

# Strategic Action Plan

January 1, 2025-June 30, 2026



## Strategic Direction 1: Maximize Community Engagement and Responsive Library Services

Goal 1.1: Prioritize outreach and partnerships to better serve a larger portion of the community.

Action	Group Responsible	Status
Identify potential partners in the community and develop a master list	Adult Services, Youth Services	
Provide offsite Library card registration at school events	Patron Services, Youth Services	
Make contact with local pantries and discuss opportunities to partner	Administration, Business Services	
Develop a Community Partnership Plan	Administration, Adult Services, Youth Services	Complete

Goal 1.2: Expand programs, collections, and Library services to provide easier access and meet community demands.

Action	Group Responsible	Status
Offer additional weekend programming	Programming Committee	In progress
Utilize mobile checkout at programs	Patron Services, Programming Committee	
Expand notary service availability to nights and weekends	Adult Services, Business Services	Complete
Offer one-on-one technology assistance for adults	Adult Services	
Provide access to a physical 24-hour library	Management Team	Complete
Conduct DEI audits and enhance collections to be more representative of the community	Adult Services, Youth Services	Ongoing

Action	Group Responsible	Status
Expand the youth volunteer program with more meaningful activities	Youth Services	Complete
Provide information about elections, political candidates, and voter registration during election cycles	Adult Services	
Allow study rooms to be reserved in advance	Adult Services	In progress

Goal 1.3: Strengthen communication efforts to enhance awareness of offerings and encourage a dialogue between the community and the Library.

Action	Group Responsible	Status
Increase bimonthly newsletter to 12 pages per issue	Marketing	Complete
Hold regular marketing meetings with non-marketing staff	Marketing	In progress
Gather and evaluate social media insights and interactions to inform strategies	Marketing	
Provide programs that demonstrate the use of Beyond Books materials to promote the collection	Beyond Books Committee, Programming Committee	In progress

## Strategic Direction 2: Optimize Library Spaces for Access and Comfort

Goal 2.1: Explore best uses for Library spaces to support patron and staff needs.

Action	Group Responsible	Status
Develop and publish a survey to gather input from staff and the community about the use of Library spaces	Management Team, Marketing	In progress
Update study room furniture and add technology options	Adult Services, Facilities, IT	Complete

Action	Group Responsible	Status
Decorate the Screened Porch Room to be more inviting	Adult Services	
Explore interactive technology offerings for The Hangout	Administration, Facilities, Youth Services	
Redesign Youth Play Area	Administration, Business Services, Facilities, Youth Services	Complete
Develop and implement weeding protocols to provide room for growth	Adult Services, Youth Services	Ongoing

**Goal 2.2: Ensure a functional and welcoming environment through proactive and thoughtful maintenance activities.**

Action	Group Responsible	Status
Replace worn carpeting	Facilities	In progress
Conduct an internal safety audit of the building	Administration, Facilities	In progress
Update public and staff computer hardware/software	IT	Complete
Explore display case replacement options	Adult Services, Facilities	
Evaluate the capacity to obtain a vending machine for the public and update the staff vending machine	Administration, Business Services, Facilities	Complete

## Strategic Direction 3: Foster a Thriving Organizational Culture

**Goal 3.1: Provide opportunities to develop a skilled and team-oriented workforce.**

Action	Group Responsible	Status
Consolidate training documents into a catch-all guide on relevant topics for all staff	Management Team	Complete
Provide cybersecurity training annually for all staff and during onboarding for new hires	IT	Complete
Provide opportunities for staff to learn more about IMRF on an annual basis	Business Services	Complete for 2025; ongoing.

Action	Group Responsible	Status
Create documentation and provide training on active listening and solution-based customer service	Management Team	
Develop a team-based training program for new hires in public service departments	Adult Services, Patron Services, Youth Services	
Provide Library-branded clothing/accessories to staff to unify and excite them about promotions and services	Administration, Marketing	In progress

**Goal 3.2: Review and refine internal policies and procedures to invest in the future of the Library.**

Action	Group Responsible	Status
Conduct an internal pay equity audit	Administration	Complete
Evaluate patron traffic patterns to inform public desk scheduling needs	Administration	Ongoing
Offer summer positions in Patron Services	Administration, Patron Services	Complete
Evaluate the need for additional staff in the Marketing Department	Administration, Marketing	Complete