

Indian Trails Library District Strategic Plan 2013-2015

Vision

The Indian Trails Library District inspires individuals, engages communities, and enriches lives.

Mission

The Indian Trails Library District informs, educates, entertains, and shares resources as it serves, guides, and empowers its members.

Values

- **Service**
We provide helpful, reliable, and consistent service in a positive and welcoming environment.
- **Respect**
Every person we serve receives equal access to information and materials provided professionally and promptly.
- **Trust**
All library staff members serve with honesty, transparency, and accountability for their actions.
- **Compassion**
We strive to understand the needs of those we serve, to appreciate their challenges, and to respond with kindness.
- **Innovation**
We investigate, explore, and experiment to provide the best and timeliest services that our members need and request.
- **Curiosity**
We encourage our staff and those we serve to learn and to grow as individuals and as citizens.

Strategies, Objectives, Actions

- **Services**
Strategy: Develop and deliver services and materials that anticipate and exceed the needs of our members.
 - Objective: Improve member satisfaction with easy and timely access to creative services and to materials in varied formats.

Indian Trails Library District Strategic Plan 2013-2015

- Action: Establish kiosks throughout our service area to provide access to digital materials, such as the 3M Cloud Library.
- Action: Acquire and circulate a sufficient number of electronic devices for member access to digital materials.
- Action: Investigate, test, and acquire new formats as they become available.
- Action: Eliminate the materials and formats that members do not use and replace them with those that they do use.
- Action: Equip staff with technology necessary to permit mobile services.
- Objective: Develop and implement a concierge service.
 - Action: Create a schedule of concierge services that identifies staff members with the skills and knowledge to provide them.
 - Action: Train and prepare staff to provide focused, one-on-one, by-appointment, member services.
- Objective: Increase the 21st century literacy skills of library and community members.
 - Action: Work as an active participant in the Lake County Adult Learning Connection and other regional literacy initiatives.
 - Action: Incorporate *Every Child Ready to Read* and other literacy tenets into appropriate youth programs.
 - Action: Develop and host an annual, community-wide family literacy event.
- Objective: Communicate effectively and frequently about all library services.
 - Action: Create a Marketing and Communications Plan to guide the communication methods and activities of staff.
 - Action: Hire a social media specialist to work in the Communications Services Department.
 - Action: Collect reliable data and opinions through frequent member surveys and community engagement to guide the selection and development of collections, programs, and services.
- **Community Engagement**

Strategy: Establish the library district as the heart of our community.

 - Objective: Improve the strategic position of the library district by building liaisons with community and business leaders.

Indian Trails Library District Strategic Plan 2013-2015

- Action: Maintain active memberships in the local chambers of commerce and other organizations for community leaders.
- Action: Expand business and career services for local business owners, entrepreneurs, and job seekers to build their businesses and increase their skills (see Services Strategy).
- Action: Host frequent networking and information sharing events at the library for community leaders.
- Objective: Increase awareness of the library and its services to potential and current members to encourage both to be lifelong members.
 - Action: Collaborate with other social service organizations to learn about residents' needs and to extend library services to the underserved.
 - Action: Participate in the many community events, fairs, and expositions throughout our service area.
 - Action: Embed staff members in businesses, municipal organizations, schools, and other institutions to serve people where they are and to build awareness of services.
 - Action: Establish strong partnerships with local institutions, ethnic organizations, businesses, and individuals.
- Objective: Provide comprehensive services and materials to meet the needs of immigrant populations.
 - Action: Gather and analyze community demographics to identify significant language and ethnic populations.
 - Action: Create and lead a multicultural advisory committee to develop multilingual services, world language collections, and multilingual programs and services.
 - Action: Develop a broad spectrum of immigrant services.
- **Staff**

Strategy: Train, educate, and equip library staff members to excel professionally in their jobs.

 - Objective: Revolutionize member services with compassionate, proactive, and innovative staff.
 - Action: Create a library-wide, member service training plan that includes personal performance, customer service, cross training, team building, and management mentoring objectives.

Indian Trails Library District Strategic Plan 2013-2015

- Action: Conduct monthly, mandatory staff classes on vital topics including technology, customer service, community diversity, and emergency preparedness.
- Action: Hire a professional consultant to provide extensive customer service training and coaching for staff.
- Action: Hire an image consultant to guide staff on professional appearance and behavior, and establish a new dress and appearance code.

- **Facilities**

Strategy: Create buildings and spaces that are well maintained and human-centered: designed for people to use and with the current and future needs of our members in mind.

 - Objective: Provide the spaces that our members need and want, where they need and want them.
 - Action: Review and revise the 2010 Engberg Anderson Feasibility Study
 - Action: Create a building plan for the renovation of the Schoenbeck Road facility and the maintenance of all library district facilities.
 - Action: Collaborate with the Wheeling Park District and the Village of Wheeling to acquire and use available properties adjacent to the Schoenbeck Road facility.
 - Investigate the need for the addition or expansion of branch or other satellite library locations.
 - Objective: Create a fundraising plan with a focus on capital improvements and other strategies.
 - Action: Write a plan that identifies clear fundraising objectives and strategies to achieve them.
 - Action: Develop a capital campaign for building improvements.
 - Action: Align the vision and mission of the Library Foundation, the Friends of the Library, and the Children's Advocates with the library's fundraising plan and capital campaign.

- **Technology**

Strategy: Be our members' first choice for online access, digital materials, computer instruction, and technology assistance.

 - Objective: Provide cutting-edge technology services and devices that our members will require into the 21st century.

Indian Trails Library District Strategic Plan 2013-2015

- Action: Develop a technology plan for the acquisition, implementation, and maintenance of electronic services and equipment.
- Action: Create a mobile version of the library's website for use on handheld devices.
- Action: Determine the feasibility and desirability of joining the Cooperative Computer Services consortium for catalog and interlibrary loan services.
- Objective: Create a service environment where staff is able to assist our members with technology.
 - Action: Develop and provide frequent staff classes on specific content to improve proficiency.
 - Action: Include schedules of technology skills and competencies in every annual Personal Performance Plan.
- Objective: Expand technology instruction, both onsite and offsite.
 - Action: Include a plan for technology spaces within the library's building plan (see Facilities Strategy).
 - Action: Develop personal, one-on-one technology instruction services as part of the library's concierge services (see Service Strategy).
 - Action: Identify and use other spaces throughout our service area to teach technology skills to library and community members.