



**Glenview  
Public  
Library**

# Strategic Plan 2023 Objectives



The Glenview Public Library's 2022-2024 Strategic Plan focuses on expanding engagement, visibility, and access with new Library initiatives and services guided by the Library's values.

## 7 CORE VALUES

Inclusion

Responsiveness

Service

Innovation

Perpetual Learning

Collaboration

Responsibility

## ENGAGEMENT

*Create meaningful ways to engage our community*

### Goal

Develop new experiences that reflect and appeal to our diverse community

### 2023 Objective

Using our demographic data and community asset map, identify and reach out to 4 groups previously underrepresented and plan activities focused on these groups.

### Goal

Expand and enhance relationships with local groups and community partners

### 2023 Objective

Seek out new partnerships based on community asset map data and devise 5 new projects with community partners designed to deepen the Library's involvement by assisting these community partners in fulfilling their missions and goals.

### Goal

Seek opportunities to bring Library services to the broader community

### 2023 Objective

Present a report to the Library Board of Trustees by July 2023 that includes an analysis of the need, costs, operational implications, and possible funding sources for providing services beyond the physical space utilizing a mobile Library or bookmobile.

## VISIBILITY

*Promote our value to all residents*

### Goal

Promote the value of our collections, spaces, and services in new and creative ways

### 2023 Objective

Create 4 multi-faceted promotional campaigns around specific Library collections, spaces, and services that show a measurable impact on usage, including an increased participation from staff at all levels.

### Goal

Develop a deeper understanding of the community to target marketing efforts

### 2023 Objective

Devise and implement a documented marketing strategy based on community data to connect Library resources with identified target audiences and their specific needs.

### Goal

Enhance the Library's position as a key community asset

### 2023 Objective

Work with an architect design firm to develop a plan, cost implications and possible funding sources for an updated design to the Library's public spaces that will increase the utilization of Library materials and services and foster more community engagement and interaction.

## ACCESS

*Increase accessibility to our services and collections*

### Goal

Cultivate a culture of kindness and respect where all are welcome

### 2023 Objective

Create a series of programs and informational campaigns that promote civil discourse through the exploration of constructive dialogue and a deeper understanding of our community.

### Goal

Enhance people's ability to access information and utilize Library resources in innovative ways

### 2023 Objective

Devise appealing programming and informational campaigns designed to assist the community in the critical evaluation of news and information.

### Goal

Provide an optimal Library experience for each patron

### 2023 Objective

Introduce and train all staff on the Library's service model designed in 2022 and begin measuring its impact by tracking customer service interactions and surveying patrons.



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