



Fox River Valley Public Library District
Strategic Plan 2017 – 2020
Goals & Objectives

Highlights of our final 2017-2020 Strategic Plan goals and objectives as of the end of 2019:

GOAL 1: OPTIMIZE MATERIALS, PROGRAMS AND SERVICE

OBJ A: Increase total materials circulations by **1%** each year. Baseline is 569,196 in FY1516.

- Total 528,296 in FY1617 (**7% decrease**)
- Total 527,510 in FY1718 (**0% change year-over-year**)
- Total 632,447 in FY1819 (**19% increase from previous, 11% increase from baseline**)

OBJ B: Increase average program attendance by **5%** each year. Baseline is 19 in FY1516.

- Avg is 19 in FY1617 (**6% increase from previous year**)
- Avg is 23 in FY1718 (**21% increase from previous year**)
- Avg is 27 in FY1819 (**17% increase from previous year, 42% increase from baseline**)

OBJ C: Optimize service to the public by implementing improved services.

- **Greeter position** at DL started 6/1/2018
- **Dedicated staff answering phones** at DL started 6/1/2018
- Successful rollout of **Polaris online catalog** 12/31/2018
- Successful implementation of **self-service payments** via Comprise 10/31/19
- **Cash flow analysis** presented annually. **Cost savings** tabulated monthly.

OBJ D: Optimize service to internal customers.

- All staff receive annual **customer service training**
- All PICs (Person In Charge) receive **safety training** twice per year

GOAL 2: ENRICH LEARNING OPPORTUNITIES FOR ALL AGES

OBJ A: Increase partnerships with D300 and other educational organizations.

- **Invited every D300 student** in our District to participate in SRC
- **Partnered with D300 school library staff** to ensure the range of FRVPLD materials and services are utilized
- **Hosted every D300 2nd grade class** in our District for Library instruction

OBJ B: Offer programs and services for patrons with special needs

- **Expanded collection** to patrons with special needs
- **Offered eight programs** to patrons with special needs
- **Conducted staff training** on working with patrons with special needs

OBJ C: Incorporate Wahoo Woods in programs and services

- **Books, DVDs, and kits** in support of Wahoo Woods began circulating
- **Programs** in support of Wahoo Woods run for adults and children

OBJ D: Increase partnerships with community organizations

- Developed **SRC sponsorship program**
- Conducted **free summer lunches**, utilizing volunteers from community organizations
- Held **20+ programs conducted by community organizations**
- Held **10+ programs at outside organizations**



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GOAL 3: ENGAGE, LISTEN, AND RESPOND TO OUR DIVERSE POPULATION

OBJ A: Survey our diverse population

- Monthly **customer satisfaction scores** are part of Director's goals.
- District demographics were analyzed and FY1819 budget included **additional funds for language collections: kids Spanish collection** added at RO in 2018
- **District future planning survey** was conducted in English and Spanish

OBJ B: Evaluate fine structure to engage economically disadvantaged and disaffected patrons

- Board voted to **eliminate late fees** for overdue materials effective 1/1/2020

OBJ C: Deliver collections / services / programs that target all demographic segments

- Held 2018 & 2019 **All Staff diversity training**
- Exceeded goal of **20% of DL staff being bilingual Spanish – English (25% as of 12/2019)**.

GOAL 4: EXPAND ACCESS TO TECHNOLOGY

OBJ A: Provide classes that expand patron tech knowledge

- Conducted **10+ new courses** to expand patron tech knowledge
- **Recorded 3 technology courses** for repeat viewing online

OBJ B: Develop non-traditional collections that expand patron access to technology

- Four times as many **laptops, iPads, tablets** became available for checkout. 3 became 12.
- Three times as many **hotspots** became available for checkout. 10 became 30.

OBJ C: Expand library services to deliver expanded access to technology

- Implemented **online map** to identify library service areas
- Acquired **VR equipment** & offered many programs in support of new technology
- Began **online library card registration**

GOAL 5: PROVIDE FACILITIES THAT MEET SERVICE NEEDS

OBJ A: Identify deficiencies of current facilities to meet current needs

- **District future planning survey** was conducted

OBJ B: Correct deficiencies of current facilities to meet current needs

- **Architect and Construction Manager** are engaged in current planning process
- Improved patron access to technology by adding **Corner 68**
- Improved patron experience at DL programs by implementing **built-in projector and speakers**
- Improved staff efficiency by implementing **less distracting workspaces**

OBJ C: Analyze future needs and space requirements for services using a 5-year planning horizon

- Investigating several options for future expansion with goal of **spring 2021 ballot question for construction bonds only**