

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