

Bensenville Community Public Library

Strategic Plan

FY '15/16 – '17/18



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Public Library**

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Strategic planning is the process of envisioning a desired future, translating that vision into broadly defined goals, and developing a course of action to achieve those goals. A successful strategic plan must reflect the thoughts of all its key stakeholders – users, taxpayers, community members – in addition to the larger trends at play in society.

The Bensenville Community Public Library views strategic planning as a process for determining where the Library will be going over the next three years. This strategic plan is meant to be used as a roadmap for meaningful change, and shall be reviewed and revised annually by the Library staff and Board of Trustees. The ultimate goal is to ensure that the Bensenville Community Public Library remains a thriving and essential part of the Bensenville community.

To ensure a thorough and positive planning experience, the Library engaged in a collaborative and in-depth data gathering process with the community, Library Board, and staff. This included a review of census data, SWOT analysis, library use and statistics, and various other survey instruments. To collect input from the Library's community, a series of focus groups were conducted to gather information regarding patterns of usage and need for library programs and services. In addition, a strategic planning workshop was conducted in the summer of 2015 with a Strategic Planning Committee, which included the Library Board of Trustees, key staff members, and community members.

Presented here is the Mission Statement and Strategic Goals, as adopted by the Bensenville Community Public Library Board of Trustees on Monday, September 21, 2015.

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BENSENVILLE COMMUNITY PUBLIC LIBRARY
Mission Statement

Serving the community as a dynamic center for
learning, discovering, and connecting.

GOAL	2015-2016	2016-2017	2017-2018
Continue to maintain a leadership position through community partnerships	<ul style="list-style-type: none"> Foster current community partnerships and work to strengthen these established relationships Administrative team will evaluate ways in which we can better serve community organizations that we underserve Ensure that library staff are given the opportunity and encouraged to be involved in community partnerships 	<ul style="list-style-type: none"> Develop a specialized marketing campaign aimed at addressing the community organizations and businesses that have been identified by the administrative team as underserved 	<ul style="list-style-type: none"> Evaluate the specialized marketing campaign aimed at addressing other community organizations and businesses for effectiveness and make adjustments as necessary
Increase awareness of library programs, services, and library's role as a community center	<ul style="list-style-type: none"> Explore professional printing and mailing opportunities and mail Summer 2016 Program Guide Investigate ways to increase and enhance in-house directional signage Evaluate our current marketing strategy and materials and make improvements as necessary Develop and print new welcome packets for patrons 	<ul style="list-style-type: none"> Assess effectiveness of Summer 2016 Program Guide mailing and make adjustments as necessary, including the possibility of increased mailings Implement enhanced in-house directional signage 	<ul style="list-style-type: none"> Continue to mail program guides as determined
Provide exemplary customer service	<ul style="list-style-type: none"> Continue to provide exemplary customer service Evaluate strategic plan and revise if necessary Research possible continuing education opportunities for staff that focus on customer service skills and acceptance of others Work to increase in-house communication between all staff through regular departmental and all-staff mandatory meetings 	<ul style="list-style-type: none"> Offer a variety of continuing education opportunities for staff that focus on customer service skills and acceptance of others Remain consistent with in-house communications 	<ul style="list-style-type: none"> Assess previous continuing education opportunities and implement new opportunities

Respond proactively to the changing needs of the community	<ul style="list-style-type: none"> • Participate in the EDGE survey • Form a Multicultural Committee comprised both of library staff and community representatives to meet quarterly and explore ways to effectively outreach to multicultural populations • Establish Collection Development committee to evaluate and revise current purchasing criteria to ensure the library is focused on a popular and thoughtfully curated collection • Continue to offer library programs that provides a variety of enrichment opportunities that address the community's diverse interests 	<ul style="list-style-type: none"> • Evaluate EDGE survey results and develop a comprehensive plan to address deficiencies uncovered in survey results • Continue with quarterly meetings of Multicultural Committee and begin to implement outreach as designed by committee • Collection Development committee will evaluate changes made and make adjustments as necessary 	<ul style="list-style-type: none"> • Continue with quarterly meetings of Multicultural Committee • Evaluate the results of outreach program and make adjustments as necessary
Continue to be at the forefront of library innovation	<ul style="list-style-type: none"> • Provide yearly professional development opportunities for staff • Provide opportunities for all library staff to explore trends and innovations in library service 		
Continue to enhance the library's role as a community center	<ul style="list-style-type: none"> • Continue to be a welcoming and inclusive environment • As an administrative team valuate the efficiency of library meeting space and policies 	<ul style="list-style-type: none"> • Implement new library meeting room efficiency plan and policies 	
Remain a good steward of fiscal responsibility and facility management	<ul style="list-style-type: none"> • Continue to monitor and manage district resources to secure a balanced budget and reasonable reserves • Proactively monitor changes in State financing and revenue streams to districts; take preventative measures • Analyze current security measures, add to or make changes if necessary, and communicate decisions 		