



STRATEGIC PLAN: 2019-2020

OUR MISSION

Wheaton Public Library is a welcoming destination that connects the community to literacy, information, ideas and experiences.
Grow with us!

OUR PLANNING PROCESS

During 2018, Wheaton Public Library embarked on a new strategic planning process informed by feedback from its community. Through a community survey, series of focus groups with library stakeholders and collaboration with library staff, the Board of Trustees developed and approved the following goals and strategies to guide the library's future service to the Wheaton community.

OUR GOALS

OUR STRATEGIES

ENHANCE LIBRARY USER EXPERIENCE

- Determine financial impact and feasibility of expanding hours
- Optimize functionality of space throughout the library
- Develop strategies for addressing the high demand for popular materials
- Evaluate programs to better match community demand

EXPAND STRATEGIC COMMUNICATIONS

- Communicate the library's value to the public
- Expand reach of email blasts
- Determine ways to extend communications to residents of unincorporated areas

INCREASE PUBLIC AWARENESS OF LIBRARY SERVICES

- Increase understanding of recent changes within the library
- Increase public knowledge of library resources
- Enhance service to underserved populations

INCREASE EFFECTIVENESS OF THE LIBRARY AS AN ORGANIZATION

- Develop a succession plan to ensure ongoing success of the library
- Explore feasibility of fundraising opportunities

GOAL 1: ENHANCE LIBRARY USER EXPERIENCE

STRATEGY 1

DETERMINE FINANCIAL IMPACT AND FEASIBILITY OF EXPANDING HOURS

- Evaluate staff schedules
- Evaluate cost of additional hours of operation

STRATEGY 2

OPTIMIZE FUNCTIONALITY OF SPACE THROUGHOUT THE LIBRARY

- Define spaces and their intended audiences and purposes
- Evaluate seating options and layout of furniture in each department

STRATEGY 3

DEVELOP STRATEGIES FOR ADDRESSING THE HIGH DEMAND FOR POPULAR MATERIALS

- Allocate funding in budget to increase purchases of popular materials
- Utilize data to evaluate number of purchases, holds, and wait times
- Explore additional options for meeting the demand for materials

STRATEGY 4

EVALUATE PROGRAMS TO BETTER MATCH COMMUNITY DEMAND

- Develop survey to administer at conclusion of programs
- Conduct an ongoing general program-related survey

GOAL 2: EXPAND STRATEGIC COMMUNICATIONS

STRATEGY 1

COMMUNICATE THE LIBRARY'S VALUE TO THE PUBLIC

- Produce an annual report demonstrating the library's impact and role within the community
- Generate and regularly share social media content about the library's resources
- Revamp comment cards to more effectively capture patron comments and suggestions

STRATEGY 2

EXPAND REACH OF EMAIL BLASTS

- Increase the target audiences of email blasts
- Produce content to be sent through email blasts on a regular basis

STRATEGY 3

DETERMINE WAYS TO EXTEND COMMUNICATIONS TO RESIDENTS OF UNINCORPORATED AREAS

- Work with organizations to increase awareness of the library to residents of unincorporated areas
- Develop marketing material that illustrates the return on investment of using library

GOAL 3: INCREASE PUBLIC AWARENESS OF LIBRARY SERVICES

STRATEGY 1

INCREASE UNDERSTANDING OF RECENT CHANGES WITHIN THE LIBRARY

- Include information in regular communication, marketing materials, and physical signage
- Develop an editorial calendar to promote information on social media on a regular basis

STRATEGY 2

INCREASE PUBLIC KNOWLEDGE OF LIBRARY RESOURCES

- Expand training to staff in all departments
- Increase marketing of e-content and databases

STRATEGY 3

ENHANCE SERVICE TO UNDERSERVED POPULATIONS

- Optimize use of library resources
- Explore options for expanding offsite programs for those with limited transportation
- Identify opportunities for offsite library card sign-ups
- Develop communications plan

GOAL 4: INCREASE EFFECTIVENESS OF THE LIBRARY AS AN ORGANIZATION

STRATEGY 1

DEVELOP A SUCCESSION PLAN TO ENSURE ONGOING SUCCESS OF THE LIBRARY

- Measure financial impact of staff onboarding and current full-time equivalent structure
- Expand staff access to professional development opportunities
- Conduct ongoing evaluation of library service (e.g., brief satisfaction survey)

STRATEGY 2

EXPLORE FEASIBILITY OF FUNDRAISING OPPORTUNITIES

- Identify opportunities for auxiliary groups, such as the Friends of Wheaton Public Library, to host special events
- Consider feasibility of alternative sources of revenue (e.g., memorial donations, Donor Wall, grants, offering naming rights of spaces within the library)