



# Long-Range Plan

Midlothian Public Library

2017-2020

# Introduction

## Our Mission Statement:

Promote the power of knowledge and provide the community access to information for the fulfillment of its educational, cultural, professional, and personal interests.

To serve this mission, the Library will strive to fulfill the following strategic initiatives, goals, and objectives. The Long Range Planning Committee and the Midlothian Public Library Board of Trustees regard this Long Range Plan as a living document to be amended as needed over the time period to which it applies.



# Strategic Initiatives

1. Steward the Library's financial resources responsibly & plan for its future.
2. Expand the Library's communication with the community.
3. Continue to evolve as a 21st century library to serve the needs of contemporary patrons.

# Strategic Initiative 1: Steward the Library's financial resources responsibly and plan for its future.



**Goal 1:**  
Maintain  
safe,  
enjoyable,  
welcoming,  
flexible,  
and user-  
friendly  
spaces for  
patron and  
staff use.

1. Hire a consultant to conduct a professional Capital Needs Assessment.
2. Establish a timeline and budget for the completion of one or more building improvement projects (see Appendix).
3. Apply for a Live and Learn Grant from the Illinois State Library.
4. Research and apply for additional sources of grant funding.
5. When making any capital improvement, choose options that are the most environmentally sustainable, when cost-effective.



# Strategic Initiative 1: Steward the Library's financial resources responsibly and plan for its future.



**Goal 2.** Keep the Library's technology resources up-to-date to meet the changing needs of 21<sup>st</sup> century patrons.

1. Investigate opportunities to connect the Library to fiber optic Internet.
2. Continue to pursue affordable options for patrons to plug in electronic devices for in-library use.
3. Research adaptive technologies available for use with public Internet computers by patrons with special needs.
4. Investigate options for credit/debit card payments for printing, photocopying, etc.
5. Consider potential uses, feasibility, purchasing options, and budgeting for one or more of the following major technology purchases: (1) Portable digital media lab, (2) 3D printer, (3) Ceiling-mounted projector and/or smart board for meeting room and/or conference room.

# Strategic Initiative 1: Steward the Library's financial resources responsibly and plan for its future.



## Goal 3: Analyze current and future staffing needs.

1. Study current use of staff time and research local and national trends to inform staffing decisions.
2. Examine feasibility of increasing full-time positions, pay, and benefits to aid in retention of high-quality staff.

## Goal 4: Explore new fundraising options to improve the Library's financial future.

1. Collaborate with Friends of the Library to design and implement new fundraisers.
2. Research the library foundation model of fundraising and evaluate its applicability to this Library.

## Strategic Initiative 2: Expand the Library's communication with the community.



### Goal 1: Increase public awareness of the Library's materials, programs, and services.

1. Form an interdepartmental marketing committee to write a marketing plan. Investigate feasibility of hiring a marketing consultant to assist in this process.
2. Increase Library publicity in both print and digital media outlets.
3. Continue to increase Library representation at community events.
4. Create templates for signage and publicity materials for branding consistency.
5. Investigate opportunities to use direct mailing to publicize the Library.





## Strategic Initiative 2: Expand the Library's communication with the community.

**Goal 2:**  
Pursue collaborative projects between the Library and other community organizations.

1. Expand on current partnerships with school districts to offer programs that support student literacy.
2. Implement new outreach initiatives to day care centers to promote early literacy.
3. Collaborate with agencies that serve senior citizens and individuals with special needs to mutually promote programs and resources.
4. Partner with community colleges and other agencies to offer opportunities in adult literacy education, 21<sup>st</sup> century job training, and English language learning.
5. Investigate partnerships with health care providers to promote health, safety, and wellness education.
6. Pursue opportunities for communication and collaboration with the Police and Fire Departments, the Village of Midlothian, and the Midlothian Park District to serve the needs of our mutual constituents.
7. Create programs that bring together community members, agencies, and organizations to facilitate access to community resources.

## Strategic Initiative 2: Expand the Library's communication with the community.



### Goal 3. Promote the Library as a hub of civic engagement.

1. Invite local civic organizations to use the Library to promote their activities.
2. Hold forums to bring together community members across demographic groups to engage in dialogue about civic issues.



## Strategic Initiative 3: Continue to evolve as a 21st century library to serve the needs of contemporary patrons.



### **Goal 1:** Provide lifelong learning opportunities based on community-expressed needs.

1. Increase programming for senior citizens.
2. Expand technology classes and one-on-one technology assistance.
3. Increase programming and services to job-seekers, those seeking job training, and small business owners.
4. Investigate volunteer peer-to-peer tutoring models to supplement adult education offerings.
5. Offer new programs that promote health, safety, and wellness.
6. Create new STEAM programs for children and teens.
7. Provide educational programs that address the concerns of individuals with special needs of various age groups.

## Strategic Initiative 3: Continue to evolve as a 21st century library to serve the needs of contemporary patrons.



**Goal 2:** Serve the educational needs of a multicultural and multigenerational population.

1. Increase programming and outreach to meet the needs of Spanish speakers and English language learners.
2. Use arts programming to expand cultural awareness.
3. Offer new programs to foster inter-cultural understanding and diversity appreciation.
4. Expand intergenerational programming and simultaneous parallel programs for different age groups.
5. Design spaces and programs to balance patrons' needs for social, collaborative, and play-oriented activities with quiet work, study, and reflection.
6. Continue to offer staff development opportunities to promote welcoming and friendly service to all patrons.



## Strategic Initiative 3: Continue to evolve as a 21st century library to serve the needs of contemporary patrons.

**Goal 3:**  
Curate a collection of digital and print resources relevant to the community's interests and needs.

1. Increase size of our Spanish-language collection of print and digital media for all age groups.
2. Prioritize purchase of materials of projected high demand.
3. Train all selectors in best practices for collection management.
4. Implement a systematic and ongoing weeding schedule for all collections.
5. Re-evaluate database subscriptions to maximize patron use and cost-efficiency.
6. Use Blue Cloud Analytics software to employ statistical analysis to inform collection management.

## Strategic Initiative 3: Continue to evolve as a 21st century library to serve the needs of contemporary patrons.



### **Goal 4:** Expand the community's access to Library resources, programs, and services.

1. Experiment with expanded/alternate hours on weeknights and weekends to test feasibility.
2. Implement mobile circulation technology for off-site library card signup and item checkout.
3. Use library space creatively to ease discovery of materials by patrons.
4. Re-evaluate physical layout of public technology to aid patron use, especially by individuals with disabilities.
5. Offer programs at a variety of times of day and at off-site locations.
6. Promote in-library and remote access to digital resources, especially as they align with the community's educational needs.
7. Investigate feasibility of implementation of a homebound delivery service.



## Appendix: List of potential building improvement projects

- ▶ Remodeling of the public and staff bathrooms
- ▶ Replacement of skylights
- ▶ Remodeling of staff workroom
- ▶ Painting and repair of exterior building and beams
- ▶ Bird control in the foyer
- ▶ Upgrade of safety and security systems
- ▶ Creation of additional storage space
- ▶ New exterior and interior lighting
- ▶ Replacement of select windows
- ▶ Landscaping and streetscaping projects
- ▶ Green/sustainable/energy-efficient building improvements

