Strategic and Operational Plan

2019-2023

Mount Prospect Public Library
explore the opportunities

Mount Prospect Public Library

Strategic Plan
2019-2023

Introduction

Beginning in March 2015, the Board of Trustees and management team met to discuss the Collection, Technology, Service Priorities and reviewed the Library's mission, position statement, vision, and values, all within the context of the direction public libraries in general are heading and MPPL specifically.

The Library's strategic plan is a *"living document"* that provides a path and vision for the Board of Trustees and Staff to follow with flexibility for changes along the way. The plan reflects trends in the library world, the Mount Prospect community and society at large, as well as the Library's mission, vision, and values.

This plan builds upon the two previous plans that targeted collaboration, connection, learning, digital literacy, and partnerships. It was updated in 2017 and again in 2018.

A cornerstone of the Library's strategic plan is the continued focus and investment in operational strengths which support the strategic path and vision. We promote long term financial sustainability, responsive collections, quality facilities, and responsive technologies. We support continuous learning, foster an excellent work environment, develop and offer responsive programming and outreach, and play an essential role in the community.

The strategic responses and operational goals support the many roles of public libraries:

- *Active and vibrant centers of community*

- *Connecting people*

- *Essential to the digital age*

- *Trusted community hubs ("Third Place")*

- *Sustaining educational, economic, and civic health of the community*

- *Inspiring learning and empower all ages*

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This document represents the strategic and operational outlook for the Mount Prospect Public Library for 2019-2023. Periodic progress review and discussion will be held during board meetings throughout the year. When appropriate, updates and modifications will be made to the document.

MISSION STATEMENT

Mount Prospect Public Library exists to:
- Connect people to information, resources, and opportunities for enrichment and leisure.
- Provide and sustain a book culture through literary knowledge and interactive experiences.
- Promote and support education and lifelong learning.
- Build community.

VISION 2019-2023

The Library Board and Staff will invest resources and build on new opportunities to provide excellent and innovative library service to all residents of Mount Prospect. Concurrent, operational strengths will be maintained.

- Library will continue to engage in new and emerging technologies.

- Library will connect residents to library services where and when needed by increasing the Library's presence.

- Library recognizes its role in building community. To that end, the Staff and Board will nurture existing partnerships, build coalitions, and participate in joint ventures.

- The public library is a powerful educational institution. Library provides opportunities for continuous learning throughout a person's life.

Key Values (2019-2023)

- Library will be *open and adaptive* to change.

- Library will be an *active participant* in the community.

- Library will be *responsive* to community needs.

- Library will provide a *welcoming and friendly* environment.

- Library services will be *easy to understand and use*.

- Library services will be an *optimum value* for the resident taxpayer.

- Library will *encourage exploration and discovery*.

- Library will provide a *balance* in collections, services, and programs.

- Library Board and Staff will *strive for excellence* in the services provided.

- Library Board and Staff will *respect and value diversity,* creating an inclusive, equitable, and open environment.

Service Responses for Strategic Opportunity
2019-2023

Library will create opportunities for engagement.

- Library will provide spaces for collaboration, gathering, enjoyment, and learning.
- Library will be a key community destination physically and digitally.

Library will be a vital and vibrant member of the community.

- Library will nurture partnerships, develop new relationships, and build and encourage coalitions and joint ventures.
- Library will determine key engagement and service strategies in response to community needs and trends.

Library will be committed to initiatives that build upon and enhance the Library's mission and culture.

- Library will determine key strategies to develop comprehensive plans for selected library initiatives.
- Library will invest funding and resources to implement key initiatives.

Library Initiatives

- ➢ **Collection** – conduct responsive and timely assessment of needs and resources to provide and fund in-depth and diverse collections.
- ➢ **Community Engagement** – connect with the community through active outreach, partnerships, participation, and leadership to be an essential resource.
- ➢ **Cultural Competencies** (equity, diversity, inclusion) – identify and implement ongoing opportunities to increase respect, knowledge, and understanding.
- ➢ **Facilities** – proactively plan and fund quality physical and digital infrastructure.
- ➢ **Learning** – nurture a learning environment that recognizes the organizational values, processes, and practices that encourage individuals to increase knowledge, competence, and performance.

Operational Strengths for Continued Focus & Investment 2019-2023

Select goals/objectives/tasks

Budget/Funding

Library Board and Staff will ensure long term financial stability.

Annual operating and capital improvement budgets will reflect costs associated with implementing the strategic plan.

Sufficient fund balances will be maintained for sustainable operations.

Grants, contributions, and partnerships will be sought for projects, programming, and services which are beneficial to the Library.

Collection

Library will be responsive to the community and provide balanced and in-depth collections that anticipate current and future needs.

Enhance accessibility to physical and digital collections through re-purposed spaces, targeted collections, and updated policies/guidelines/procedures.

Enhance bibliographic accessibility to physical and digital collections.

Collection funding will be maintained to sustain print, serial, and audiovisual collections' goals and levels.

Enhance e-learning resources, digital collections, and electronic resources.

Facilities

Library will provide inviting, convenient, well-maintained, comfortable, and safe facilities and will practice effective up-to-date facility management.

Regularly assess patterns of use by staff and public, and be responsive to new needs and services requiring changes in physical space.

Promptly respond to building issues.
Upgrade facility systems in a timely fashion, such as lighting, security, HVAC, etc.

Provide staff training opportunities to include an annual in service day dedicated to lockdown, emergency, and safety issues.

Provide a work environment that encourages best ergonomic practices.

Regularly assess the security and safety of the facilities.

Learning

Library will provide comprehensive services and resources to support continuous learning.

Create and promote active learning opportunities for children, teens, and adults.

Provide opportunities that foster computational thinking and hands-on/experiential learning.

Develop and incorporate gamification in activities and experiences to engage patrons of all ages in problem solving to promote learning.

Explore and engage in new and emerging technologies to foster new learning opportunities.

Expand and promote e-learning resources and programs.

Personnel

Library will have a motivated, dedicated, and knowledgeable staff.

Analyze organizational structure to capitalize on opportunities when staffing changes occur.

Analyze wage trends and state/federal mandates to be proactive.

Provide and nurture a work environment that respects equity, diversity, inclusion, growth, development, and promotion.

Provide a flexible training framework.

Provide comprehensive safety training programs including advanced OHSA-certified workshops for personnel.

Provide meetings and workshops to enhance knowledge about library trends, initiatives, and issues for all staff.

Programming and Outreach Services

Library will offer responsive and diverse programming for patrons to gain knowledge, learn new skills, be entertained, gather, create, experience, collaborate, socialize, be heard, and develop relationships.

Develop and implement extensive, targeted services for seniors.

Develop and implement extensive, targeted services for patrons in their twenties and thirties.

Extend targeted business support for small businesses, entrepreneurs, and non-profit organizations.

Expand community engagement and participatory programming opportunities.

Expand special needs, cultural competencies, and multicultural programming.

Explore the "fast casual" model of programming to create and provide more drop-in or pop-up programs for all ages.

Investigate opportunity for a storytime van.

Public Relations, Advocacy, and Marketing

Board and staff will actively position the Library as a trusted and essential community resource.

Actively promote Library services so that Library continues to grow as a destination for a wide range of interests and effectively fill the role as the "Third Place."

Develop and apply consistent messages conveying the Library's value to the community.

Determine and respond to engagement strategies in response to community needs and trends.

Expand electronic communication and social media targeted to specific interest groups.

Develop targeted marketing plans for electronic resources and digital media collections.

Promote advisory services for all ages.

Public Services

Library will offer responsive services for residents to meet research, educational, leisure, technology, and advisory needs.

Assess and update departmental approaches for staff learning and training.

Enhance opportunities for one-on-one assistance.

Investigate demand for changing or extending available hours of service at Main Library and Branch.

Investigate RAILS Find More Illinois project as well as other options to allow patrons easier access to materials from other libraries (Interlibrary Loan).

Technology Services

Library will provide and support responsive technologies for patrons and staff to meet needs and to increase ease of use.

Remain current with best industry practices.

a) Maintain a secure environment that protects the integrity of patron and library data and infrastructure.

b) Maintain redundancy for mission critical network services and resources.

c) Regularly assess new technologies for application, need and implementation feasibility.

d) Regularly assess and act on cyber security measures.

e) Facilitate effective management of IT operations, ILS (Integrated Library System) and Web Services.

Remain current with departmental specific technology.

Assess and update library and departmental approaches to staff learning and training to support technology for public and staff.

Explore providing technology devices for patron use within the library and off-site.

Appendix A

Trends that may affect the strategic plans in future years.

List to be reviewed and updated by staff and board annually.
Discussion scheduled annually at the regular February Board meeting.

"Linked data" coming for bibliographic content
Additional annexations by Village
Bonds for building will be paid off in 2021
Continued demand for physical collections
Demand for more one on one service
Demographic changes – ethnic, racial, social and economic
Digital Divide and Net Neutrality
Growing need for public gathering spaces
Growth in off-site delivery of service and presence
Increased civic engagement and community participation and need for neutral place
Increased major capital improvements required as building ages
Increased physical facility and cyber security concerns
Internet of Things
Libraries seen as agents of change
Library of Things
Licensing issues for electronic collections
Major redevelopment efforts in downtown Mount Prospect
Political landscape local, state, and federal
Potential loss or reduction of Per Capita Grant
Potential property tax changes by State of Illinois

At the Mount Prospect Public Library, we are:

Genuine • Passionate • Professional • Team-oriented • Caring • Supportive • Dynamic • Understanding • Engaging • Service-oriented • Fair • Happy • Kind • Enthusiastic • Dedicated • Helpful • Fun • Community-oriented • Knowledgeable • Collaborative • Flexible • Organized • Encouraging

Committed to unrivaled service

Welcoming, respectful, approachable

Invested in learning

Stronger for our different backgrounds, talents, and experiences, which make for enriched collaboration

Dedicated to exploring, growing, and making a difference