



Strategic Plan 2016-2019

Year Three



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
We will provide more regular training on our digital services to customers, both at the library and other locations.	Karen Toonen
We will review and monitor circulation policies and procedures to ensure there are options for customers who need assistance in managing their accounts.	Jeanne Harrison

OBJECTIVE #2 – We will make the most in-demand materials more accessible.	
ACTION STEP	POINT PERSON

OBJECTIVE #3 – We will strengthen and expand partnerships with local organizations and businesses.	
ACTION STEP	POINT PERSON
We will look to expand our Summer Reading Program outreach to bring the program to kids and teens across Naperville.	Ellen Conlin
We will pilot a lobby stop program at local assisted living centers.	Anne Bultman

GOAL #2: We will be innovation leaders.

OBJECTIVE #1 – We will develop appropriate training plans for basic and specific services.	
ACTION STEP	POINT PERSON
We will provide more focused, hands-on training to better prepare staff to assist customers with tech buffet equipment and available technology.	Sue Karas
We will develop a list of digital competencies that can be used to train public service staff members.	Karen Luster
We will create Safety Teams at each location to make recommendations and schedule regular emergency practice sessions.	Scott Speidel
We will develop talking points for supervisors to assist in addressing staff concerns brought up in the employee engagement survey.	LMs

OBJECTIVE #2 – We will expand our efforts to share with and learn from other libraries and organizations.	
ACTION STEP	POINT PERSON
We will create a SharePoint site with resources and calendars to help encourage and support staff presentations at conferences, as well as a process for staff to submit proposals and presentations for evaluation.	Sue Ashe

OBJECTIVE #3 – We will evaluate current services to maximize resources.	
ACTION STEP	POINT PERSON
We will reconfigure our material selection process to maximize efficiency and utilize public services staff for services with increasing demand.	Rohini Bokka
We will improve the efficiency of the home delivery program.	Anne Bultman
We will analyze our programming to eliminate programs that are less effective and transfer our resources to more popular or effective programming.	Kathleen Longacre
We will analyze current staffing levels to make recommendations that will help with increasing workloads.	Ellen Conlin

GOAL #3: We will serve our diverse population.

OBJECTIVE #1 – We will increase cultural programming.	
ACTION STEP	POINT PERSON
We will increase the number of brown bag lectures to help meet demand, and we will look at introducing similar programming.	Kim Neidermyer
We will expand our world language children’s programming.	Ellen Fitzgerald

OBJECTIVE #2 – We will expand awareness and training on the dimensions of diversity in our community.	
ACTION STEP	POINT PERSON

OBJECTIVE #3 – We will identify underserved groups and introduce relevant services.	
ACTION STEP	POINT PERSON
We will look into expanding the languages available in our world language collection.	Cory Ganbarg
We will update our website to emphasize and promote accessible library services.	Will Degenhard
We will continue to monitor changing demands from seniors, including pulling specific feedback from our 2019 customer service satisfaction survey.	LMS

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
We will study creating a monthly social media report that highlights what the community is saying about the library.	Chris Krapek

OBJECTIVE #2 – We will promote the return on investment of using the library to the public.	
ACTION STEP	POINT PERSON
We will put together a more in-depth one-page annual report that highlights the library’s benefits to the community and details how the library is used.	LMS
We will collect stories and testimonials during National Library Week about how our customers use our services.	Carla Nolidis

OBJECTIVE #3 – We will improve the channels we use to promote the library.	
ACTION STEP	POINT PERSON
We will increase awareness of services our customers can use from home.	Kim Neidermyer