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## NEWS RELEASE

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### **Elmhurst Public Library Approves Strategic Plan**

ELMHURST, IL —Five years after moving into a new, state of the art library building, The Board of Trustees of the Elmhurst Public Library has approved a strategic plan for the next five years. The plan was developed by a staff committee over the past ten months, drawing on community input, demographic statistics and trend analyses. Elmhurst College marketing students assisted by designing and administering a survey of residents.

The plan includes a new Mission Statement: "The Elmhurst Public Library enriches life in Elmhurst by providing opportunities to explore, learn and grow." The new Vision Statement is the basis for the rest of the plan: "Elmhurst Public Library will be a place for discovery at the heart of the community. The Library will provide the support and resources for Elmhurst residents to develop a love of reading; access information for work and learning; pursue interests that will enrich their lives; understand changes in technology, society and culture; and gather and interact with each other."

There are three strategic directions identified in the plan:

- The Library aims to be a visible and engaged presence in the community by collaborating with local organizations and businesses and increasing awareness of library services through more effective marketing.
- The Library also seeks to be a source of inspiration and knowledge by promoting a love of reading, supporting economic development, and offering programs that help residents succeed in all aspects of their lives.
- Finally, the Library will develop a comprehensive training plan for staff in areas such as technology, readers' advisory, and information service to ensure that they are able to continue to deliver the best possible library service to Elmhurst residents in a time of rapid change.

For more information, visit the Strategic Planning Blog at <http://elmhurstpubliclibrary.blogspot.com>. The Elmhurst Public Library has served the citizens of Elmhurst for more than 90 years, growing and changing as the community evolved. The Library strives to enrich life in Elmhurst by providing opportunities to explore, learn and grow. Elmhurst Public Library was recently named #5 in the U.S. and #1 in Illinois in its population category by the HAPLR Index. The Library offers the support and resources for Elmhurst residents to develop a love of reading; access information for work and learning; pursue interests that will enrich their lives; understand changes in technology, society and culture; and gather and interact with each other. Elmhurst Public Library is a place for discovery at the heart of the community.

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