately register for a library card online.
- Provide adult instruction, both in groups and individually, to teach patrons how to access our eCollections.

- Work in partnership with local schools to arrange training sessions for students, both in-house and via outreach.
- Utilize the Forum screens and explore opportunities for interactive displays to highlight collections and library events.
- Create additional points of discovery on the web, in the building, and in the community that deftly connect the correct materials with their audience.
- Utilize training as a way to inform and engage staff to become better promoters of library technology.

### 3. Provide basic technology instruction.

#### Activities:

- Provide instruction in basic technology classes that are most often required in today's workforce.
- Provide instruction for patrons who need the "101" basic training in technology.
- Provide and market "on your own" learning resources for self-guided exploration and learning.

### 4. Provide advanced and specialty technology instruction.

#### Activities:

- Provide instruction in advanced technology classes that are most often required in today's workforce.
- Provide specialized technology instruction for our senior patrons.
- Provide coding and other STEM-related classes for adults.
- Provide coding and other STEM-related classes for all ages, including Fall 2018 STEM pre-school storytime, summer STEM camps and program series, ongoing family PlayLabs and Lab in a Bag programs.
- Develop a mobile media lab/makerspace for use within the library and at other community locations.
- After tuning up the patron learning experience, market our classes to specific groups mentioned above to reach these audiences.



## STRATEGIC PLAN GOAL #2

**DPPL spaces and events increase library usage by fostering discovery, creativity, enjoyment of culture and the arts, and by bringing Des Plaines residents together around common interests, both at the library and out in the community.**

### STRATEGIES

#### 1. Advocate for the importance of Early Literacy in very young children.

##### Activities:

- Partner with schools, local social service agencies and community health organizations.
- Provide Every Child Ready to Read training and support to early childhood and preschool providers and parents/families.
- Partner with Westerhold Early Learning Center to offer Baby Book Time programs for babies.
- Offer storytimes for toddlers and preschoolers in-house and via outreach.
- Continue Preschool Outreach Internship program to provide storytime programs to local preschools year-round.
- Continue to provide a collection of materials to support families' Early Literacy experiences.

#### 2. Foster and increase youth and teen usage of library programs and resources.

##### Activities:

- Develop and administer an electronic survey, distributed to local school administrators, teachers, and library media specialists.
- Examine survey data for potential areas for growth and areas to replace or expand after-school programming for school-age children.
- Schedule regular school visits to every school in our service area to provide targeted services based on survey responses.
- Survey, formally or informally, Teen Advisory Board members and other Teen program attendees, for programming ideas they find innovative and exciting.
- Offer opportunities that allow our teen patrons to earn community service hours, including ongoing partnerships with charitable organizations and volunteer opportunities supporting DPPL events.

#### 3. Develop special interest classes, programs, interest "circles" and dedicated spaces to draw new users to DPPL.

##### Activities:

- Identify hobby enthusiasts in the community through surveys and other means, create related events, and market those events directly.
- Survey staff to determine in-house expertise and "hobby passions" which can be utilized to train staff and to present programs to the public.



- Identify and recruit community recreational and special interest groups currently meeting outside DPPL and identify ways DPPL can bring them to the library, support and grow their activities
- Work with existing community groups meeting at DPPL and survey them to identify ways DPPL can assist and grow their activities to attract additional residents to participate.
- Establish a space dedicated to creative endeavors and learning their related technology.

**4. Deliver quality events on trending cultural, recreational and topical current events interests.**

**Activities:**

- Create programs on topical recreational activities, such as new forms of yoga, DNA testing, board games, artisan foods and beverages.
- Offer programs on topical current events, such as “fake news”, cyber security, and the resurgent anti-harassment campaign.
- Partner with local community organizations, cultural groups and businesses to leverage community expertise, local promotion and financial resources for these events.
- Use social media survey and promote events that will attract patron populations who do not regularly visit the library.

**5. Participate in American Library Association’s Library Card Sign-Up Month**

**Activities:**

- Work with partner agencies to provide staff at special events – school family nights, hospital and YMCA health fairs – to register residents for library cards.
- Provide a special incentive to residents registering for a library card during the month of September.



## STRATEGIC PLAN GOAL #3

**DPPL is the primary hub for resource and information connecting residents to government, job, health and human services, both at the library and out in the community.**

### STRATEGIES

- 1. Partner with existing social services and health agencies to extend operations and services into DPPL on a regular basis.**

**Activities:**

- Implement program with Maryville Academy, Amita Holy Family Health Center, and the Salvation Army to provide basic health and social services to currently or potentially homeless community members, via regular visits from a social worker and healthcare professional.
- Partner with Center of Concern to provide free lunches to Des Plaines seniors.
- Conduct an external Marketing Campaign to promote DPPL resources in areas of health and social services

- 2. Streamline access to the government supported services our community wants and needs and provide library space for governmental issues that affect our patrons' daily lives.**

**Activities:**

- Expand existing services including early voting, voter registration, and AARP tax preparation.
- Determine other services we can connect our patrons to, such as passport services.
- Expand access to government representatives holding "office hours" on a regular basis at DPPL.
- Offer Immigrant Services events and citizenship classes.

- 3. Connect patrons to needed job and career services by partnering with other organizations that already fulfill these needs.**

**Activities:**

- Host mobile job service organizations with trained professionals who assist in completing applications for new jobs and resume writing.
- Host Veterans Job Fair with the Des Plaines Chamber of Commerce.
- Host Illinois WorkNet, National Able and other community based career service events.

**4. Continue to research and provide the very best information to the community regarding social services and government resources.**

**Activities:**

- Provide professional development to educate staff around issues that affect our patrons.
- Continue to participate in community information-gathering activities.
- Organize “expos” in service areas of need to our patrons, to connect them to local businesses.

**5. Ensure DPPL is accessible and welcoming to all residents of Des Plaines.**

**Activities:**

- Develop inclusive signage and marketing materials welcoming and accessible to all residents of the Des Plaines community.
- Provide homebound delivery and deposit collections at assisted living facilities and elsewhere.

**6. Provide the space and resources for Des Plaines residents to comfortably and efficiently “co-work” at DPPL.**

**Activities:**

- Maintain fast internet and other technologies to support efficient work environments.
- Create dedicated “quiet zone” co-working spaces.
- Maintain a safe, secure, and streamlined digital experience for staff and patrons, over the internet and in-person by evaluating and employing relevant updates and software.





## STRATEGIC PLAN GOAL #4

**DPPL building mechanicals, internal operations and data evaluation tools are up to date, ensuring that Des Plaines residents have a safe, efficient facility that meets both current and anticipated future needs.**

### STRATEGIES

#### 1. **Create and Implement a Building, Mechanicals and Life Safety Plan.**

**Activities:**

- Plan for maintenance and replacement of mechanicals, equipment and technology that supports our processes.
- Work with IT to evaluate the maintenance schedule of the sorter.
- Replace the Terrace awning.
- Replace the exterior Des Plaines Public Library sign with a larger and horizontal version.
- Assess the condition of furnishings and replace as necessary for efficiency and ergonomic improvements.
- Assess Meraki wifi system for enhancement or replacement.
- Audit the buildings security camera system and update as necessary.
- Review, update and implement wayfinding signage as needed.
- Review and update life DPPL's life safety plan and review with staff on an annual basis.

#### 2. **Review and enhance internal operations to maximize efficiency.**

**Activities:**

- Determine a life cycle plan for carts and other staff equipment for safety and efficiency purposes.
- Train staff regularly on physical safety, including lifting, pushing carts, bending, etc.
- Create and evaluate procedures to clean shelves and materials on a routine basis to ensure our collection is consistently presented in an inviting way.
- Evaluate existing Creative Services project flow system and tweak to increase efficiency and output.
- Implement marketing campaign to promote DPPL classes and services to residents, including community survey, direct mail, advertising and other direct community outreach activities.
- Restructure Youth Services staffing plan to include additional layers of management in specific areas.
- Provide onboarding orientation to all new staff members, delivering a consistent message of library values and expectations.

#### 3. **Review and update current data collection and evaluation processes to improve knowledge management and make library staff teams more informed and efficient.**

**Activities:**

- Analyze how often public meeting rooms are being utilized, and by whom.
- Track and report on currently un-tracked in-house usage of library materials and other activities, using electronic methods of collecting data.
- Develop a new reporting tool to clearly and accurately report important statistics and other information to the board and community.

**4. Conduct a Library Space Audit.**

**Activities:**

- Identify spaces in the building into which we might expand future offerings, such as a permanent home for design, digitization and creation tools, passport office, social services office etc.





**Board Approved  
July 2018**







# **VISION**

**People experience the  
Des Plaines Public Library  
as a source of trusted  
information and educational  
opportunity, as well as a  
place to ignite creativity and  
a sense of community  
for everyone.**

# Going Forward



**Annual Status Update  
to Board in November**



**Key Tool for Director Search**



**Monthly Goal Stories in  
Directors Report**



**Annual Report**