

# Strategic Plan

2023-2025

**bcpl**

**Bensenville Community  
Public Library**



# WHY

Bensenville Community Public Library is a lifelong resource for its community. The library's committed staff, engaged patrons, and essential services create a welcoming and supportive community space. To align its resources with the emerging priorities of the community, the library has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, BCPL will be able to focus efforts on creating inspired spaces, maximizing community connections, and cultivating learning and growth for the community as well as for library staff.

# HOW

Bensenville Community Public Library initiated a strategic planning process starting in Summer 2022. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in July 2022 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed forming a Planning Team to guide the process, holding staff and Board feedback sessions, conducting a community survey, and leading focus groups. In the Dream phase, the Planning Team discussed possible future pathways for the library. This strategic plan will guide the library through the Do phase, as the library executes its vision for the future.

# PROCESS TIMELINE

*August 2022 - March 2023*

The Planning Team spent several months learning about community needs and developing strategies to advance the library's mission over the next three years.

August '22	Planning Team kick-off
September '22	Board and staff sessions
Oct. - Nov. '22	Community Survey and Focus Groups
Dec. '22 - Jan. '23	Learning Report; Board and staff retreats
Feb. - March '23	Plan development and review; Presentation to Board; Transition to implementation

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# VISION

Supporting possibilities

# MISSION

We strive to create a welcoming and dynamic space for our community to connect, explore, share, and learn across a lifetime.

# Strategic Direction 1

## **SPACES THAT INSPIRE OPPORTUNITIES**

We seek to position the library as a vital community hub that provides space for creativity, learning, and enjoyment.

### **GOAL**

1: Create plans for library indoor and outdoor spaces that will ensure flexibility, community connections, and meet the needs of diverse library users.

### **POTENTIAL OUTCOMES**

- Increased usage/satisfaction of library facilities
- Staff contentment
- Flexible spaces that ensure maximized usage
- Spaces tailored to allow a welcome and comfortable environment for all audiences

# Strategic Direction 2

## **MAXIMIZE COMMUNITY CONNECTIONS**

Within the library and throughout the community, we cultivate relationships and diverse opportunities for all.

### **GOALS**

- 1: Promote the library to non-users by leveraging the capabilities of community partners and outreach efforts to underserved populations.
- 2: Coordinate library communication to ensure an understanding of all the library offers.
- 3: Strengthen current community partnerships by aligning activities that open new opportunities.
- 4: Continuously improve library collections, services, technology, and programs to ensure they are inclusive and represent the community's diversity.

### **POTENTIAL OUTCOMES**

- Expanded awareness of all the library offers
- Expanded partnerships
- Increased library usage

# Strategic Direction 3

## LEARN & GROW TOGETHER

We foster positive internal culture and prioritize community input to strengthen all library operations.

### GOALS

- 1: Cultivate high job satisfaction and positive team dynamics by listening and responding to staff needs.
- 2: Develop ways to collect and use community stories and data to review and improve library collections, services, technology, and programs.

### POTENTIAL OUTCOMES

- High staff retention
- Increased confidence throughout the community
- Patron satisfaction with collections, services, technology and programs
- Enhanced data allows staff to adapt to changing community needs

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# NEXT STEPS

Now that this plan has been adopted by the Bensenville Community Public Library Board of Trustees, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once implementation is underway. The status of the plan and its implementation will be reported regularly to Trustees and stakeholders.