Oglesby Library Strategic Plan 2017-2022

The mission of the Oglesby Public Library is:

To provide excellent service to community members of all ages
To support literacy through physical and electronic resources
To host educational and cultural events for the benefit of community members
To be a source for community information, both historical and present
To offer the opportunity for community members to develop and improve technology skills

Oglesby Library SWOT questions

STRENGTHS	WEAKNESSES
What are your library's strongest contributions to your community?	In what areas does your library have fewer resources than you need?
What does your library do that no one else does?	What else needs improvement?
What do your users like best about your library?	What do your users wish you did better?
OPPORTUNITIES	**THREATS**
What could you do if only your library had the resources to do it?	What is happening in the world that could impact your library negatively?
What is happening in the world now that you would like to take advantage of?	What library services are provided elsewhere with greater ease for users?
How can your strengths open doors to opportunities for your library?	What weaknesses leave you vulnerable to cuts in or competition for your services?

Oglesby Library SWOT conclusions

STRENGTHS	WEAKNESSES
Programs	**Programs**
Programs draw people to the library	Few programs for teens
Good summer reading program and school year lapsit	Limited times on programs for working adults
Staff	**Staff**
Friendly, courteous, knowledgeable library staff	Lack of staff professional development plan
	Finances for more staff
Collection	**Collection**
Great selection of books	New nonfiction limited
Inter-library loan	Movies on spindle racks hard to find
eBooks	Limited budget
Physical Location	**Physical Location**
Attractive children's area;	No automatic doors for handicap access
Clean and organized library	Lack of study rooms or meeting room for public use
Local historical records	Community requests for earlier opening times (would require $ for more staff)
Everything is all on one level (no stairs)	
Technology	**Technology**
Public computer center	Same technology is not on every computer
Printing, copying, and faxing services	Computer login system problems
Email newsletter	No refresh cycle to update technology

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OPPORTUNITIES	THREATS
Money Grant opportunities	**Money** Dropping Equalized Assessed Values and TIFs; shrinking property taxes received
Local Community Building more connections with schools Attending local events at which library can be involved Find program topics that the community wants (tech training) Request business to sponsor programs or programming Opportunities for volunteers	**Program Timing** Competition for people's time from other activities and life events Lack of awareness for activities **Physical Location** Rocks on sidewalks Emergency button is visible to public, cannot be activated covertly **Perception** Perception of the library's relevance to modern society

Goal 1: The library will utilize its finances, space, and collections to increase patron access to the library and its services, better serve patron needs, and draw community members together.

Strategies	Potential Action Steps
Develop a comprehensive plan to systematically and regularly evaluate collections to ensure they are up-to-date and responsive to the needs and interests of the community so that patrons will find and receive the materials they want in a convenient manner	1. Increase new nonfiction by 2-3 books per month 2. Find other shelving for movies 3. Promote interlibrary loan 4. Increase and improve Large Print selection 5. Evaluate current print collection – inventory and weeding
Maintain safe, clean, and accessible facility	1. Fundraise to install push-button automatic doors at front entrance 2. Implement system to reduce rocks on the sidewalk 3. Investigate emergency button that can be activated covertly 4. Investigate feasibility of meeting community request for earlier opening times
Provide space for the growing needs of the community, both physical and virtual	1. Outfit the library to meet patrons' needs using current technology 2. Use existing space efficiently 3. Research adding study rooms or meeting rooms for public use

Foster creative environments to stimulate the imagination and encourage creativity	1. Provide opportunities for residents to gather at the library and activities that feature community members 2. Provide an environment supporting cultural and artistic interaction in the community 3. Research, evaluate, and pursue grants related to a makerspace, 3D printer, or other new technologies 4. Seek out grant opportunities to help achieve the long-term goals of the library

Goal 2: The library will evaluate and seek to adopt new and existing technology to improve service, remain up to date and relevant, and increase patron access to technology.

Strategies	**Potential Action Steps**
Provide up-to-date technology for public use	1. Identify and implement new technology to meet patron needs 2. Create a full technology plan (schedule for maintenance, repair, and replacement of existing computers, printers, copiers, phone, software, etc. including updates to office tech; review and plan for new advances) 3. Seek, apply for grants to begin a refresh cycle and funding strategies to achieve long-term technology goals of the library

Increase self-sufficiency of patrons with technology classes and opportunities to explore technology	1. Offer computer training to upgrade skills and job qualifications 2. Provide a variety of technology training for patrons at varying levels 3. Partner with other organizations and schools to expand technology learning opportunities
Increase ease of patron access to computers	1. Find a library tech support person 2. List technology available on each computer, determine and document reason for differences 3. Track down and fix computer login system problems

Goal 3: The library will develop a community-centered approach to programming, increasing its visibility in the community and meeting the needs of district residents

Strategies	**Potential Action Steps**
Generate programming to meet the specific needs and interests of our community by providing a variety of programs which support the library vision for all ages and abilities	1. Evaluate current programming to add new, appealing programs to attract patrons 2. Schedule or book one program each month for adults 3. Establish programs targeting middle school, teens, and young adults 4. Present programs that support personal growth and learning in collaboration with local professionals and businesses

Provide programs that support literacy	1. Oglesby youth will maintain literacy skills by participating in Summer Reading Programs 2. Expand Summer Reading Program to allow teens and adults to participate 3. Maintain and expand early literacy services and programs for children from birth to pre-kindergarten 4. Provide support for school assignments and reading for pleasure for children from kindergarten to eighth grade 5. Connect with local school to help grade school students and teens develop critical thinking skills and information literacy
Increase marketing and communication efforts to create awareness of the library in the community.	1. Establish procedures for marketing programs, services, and collections through the newsletter, social media, and other platforms 2. Create ways to communicate messages to and receive feedback from the community 3. Actively reach out to new residents 4. Participate in major community events 5. Annually evaluate and implement the most effective methods to communicate with the community

Maintain mutually beneficial relationships with community service organizations and businesses	1. Create or develop community partnerships with local businesses and area groups 2. Partner with school, civic, and social service organizations to create and promote events and programs 3. Annually evaluate partnerships with local businesses and entities to expand or reconsider

Goal 4: Library patrons will receive efficient, friendly, and professional service from a well-trained staff who are passionate about the library and love to help others learn.

Strategies	**Potential Action Steps**
Promote a culture of learning and collaboration for library staff and trustees, imparting quality library service and supporting the library's mission	1. All staff will have the opportunity to attend at least one professional development event per year in order to better serve patron needs in services, programming, and materials 2. Investigate closing the library for one day all-staff training event (PraireCat Users Group Day in September) 3. Build an internal communication plan so all staff know when things change 4. Encourage and promote continuing education opportunities for trustee training

Empower more staff to use technology effectively so more staff members can help with patrons' technology needs	1. Provide technology training for staff to help staff assist with patrons' digital needs 2. Offer regular digital learning courses for staff
Maintain excellent standards of library governance to ensure best professional service	1. Conduct regular reviews of library policies and procedures, responding to legislative mandates 2. Maintain mutually beneficial relationships with local, state, and national library organizations 3. Acquire and allocate funds in the best possible manner to achieve library's strategic goals and to be good stewards of the community's resources 4. Investigate feasibility of expanding library district to be available to more patrons and increase library funding

Evaluation Process

This plan is designed to be flexible and responsive to changes in the economic, demographic or political climate of the Oglesby community. The goals and strategies are broad enough to allow for necessary modifications. All of the action steps are defined as "potential" in order to allow changes as needed.

Reporting progress or hindrances on the action steps should be a regular part of library board meetings, perhaps included in the Librarian's Report at least once a quarter.