

## ATTACHMENT F

### STRATEGIC PLAN – GOALS

Administrative staff met to discuss goals for the strategic plan. We developed goals based on the feedback received from the Board and staff who participated on the strategic planning committee. These goals include most of the ideas and concepts that were discussed in the planning meetings. After these goals are accepted by the Board, staff will be tasked with implementing the goals.

Strategic Plan: Staff and Board Revision

## **Mission:**

The Elmhurst Public Library enriches life in Elmhurst by providing opportunities to connect, create, and explore.

## **Tagline:**

Elmhurst Public Library: Prepare to Be Amazed!

## **Vision:**

The Elmhurst Public Library is the place for discovery at the heart of the community. The Library provides the support, resources, and environment for Elmhurst patrons to:

Pursue a love of reading

Access Information

Explore Interests

Engage with technology

Connect with others

Create and Innovate

## **Values:**

The Elmhurst Public Library Values:

Exemplary service

Fiscal responsibility

Priority to Elmhurst Taxpayers

Intellectual Freedom

Lifelong learning

Innovation

Diversity

## Core Services:

Resources: materials, e services, people

Technology: hardware, software, instruction

Programs: experiences, learning, connection, entertainment

Space: meet, relax, create, work, play

## Service Initiatives:

1. Marketing: Let everyone in Elmhurst know about everything the Library has to offer.
  - a. Create an overall marketing plan.
  - b. Focus on making non-users, users.
  - c. Place an emphasis on reaching out to the Elmhurst business community.
2. Collections: Provide resources for the community that are most in demand.
  - a. Actively promote collections so that patrons check items out.
  - b. Expand digital collections.
  - c. Explore alternative collection ideas.
3. Spaces: Develop engaging spaces that excite our patrons and encourage more visits.
  - a. Renovate the Kids' Department to meet the needs of the community.
  - b. Create a Maker Space where Elmhurst residents can create, invent, and design.
  - c. Research solutions to increase patron parking.
  - d. Explore the concept of providing a culinary education center for the community.
4. Programming: Provide an array of programs and classes that entice residents to come to the Library.
  - a. Develop programs specifically geared towards 20-30 year olds.
  - b. Create programs that compliment new spaces and technology.
  - c. Focus on the arts, culture, and bringing diverse ideas and people to the Library for the enrichment of resident's lives.
  - d. Identify and create programs for minority or special Elmhurst populations.

## Internal Initiatives:

1. Planning: Develop plans to ensure that the Library's assets are sustainable.
  - a. Financial Plan
  - b. Capital Replacement Plan
2. Staff: Foster an organization that reflects patron's needs and demands.
  - a. Staff training/development
  - b. Create positions that meet the needs of patrons and support Service Initiatives.
3. Innovation: Be on the leading edge.
  - a. Encourage staff to learn about the latest technology.
  - b. Foster an organization where creativity, innovation, and exploration are valued.
  - c. Create an environment where all staff feel comfortable proposing ideas, both and big and little, to ensure that our patrons are continually amazed!