

# GRAYSLAKE AREA PUBLIC LIBRARY DISTRICT

## STRATEGIC PLAN: JULY 1, 2020 – JUNE 30, 2023

During 2019, the Grayslake Area Public Library District embarked on a strategic planning process with the intent of engaging its community and developing goals and strategies that were responsive, comprehensive, and visionary. The following mission and vision statements, values, goals, and strategies were shaped by the community served by the library and refined during a collaborative process led by the Board of Trustees and library staff.

### OUR MISSION

Connecting community. Enriching lives. Inspiring ideas.

### OUR VISION

An engaged community that embraces lifelong learning, understanding, and new ideas.

### OUR VALUES

**LIFELONG LEARNING:** We support the ongoing pursuit of knowledge.

**SERVICE EXCELLENCE:** We are committed to a consistently positive experience and atmosphere.

**RESPECT:** We champion a culture of mutual respect, understanding, and reflection.

**CULTURE OF INCLUSIVITY:** We welcome everyone.

**INTELLECTUAL FREEDOM:** We support the right to receive information without restriction.

**KINDNESS:** We foster an environment that is friendly and considerate.

**CREATIVITY:** We embrace originality and the use of imagination.

**EQUITABLE ACCESS:** We believe in fair and just access for all.

# GOALS AND STRATEGIES

These goals and strategies were developed in response to the feedback and input received during the strategic planning process, which included a community survey and series of focus groups and stakeholder interviews.

## GOAL 1: TRANSITION FROM BEING A COMMUNITY AMENITY TO BECOMING A DESTINATION.

- STRATEGY 1: Develop a long-term space plan that anticipates future needs and solutions.
- STRATEGY 2: Evaluate the aesthetic design and use of space within the library facility.
- STRATEGY 3: Increase the awareness of and familiarity with using The Hub.
- STRATEGY 4: Improve the functionality of the meeting and programming space.
- STRATEGY 5: Adopt a culture of continuous improvement to ensure ongoing relevance.

## GOAL 2: OPTIMIZE THE EXPERIENCE OF USING THE LIBRARY.

- STRATEGY 1: Evaluate the feasibility of eliminating fines.
- STRATEGY 2: Explore options for expanding access to and availability of materials.
- STRATEGY 3: Enhance collection and program development by using data to guide decision-making.
- STRATEGY 4: Evaluate the library's hours of operation and adjust as necessary.

## GOAL 3: INCREASE USE OF THE LIBRARY AMONG NON- AND INFREQUENT USERS.

- STRATEGY 1: Identify and pursue ways to meet the needs of veterans and military families.
- STRATEGY 2: Enhance the engagement of the teen population.
- STRATEGY 3: Increase the capacity to serve Spanish-speaking individuals and families.
- STRATEGY 4: Increase accessibility to library resources for older adults.
- STRATEGY 5: Connect small businesses with the library through business-related resources and programs.

## GOAL 4: AMPLIFY THE LIBRARY'S MARKETING AND OUTREACH ACTIVITIES.

- STRATEGY 1: Develop and implement a marketing plan that delineates priorities for print, online, and word-of-mouth communications to the public, media, and community organizations.
- STRATEGY 2: Strengthen the library's brand and messaging.
- STRATEGY 3: Identify and pursue opportunities for community partnerships that underscore the library's value to the community.