Mission

Through its collections, programs, and services the Glenview Public Library provides access to the world of information and ideas for its vibrant, diverse community.

Strategic Plan: 2019 Implementation Plan

After three years of data collection, including an internal assessment, external assessment, and input from the community, the Glenview Public Library completed its 2019-2021 Strategic Plan.

The Library identified seven Core Values, or guiding principles, that will shape its planning over the next three years: Welcoming Environment, Exemplary Service, Community Engagement, Lifelong Learning, Collaboration, Innovation, and Fiscal Responsibility.

The initiatives contained in this document are goals for 2019 and conform to the Library’s chosen Strategic Objectives of Programming, Collaboration, Innovation, Communication, and Information.

To view the entire Strategic Plan, please visit: glenviewpl.org/about-us/strategic-plan
GOAL #1

Deliver new programs relevant to a broader range of audiences

Desired Impact

Dynamic Library programs that foster multicultural awareness, build digital literacy, and support lifelong learning for a diverse population through all stages of life

2019 Initiatives

- Increase collaborative programming among Library Departments
- Determine feasibility of developing a Tween Advisory Board
- Assess cost, interest and feasibility of initiating a Foreign Film series
- Utilize evaluation forms from Technology classes to determine topics of interest and develop new class offerings
- Increase offsite program offerings for the community
- Determine software and hardware to support multimedia production and offer basic tutorials
- Explore offering more advanced level technology training classes
- Offer technology classes for parents that incorporate the tools youth use in school
GOAL #2
Enhance cross-community programming

Desired Impact
Strong relationships with community organizations resulting in increased joint programming within and outside of the Library

2019 Initiatives

• Increase the number of Adult Enrichment programs offered with community partners by 15%
• Organize the library’s participation in more community-wide events, such as the 4th of July parade
• Collaborate with local connections and investigate ways to increase outreach programs to Spanish speaking families
• Determine feasibility of purchasing a Book Bike for outreach events in the community
• Identify collaborative opportunities for programs designed for youth who code, using outside groups such as Code.org, Girls Who Code, etc.
• Develop two to three Scouting programs to make available in-house for local troop leaders
• Identify summer camps, schools, community centers and other outside venues for Summer Reading Program sign-up
• Develop more programs that lead to opportunities for community service.
COLLABORATION GOAL #3

GOAL #3
Augment community alliances and volunteer opportunities

Desired Impact
The library as key partner with community entities and organizations, providing outreach services and volunteer opportunities

2019 Initiatives

- Strengthen the Summer Reading Volunteer Program by engaging the services of a summer intern
- Highlight service projects and the achievements of library volunteers in quarterly newsletter to thank existing volunteers and encourage more participation
- Engage volunteers to box and deliver used books to local senior facilities
- Partner with local schools to encourage library card sign-ups for students during Open House
- Identify new partnerships with local businesses and organizations for program sponsorship opportunities
- Recruit 2 additional volunteers for the Genealogy and Local History Room
- Expand coverage of the Information Desk during hours of operation by utilizing volunteers to supplement staff hours
- Incorporate volunteers to assist with shelver projects
- Work with the local food pantry to conduct a “Food for Fines” program during National Library Week
- Work with a volunteer to host a Great Books Discussion at the Library
GOAL #4
Establish GPL as a community hub

Desired Impact
As a downtown anchor, the Library as provider of an inclusive and welcoming environment where community connections are made

2019 Initiatives
- Offer kits containing “Do-It-Yourself” projects that encourage lifelong learning skills
- Actively promote the use of Library meeting spaces to local businesses and the general public
- Pursue becoming a Passport Acceptance Facility, pending approval of application
- Implement sale of yard waste stickers to residents
- Investigate options to increase usable tabletop space at reading tables
- Host community-wide tabling events to attract residents of all ages, e.g., Maker Faire, GlenCon, Community Reads, Senior Housing Fair, Preschool Fair
- Initiate planning of the Library’s 90th Anniversary celebration, targeting activities to bring diverse segments of the community into the Library
- Develop a budget for a series of celebratory events commemorating the Library’s 90th Anniversary
- Work with the County to position the Library as a Polling Place for Consolidated Elections
- Determine feasibility of offering Fax Service to the public
  - Pursue options for additional small group meeting space
  - Reach out to local eateries to provide food/snacks at Library
GOAL #5
Explore new technologies and staffing to enhance patron experience

Desired Impact
A relevant, technology-rich environment with a knowledgeable public service-oriented staff

2019 Initiatives
• Investigate software that will automate paid time off functions
• Identify new or additional hardware and software products that support community needs
• Evaluate Internet bandwidth options to accommodate ever-increasing patron Wi-Fi usage
• Evaluate partnering options with local governmental entities to link to School District #225’s fiber optic cabling project for Internet connectivity
• Evaluate Wi-Fi performance in study rooms and enhance, if warranted
• Investigate potential use of debit and credit card payment for printing and copying needs
• Investigate accepting credit cards at Circulation Desk for fines and fees
• Evaluate the Library’s Boopsie Mobile App for future viability
• Encourage staff development and training as new technologies become available
• Explore development of youth programs that can be done online
• Implement Receptionist software for Library visitors to enhance Library security
• Investigate new printing solutions to simplify printing from library provided computers and remote Wi-Fi printing from patron personal devices
• Investigate feasibility of offering teleconferencing equipment in library meeting rooms
GOAL #6
Develop and implement Marketplace and Innovation Center

Desired Impacts
A Marketplace to showcase new, popular, high-demand materials in a visually appealing and easily accessible space, which encourages patrons to engage with materials and with each other

Creation and development of a unique space with the technology and opportunity to promote innovation, discovery, learning, and creativity

2019 Initiatives
• Design a Marketplace that encourages the community to engage and to browse new and popular materials
• Develop both Special Projects through Design Development Phase, leading to preparation of documents for bidding and construction
• Re-carpet the first floor of Library to coincide with the relocation of furniture and collections for the Innovation Center
• Reupholster furniture on first floor of Library
• Determine the collections and/or displays to feature in the Marketplace
• Determine equipment and supplies needed to support Innovation Center activities
• Determine what programs and activities will be featured in the Innovation Center
• Determine hours of operation and schedule for the Innovation Center
• Determine personnel needs for staffing the Innovation Center
• Hire Personnel for the Innovation Center
• Develop a program information hub within the Marketplace
• Evaluate collections to determine if they can be relocated, reallocated, reduced or eliminated
• Develop Marketing Plan to inform public of Marketplace and Innovation Center and its services
GOAL #7
Market offerings more frequently and effectively

Desired Impact
Glenview residents that are informed and kept up-to-date on programs, collections, and services with greater frequency via print and digital media

2019 Initiatives
• Update Evanced scheduling software
• Identify and implement a method of providing daily updates on Youth Services programs
• Establish dynamic Circulation Department point-of-service promotions using print, electronic and personal communication
• Explore use of digital signage at Circulation Desk to promote Library programs
• Create a marketing strategy that communicates and promotes the depth of eLibrary content
• Increase frequency of Events By Email eNewsletter to twice per month with more concise and targeted information
• Increase use of Library’s social media channels to market programs, services, collections and events
• Review content and presentation of information on the website to provide ease of use for the public
• Display program flyers at local businesses and organizations
GOAL #8
Target messaging to specific subgroups

Desired Impact
Utilization of creative marketing through a variety of communication channels to reach patrons with a diverse range of ages and interests

2019 Initiatives
• Investigate providing online digital videos of training and programs for major scheduled events
• Translate strategic print materials into languages other than English based upon community demographics
• Partner with District #34 school/parent connection site to introduce parenting and Tween programs
• Create a Welcome Packet for all new cardholders
• Develop strategic social media campaigns utilizing photography and video to target specific demographics
• Increase communications targeted to the senior population
GOAL #9
Increase circulation

Desired Impact
Physical and digital collections that reflect the evolving needs of the Glenview community, and which are current, diverse, and well-used

2019 Initiatives

• Address barriers to checking out various library collections

• Assess, expand and promote the current circulating “Library of Things” collection

• Increase Hot Title acquisitions to include primers and graphic novels

• Expand collection and analysis of data to optimize use of library collections
GOAL #10
Expand and promote collections

Desired Impact
Glenview patrons who are informed of and have access to the Library’s wide-ranging collections, including digital, print, and non-print materials and equipment

2019 Initiatives

- Schedule demonstrations of items from “Library of Things” collections
- Explore Baker & Taylor Access 360 digital services in partnership with Glenview schools
- Determine which collections will be featured prominently in the Marketplace and Innovation Center