

FOREST PARK PUBLIC LIBRARY

STRATEGIC PLAN 2017 – 2019

MISSION

The Forest Park Public Library will maintain and share a collection that meets the needs of our diverse community, and will provide programs that educate, empower, and entertain our public.

EVERYONE IS WELCOME

The Forest Park Public Library is committed to providing the highest level of service possible to all patrons and shall acknowledge all patrons in a polite and friendly manner, serving them promptly, respectfully and knowledgeably.

SERVICE PHILOSOPHY

GOAL #1 DETERMINE COURSE OF ACTION FOR BUILDING

- Building Committee shall convene and meet as needed over the course of the year
- Building Committee will engage an Architect
- Determine most feasible way to offer more collaborative meeting space, ensure quiet reading areas and maintain a collection of sufficient size to meet demand

GOAL #2 CREATE A NEW SERVICE PLAN FOR TEENS & TWEENS

- Provide adult and staff education about teen behavior and services
- Focus on teen services in the marketing plan
- Reevaluate teen spaces to address the steadily growing number of teens who use the library and divide services based on tween/teen differentiation
- Emphasize teens being a valued and welcome group

GOAL #3 DEVELOP AND IMPLEMENT AN INNOVATIVE MARKETING STRATEGY

- Increase visibility to business community
- Develop marketing plan to communicate the library's services, programs, and other news via a variety of media and on an ongoing basis
- Provide regular communication about advances made as a result of collecting community feedback

GOAL #4 UPDATE PROGRAMMING & ASSESSMENT AND RESTRUCTURE COLLECTION DEVELOPMENT STRATEGIES

- Conduct ongoing assessment of programs and services based on attendance, usage, and impact
- Identify gaps in programming
- Utilize data to update and maintain popular collection to meet public demand
- Update programming based on community need and feedback

GOAL #1

DETERMINE COURSE OF ACTION FOR BUILDING

OBJECTIVE: YEAR ONE

- Building Committee shall convene and meet as needed over the course of the year

ACTION ITEMS: YEAR ONE

- Review the existing space plan
- Evaluate the current usage of the existing facility
- Evaluate the physical needs of the existing building
- Meet with staff to determine staff needs and interests
- Determine a plan for the future building

OBJECTIVE: YEAR TWO

- Building Committee will engage an Architect

ACTION ITEMS: YEAR TWO

- Interview qualified architectural firms to determine the best fit for the library
- Select an architect after checking references and visiting spaces
- Assist the selected architect in producing plans for building

OBJECTIVE: YEAR THREE

- Determine most feasible way to offer more collaborative meeting space, ensure quiet reading areas and maintain a collection of sufficient size to meet demand

ACTION ITEMS: YEAR THREE

- If referendum is necessary, the committee will move forward with that process utilizing the building plans provided by the architect
- If renovation of the current space is being pursued, the committee will move forward with the plans provided by the architect
- Regardless of the option being pursued the following goals will be taken into account when designing the new spaces:
 - Create flexible programming space
 - Develop collaborative meeting space
 - Design a space that is welcoming and inviting
 - If current space is being utilized, repurpose the periodicals area and make the stained glass a feature
 - Audit current workspaces and workflows to ensure that new spaces are designed with current and future needs in mind
 - Create staff space that are comfortable, modern, and provide privacy including restrooms, offices, break areas, storage, and planning areas
 - Develop a maintenance plan to ensure that the new spaces and structures are maintained for longevity
 - Create functional outdoor spaces

OBJECTIVES

- Provide adult and staff education about teen behavior and services
- Focus on teen services in the marketing plan
- Reevaluate teen spaces to address the steadily growing number of teens who use the library and divide services based on tween/teen differentiation
- Emphasize teens being a valued and welcome group

ACTION ITEMS

- Develop staffing model for serving teens and tweens and determine corresponding age ranges for service target audiences
- Develop emerging adults service model for older teens
- Evaluate size and layout of teen space
- Identify needs of tweens
- Provide programs related to professional skills and careers
- Develop teen marketing plan
- Provide support to board, staff, and parents on trends and best practices

GOAL #2

CREATE A NEW SERVICE PLAN FOR TEENS & TWEENS

GOAL #3

DEVELOP AND IMPLEMENT AN INNOVATIVE MARKETING STRATEGY

OBJECTIVES

- Increase visibility to business community
- Develop marketing plan to communicate the library's services, programs, and other news via a variety of media and on an ongoing basis
- Provide regular communication about advances made as a result of collecting community feedback

ACTION ITEMS

- Increase brand visibility within community
- Embed staff members at community events
- Engage professional to develop marketing plan
- Facilitate staff training regarding marketing and awareness
- Determine metrics used to market library "success" in order to justify building expenditures (Year One)
- Develop strategies to target businesses
- Redesign website
- Create style guides for website and non-web materials
- Create public suggestion board
- Publicize outcomes through annual report, testimonies, success stories, social media, website

OBJECTIVES

- Conduct ongoing assessment of programs and services based on attendance, usage, and impact
- Identify gaps in programming
- Utilize data to update and maintain popular collection to meet public demand
- Update programming based on community need and feedback

ACTION ITEMS

- Evaluate circulation and collection
- Evaluate technology needs
- Develop tools for measuring and defining success
- Assess and respond to current programming and user groups
- Train staff in reporting functions and effective weeding
- Use reports to track and evaluate library usage
- Track interlibrary loan items to determine gaps in collection

GOAL #4

UPDATE PROGRAMMING & ASSESSMENT AND RESTRUCTURE COLLECTION DEVELOPMENT STRATEGIES