



Naperville Public Library
A Place to Be. The Place to Become...

Strategic Plan 2016-2018

Year Two



Naperville Public Library

Based on our **VALUES** of



Innovation



Service



Excellence



Adaptability

We **ENVISION** the library as

A place to be. The place to become...

Our day-to-day **MISSION** is to

Inform. Inspire. Imagine.

Our strategic **GOALS** are



1. We will maximize accessibility.



2. We will be innovation leaders.



3. We will serve our diverse population.



4. We will convey the library's value.

GOAL #1: We will maximize accessibility.

OBJECTIVE #1 – We will increase the convenience of our services.		
ACTION STEP	POINT PERSON	TARGET DATE
We will assess and improve our special services procedures for homebound residents.	Anne Bultman	March 2018

OBJECTIVE #2 – We will make the most in-demand materials more accessible.		
ACTION STEP	POINT PERSON	TARGET DATE
Due to budget cuts, we will revisit this objective in year three.		

OBJECTIVE #3 – We will strengthen and expand partnerships with local organizations and businesses.		
ACTION STEP	POINT PERSON	TARGET DATE
We will expand our summer reading program outreach to the local school districts and summer school programs.	Susan Stumbaugh	October 2017
We will review the return on investment of our partnerships with local businesses.	Kim Neidermyer	December 2017

GOAL #2: We will be innovation leaders.

OBJECTIVE #1 – We will develop appropriate training plans for basic and specific services.		
ACTION STEP	POINT PERSON	TARGET DATE
We will provide staff with ALICE active shooter response training.	Sue Ashe & Karen Dunford	September 2017
We will develop training for report writing and the analysis of programs and services.	LMs	December 2017
We will develop a plan to provide leadership and mentoring training.	Sue Ashe	December 2017
We will develop basic training requirements for all staff.	LMs, Sue Ashe, Lizzy Klinnert	February 2018
We will roll out departmental Niche Academy accounts and ensure that they contain relevant training for each department.	Sue Karas	March 2018

OBJECTIVE #2 – We will expand our efforts to share with and learn from other libraries and organizations.		
ACTION STEP	POINT PERSON	TARGET DATE
We will develop a process that creates standards and prepares staff for presentations at outside speaking engagements and conferences.	Anne Bultman	December 2017

OBJECTIVE #3 – We will evaluate current services to maximize resources.		
ACTION STEP	POINT PERSON	TARGET DATE
We will update SharePoint to make information more easily accessible for staff.	Frances Tong	October 2017

GOAL #3: We will serve our diverse population.

OBJECTIVE #1 – We will increase cultural programming.		
ACTION STEP	POINT PERSON	TARGET DATE
We will pilot a public art display at 95 th Street Library.	Erin Shinneman	December 2017

OBJECTIVE #2 – We will expand awareness and training on the dimensions of diversity in our community.		
ACTION STEP	POINT PERSON	TARGET DATE
We will update customer service training to include more specific strategies staff can use when working with diverse groups.	Dave Della Terza	November 2017

OBJECTIVE #3 – We will identify underserved groups and introduce relevant services.		
ACTION STEP	POINT PERSON	TARGET DATE
We will assess our services for seniors to determine if they can be expanded or enhanced.	Yan Xu	December 2017
We will assess our services for people with disabilities to determine if they can be expanded or enhanced.	Ellen Fitzgerald	March 2018
We will ensure that the library's collections and programs represent the diversity of the community.	Marissa Krueger	March 2018

GOAL #4: We will convey the library's value.

OBJECTIVE #1 – We will increase the staff's ability to convey the value of library services.

ACTION STEP

POINT PERSON

TARGET DATE

OBJECTIVE #2 – We will promote the return on investment of using the library to the public.

ACTION STEP

POINT PERSON

TARGET DATE

We will compile cost savings information about our services and we will create a plan for staff to use this information.

Marge Fay

November 2017

OBJECTIVE #3 – We will improve the channels we use to promote the library.

ACTION STEP

POINT PERSON

TARGET DATE

We will increase in-house marketing to parents who are casual users of the library.

Kim Neidermyer

September 2017

We will have a Maker Fair to promote services available at the library.

Ellen Norton

November 2017

We will assess using the library van to promote library information and services.

Scott Speidel

November 2017

We will increase our internal collection of library photographs that can be used for marketing, and we will make these pictures easy to search and access.

Mary Rogers

January 2018

We will investigate ways to encourage new Naperville residents to use library services.

Carla Nolidis

January 2018

We will initiate a "bring a friend" campaign to encourage current customers to spread the word about the library to non-users.

Jeanne Harrison

February 2018