



# Strategic Plan 2024-2026

## Goal 1

Expand Library Usage and the Library's Impact on the Community

## Goal 2

Improve the Patron Experience within the Library Facility

## Goal 3

Position the Library as a Technology Hub

## Goal 4

Cultivate Strong Community Connections through Outreach Initiatives

## Goal 5

Strengthen the Library's Governance and Plan for its Sustainability

1

2

3

4

5

## GOAL 1

Expand Library Usage and the Library's Impact on the Community

### Outcome

The Library will strength its role as a community destination.

### Metrics

1. Increased library cardholder rate
2. Increased use of the library during afterschool hours

## STRATEGIES

1 Develop and implement tools that will advance the Library's message to new audiences

2 Rebrand the Library by revitalizing and reshaping the identity and image

3 Increase the use of the library by afterschool and other local organizations.

4 Increase community engagement with the library through participation in community events and partnerships.



## GOAL 2

Improve the patron experience within the Library facility

### Outcome

The Library will provide welcoming spaces that support the library's role as a hub for knowledge, literacy, technology, and social interaction.

### Metrics

1. Increased patron door counts
2. Increased attendance at library programs

1

Enhance the aesthetics of the Youth Services Department

2

Follow up on the layout and space utilization recommendations made during the space audit.

3

Improve the ambiance of the Library, including the lighting.

## STRATEGIES



### GOAL 3

Position the Library as a Technology Hub

#### Outcome

The Library will provide welcoming spaces that support the library's role as a hub for knowledge, literacy, technology, and social interaction.

#### Metrics

1. Increased computer usage in the library
2. Increased participation in technology programs
3. Increased circulation of
4. items within the Library of Things (LOT)

### STRATEGIES

1

Elevate the Library's STEAM programs and resources

2

Expand Technology assistance to older adults

3

Update the Library's equipment and digital infrastructure to increase the community's opportunity to create content.

4

Grow and raise awareness of the Library of Things (LOT) as a springboard to new technology.

5

Enhance the Library's website to add functionality to communicate about technology offerings and assistance via videos.



## GOAL 4

### Cultivate Strong Community Connections through Outreach Initiatives

#### Outcome

The Library will be considered a premier library in the South Suburbs that offer access to cutting -edge technology

#### Metrics

1. Increased engagement on the Library's social media accounts
2. Increased visits to the Library's website
3. Increased communications with community partners
4. with community partners

1

Strength existing relationships and explore new partnerships with schools, local businesses, homeowners associations, realtors, local faith-based communities, entrepreneurs, and home-based workers to extend the Library's reach.

2

Follow up on the recommendations made by the Library's marketing consultant, including sharing impact stories and bring the Library outward with the community

3

Establish feedback mechanisms, such as suggestion boxes, surveys, or community meetings, to continuously gather input from the community regarding library services.

## STRATEGIES



## GOAL 5

Strengthen the Library's Governance and Plan for its Sustainability

### Outcome

The Library will ensure effective decision-making and responsiveness to community needs, enabling the library to adapt to changing demands and maintain public trust.

### Metrics

1. Revised and modernized policies and procedures
2. Growth in engagement related to Board of Trustees activities

## STRATEGIES

1

Systematically review library policies, operational structure, and standard procedures to ensure the Library is operating efficiently and with the patrons' best interests in mind

2

Develop and implement an operating crisis management plan.

3

Expand the visibility of the Board of Trustees to connect with new audiences and increase awareness of the Library's resources

4

Identify and pursue strategies to build a pipeline of future library leaders who represent the diversity of the community served by the Library



## OUTREACH & COMMUNITY ENGAGEMENT

- 92% of staff respondents strongly or somewhat agreed that the library does a good job partnering with organizations serving Matteson
- 54% of staff respondents strongly or somewhat agreed that the community is aware of what the library has to offer
- Staff responses to the question, "What could the library be doing better or more of?" included: "Getting the word out about our services, programs, and collections," "More interaction with the community with bus trips, especially the seniors," "More outside-the-library programming, more outreach," "The library should improve its presence on social media and how it markets its services. Unfortunately, we as a library are still uncertain of how the community receives their information about the library."
- 73% of community survey takers reported that they strongly or somewhat agree that the library is accessible to everyone in their household.
- Community respondents said that being unfamiliar with how to use the library (21%) and not having the time to visit the library (20%) affect how often they use it.
- 72% of community survey takers reported that they strongly or somewhat agree that the resources offered by the library represent the diversity of the Matteson community.

## Executive Summary

### TECHNOLOGY

- 54% of staff respondents strongly or somewhat agreed that the library's technology offerings meet the needs of the community.
- Staff comments included: "Need more tech like digital map to find locations. We need iPads all over the library so people can look up books. Need iPads for study room reservations," and "We need to assess our network and update our technology."
- 92% of staff respondents felt that using computers, printers, or scanners will be extremely or very important to the community during the next five years
- Community respondents said they would be interested in scanning photos into a digital format (60%), editing digital video projects (41%), and converting VHS videos to digital or DVD formats (35%).
- 68% of community survey respondents said they would be extremely or very likely to use the library's computers, printers, or scanners during the next year.

### FACILITY

- 29% of staff survey takers felt that the library's space for patrons to work independently was extremely or very effective, and 15% of staff respondents felt that the library's space to meet with others was extremely or very effective.
- Staff comments included: "Need more adult programs and more rooms/spaces so small groups of people can meet and talk or have a meeting," "There is no privacy to work independently, people are too close together. We need more meeting rooms," and "We need more room."
- Staff survey takers felt that reading, working, or studying in a quiet environment (92%) and meeting with others or working collaboratively (92%) would be extremely or very important to the community in the next five years.
- 71% of community survey takers strongly or somewhat agreed that the library's physical space meets the needs of the community.
- 64% of community survey takers said they would be extremely or somewhat likely to work independently at the library in the next year and meet with others at the library (64%).