

Strategic Plan

Matteson Area Public Library District January 2016 – June 30, 2019

I. Mission Statement

The Matteson Area Public Library District is dedicated to the assistance of life-long learning for all residents by providing excellence in services, resources, and classes.

II. Vision Statement

The library will be recognized as an essential participant in the life of a community where exploration of ideas and learning is an everyday experience.

III. Values

- **We encourage innovative and visionary ideas**
- **We treat every customer and colleague fairly and equitably**
- **We are committed to providing excellent service**

IV. Purpose

Traditionally, the library has held a unique position in American life. In maintaining that position the staff of the Matteson Area Public Library District is called upon to analyze, plan and focus on the questions “Who are we?”, “What do we do?”, and “Why is it important?”. The changing dynamics of personal interaction require library staff to search and develop the tools and resources necessary to confront the challenges of operating in the 21st century.

The basic foundations of the public library remain the dedication to the economic and cultural improvement of the community. The Matteson Area Public Library District is also dedicated to insuring information is continually accessible in an ever changing landscape. Therefore, the goal of the Strategic Plan is to provide direction and flexibility by adapting to emerging opportunities and challenges for the benefit of all.

V. Process

Matteson Public Library has dedicated its resources to expansion over the last three years in direct response to previous community surveys and focus groups. Rather than return to the more traditional focus groups to survey the community, this document is the result of staff and board analysis of what the library was able to accomplish and what remains to be achieved.

In June of 2014 the Technology Team reviewed the Edge Initiative questionnaire. This was an analysis of our computer services for staff and public that was required by the state library as a needs assessment tool. On September 9, 2015, the library's Management Team reviewed the document again to update the library's status in the various categories.

On August 7, 2015, the staff broke into four groups, each of which was asked to answer in detail what the library's current strengths were, and what opportunities have evolved upon completion of the construction of a new wing on the building.

On October 3, 2015, the Board of Library Trustees met with Facilitator Lynn Elam to review the current Strategic Plan, the Technology Plan, and the latest results of the Edge Initiative. Then working off of a draft outline, they discussed the Goals and Objectives for the next 3 ½ years.

The document was then returned to the Management Team who worked with the Board's recommendations and preferred objectives to coordinate objectives under the listed goals; and, returned the document in a revised draft form to the Board of Trustees on October 12th.

VI. History

The Matteson Public Library has come a long way from its original storefront shelf beginnings in 1961. Three years later in 1964, the voters authorized the creation of a tax supported entity. Then, in 1993, after four additional moves, the library established residence in its first standalone facility.

After 21 years of solving financial difficulties, correcting massive construction errors, and completing a much needed interior facelift, in 2014 the library was able to turn its attention to increasing its total square footage. Then in 2014/2015 the addition of a two-floor wing allowed the library to increase meeting room and office space and to renovate and remodel the Youth Services Department, and one work space for the Technical Services Department. Providing improvements in technology has also been a direct response to both staff and public requests. These improvements in technology have been in direct response from staff and public petitions.

Not only has the library been able to increase the number of services provided to the public; it has also greatly increased the number of classes and events. Public Libraries are no longer merely book depositories and the Matteson Public Library has worked hard with limited resources to remain at the forefront of this evolution.

Goals:

1. Expand access to information, resources and services

Objectives

- a) Create a technology survey for the community that will assess satisfaction and needs.
- b) Improve the customer's online experience through a website redesign
- c) Design a technology lending program for our community
- d) Create a multi-dimensional program for children with disabilities and their adult caregivers
- e) Explore the cost of Collection HQ database to evaluate usage of the library's collection
- f) Launch a publicity campaign designed to ensure every teacher and school administrator is aware of the Library's ability to provide students with homework assistance, access to technology and diverse collections

2. Enhance Matteson's investment in education

Objectives

- a) Create a staff competency program that will enhance their knowledge and skill base
- b) Create an in-house talent/resource contact list for all departments
- c) Provide training on electronic resources at an in-service workshop so that the staff may promote those resources to the community
- d) Collaborate with regional agencies and governmental entities to identify literacy gaps in the community and fill them
- e) Prepare residents for successful employment by hosting workshops on locating job opportunities, writing resumes and cover letters, preparing for the interview, networking sessions, and computer skills classes

3. Engage and empower our diverse community

Objectives

- a) Create and implement a library awareness drive to inform residents that their library has spaces in which to study, services to simplify their lives, and options to participate in classes and events.
- b) Create a formal marketing plan, library brand, and a new logo
- c) Be a catalyst for civic improvement by convening brainstorming sessions with Homeowner's Associations officers, or their representatives, to share ideas on identifying community needs.

4. Foster a culture of innovation and creativity

Objectives

- a) Encourage staff to attend conferences that they have not participated in before
- b) Create a position for a virtual services librarian
- c) Create a position for a dedicated adult program organizer
- d) Host community focus group sessions for SWOT analysis on library activities with follow-up sessions to review duplicated comments and suggestions for future directions

5. Insure the Financial Stability of the Library

Objectives

- a) Trustees will attend an annual event to analyze the progress of the Strategic Plan; review plans for the facility, grounds, and use of the 205th Street lot.
- b) Trustees will include an educational, financial component in their annual training schedule that addresses fiduciary responsibilities of a district library.
- c) Trustees will host an annual meeting with the library's state representatives to advocate on behalf of the institution.
- d) The library will host quarterly fundraisers that serve the dual purpose of raising funds and promoting library resources and activities.

Approved: December 14, 2015