



Strategic Plan 2016-2018

Year One



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 analyze the Spotlight collection.	Marissa Krueger	June 2016
We will increase displays at points of service, including having appropriate materials at programs.	Alison Colman	June 2016
We will initiate customer driven acquisition.	Rohini Bokka	June 2016
We will analyze delivery systems for materials including streaming, mail, and vehicle delivery.	Karen Dunford	September 2016
We will analyze our location codes and recommend improvements.	Rohini Bokka, Mary Golden, Yan Xu	September 2016
We will study the feasibility of curbside services at Nichols.	Olya Tymciurak	December 2016
We will redesign the website with attention to ease of use and discoverability.	Frances Tong	December 2016

OBJECTIVE #2 – We will make the most in-demand materials more accessible.		
ACTION STEP	POINT PERSON	TARGET DATE
We will analyze Popular Picks and consider the possibility of adding additional formats.	Rachelle Bell	June 2016
We will investigate checking out technology items such as laptops, tablets, projectors, and hotspots.	Sue Karas	September 2016
We will analyze budget allocations, including the amount allocated to digital versus physical items.	Rohini Bokka, Rachelle Bell, Rae Berg	September 2016

OBJECTIVE #3 – We will strengthen and expand partnerships with local organizations and businesses.		
ACTION STEP	POINT PERSON	TARGET DATE
We will initiate NaperLaunch Academy.	Kent Palmer	June 2016
We will investigate the ConnectED Library Challenge in regard to increasing services to students.	Susan Stumbaugh	September 2016
We will investigate increasing our presence at community events.	Rose Chan	September 2016
We will study and make determinations on which partnerships to strengthen and expand.	Lisa Nielsen	December 2016

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 assess staff on-boarding and follow-up.	Julia Blazquez, LMs	December 2016
We will investigate innovation training for staff.	Julia Blazquez, Christi Hawn	December 2016
We will develop a range of technology skills assessments for staff.	Sue Karas	December 2016
We will develop basic training requirements for all staff.	Michelle Eckerle, LMs	March 2017

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 investigate recruitment and retention practices of innovative libraries.	Corinne Brombosz	December 2016
We will develop a process for sharing and implementing innovative ideas.	LMs	March 2017
We will develop a planned approach to observe and learn from innovative libraries, including the possibility of visits and embedded staff.	Dave Della Terza	March 2017

OBJECTIVE #3 – We will evaluate current services to maximize resources.		
ACTION STEP	POINT PERSON	TARGET DATE
We will develop and implement a standardized program evaluation.	Ellen Norton, Lisa Nielsen	September 2016
We will define success for our services and programs.	Executive Team	September 2016
We will analyze the return on investment for our current programs.	Sue Karas	March 2017

GOAL #3: We will serve our diverse population.

OBJECTIVE #1 – We will increase cultural programming.		
ACTION STEP	POINT PERSON	TARGET DATE
We will investigate increasing opportunities to display public art.	Janet Knight, Erin Shinneman	June 2016
We will investigate increasing the paid programming budget.	Kim Neidermyer, Lisa Nielsen	September 2016
We will examine coordinating programming with community cultural events.	Lisa Nielsen	December 2016
We will contact local cultural groups to investigate programming opportunities and partnerships.	Lisa Nielsen	March 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 reflect and reach out to all community cultures in marketing and advertising.	Lisa Nielsen	September 2016
We will increase training on working with diverse populations.	Teri Rodriguez, Michelle Eckerle	March 2017

OBJECTIVE #3 – We will identify underserved groups and introduce relevant services.		
ACTION STEP	POINT PERSON	TARGET DATE
We will identify underserved groups in the community.	Marissa Krueger, Ellen Norton, Alison Colman	March 2017
Once identified, we will evaluate existing services and investigate expanding or adding services.	LMs	March 2017
We will reach out to underserved populations to determine how the library can serve them.	Anne Bultman	March 2017

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
We will assure that staff understand the goals of the library and how it serves the community.	Executive Team	June 2016
We will provide staff with talking points on services and the library's value to the community.	Mary Rogers, Stephanie Rivera	September 2016
We will include return on investment as a communication concept for staff and as a part of future communication concepts.	Julie Rothenfluh	September 2016

OBJECTIVE #2 – We will promote the return on investment of using the library to the public.		
ACTION STEP	POINT PERSON	TARGET DATE
We will study the library's impact on home values and student success.	Martha Vickery, Susan Stumbaugh	June 2016
We will investigate providing a continuous display of circulation, program, and usage statistics inside and outside the library.	Mary Rogers, LMs	September 2016
We will gather and share customer testimonials.	Mary Rogers, Kelly Kowalski	December 2016
We will promote savings information on our website, including a dashboard and "You Saved" page.	Frances Tong	March 2017

OBJECTIVE #3 – We will improve the channels we use to promote the library.		
ACTION STEP	POINT PERSON	TARGET DATE
We will provide training on cross-promotion for staff.	Kim Neidermyer, Rashmi Mehrotra	September 2016
We will develop consistent methods for library promotions before and after programs.	Kim Neidermyer	September 2016
We will evaluate the current usage and impact of social media.	Mary Rogers	December 2016
We will analyze target audiences and how we reach them.	Kim Neidermyer, Mary Rogers	December 2016
We will study non-users to determine why they are not using the library and how to bring them in.	Karen Toonen	March 2017