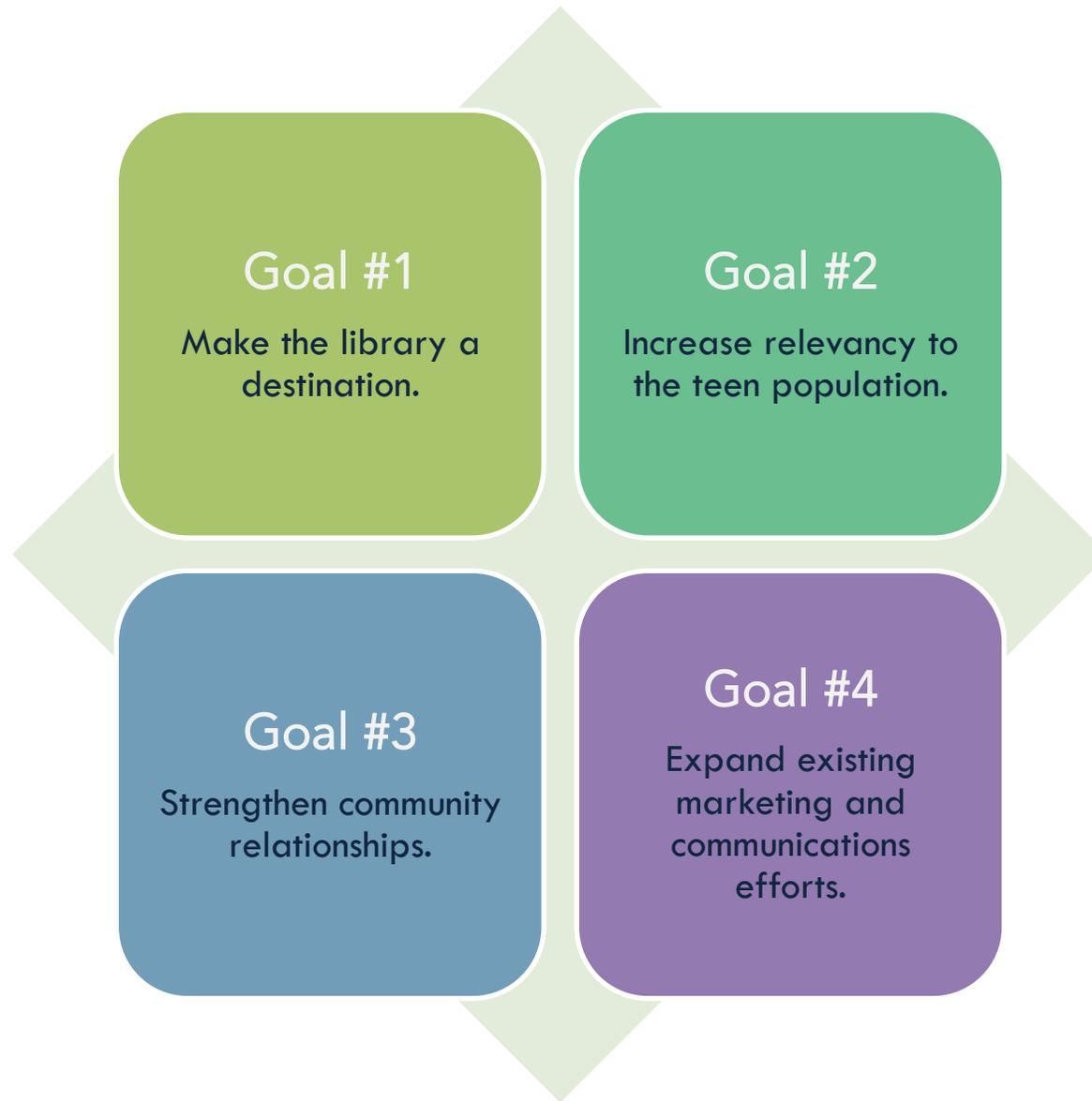


WHEATON PUBLIC LIBRARY COMMUNITY STRATEGIC PLAN



Goal #1: Make the library a destination.

Ensure collection comprises relevant and high-quality materials.

Provide up-to-date technology for patron use.

Offer appealing programming that serves the needs of the community.

Update facility to provide more collaborative meeting space.

Goal #2: Increase relevancy to the teen population.

Provide collaborative space for teens.

Offer interactive programming.

Foster stronger relationships with teens and schools.

Goal #3: Strengthen community relationships.

Increase outreach to local business community.

Strengthen relationships with local government bodies, including schools and parks.

Pursue partnerships around utilization of library services and facilities.

Goal #4: Expand existing marketing and communications efforts.

Develop and maintain presence on social media.

Develop and regularly distribute an e-newsletter.

Increase physical presence at community events.

Provide regular communications about advances made as a result of community feedback.

GOAL #1: MAKE THE LIBRARY A DESTINATION.

COMMUNITY FEEDBACK

Patrons and community leaders encouraged the library to increase access to new technologies, such as eMedia resources, digital media production tools, and 3D printers.

Patrons of all ages were supportive of allowing consumption of coffee in the library and developing a space for a coffee vendor.

Patrons expressed interest in using the library as a venue for community-oriented activities, including music concerts and other cultural events.

Many respondents desired longer Friday hours as well as Sunday hours during the summer.

Patrons said they wanted more collaborative work space in the library.

GOAL #2: INCREASE RELEVANCY TO THE TEEN POPULATION. COMMUNITY FEEDBACK

The library is currently not connecting with Wheaton's teen population.

High school students need a community space to speak, collaborate, and interact with each other.

Patrons thought that existing programming lacked opportunities for teens and young adults.

Teens are interested in new technologies, such as 3D printers and video equipment.

Teens are not being reached effectively through traditional outreach methods. Consider greater marketing efforts through social media, such as Twitter, Facebook, and Instagram, and outreach to schools.

GOAL #3: STRENGTHEN COMMUNITY RELATIONSHIPS. COMMUNITY FEEDBACK

Patrons and community leaders alike thought the library can better incorporate its services and facilities with other organizations in Wheaton.

School officials said there are many opportunities to work together to better serve both students and parents.

Consider developing stronger working relationships with area colleges.

The Wheaton business community expressed a renewed interest in working with the library.

GOAL #4: EXPAND EXISTING MARKETING AND COMMUNICATIONS EFFORTS.

COMMUNITY FEEDBACK

Patrons said they want to receive news and regular updates from the library electronically.

Patrons encouraged the library to use social media to communicate upcoming events and programs at the library.

Many community members suggested there is a widespread perception that the library is only a place to archive books.

Patrons and community officials encouraged the library to develop a more visible presence at community events.

Great opportunity exists for a public education campaign about the challenges the library industry faces in providing access to ebooks and other electronic materials.