



2022 Strategic Plan Implementation Final Report

ENGAGEMENT

Goal

Develop new experiences that reflect and appeal to our diverse community

2022 Objective

10% of our programs, marketing promotions, and displays will be created to reach groups identified as previously underrepresented by the library.

Status: Completed

Adult Services, Youth Services, and Communications successfully achieved this goal by promoting cultural holidays and awareness months through displays, promotions, and special programs and events. For example, Adult and Youth Services created displays and offered programs that honored Black History Month, Asian American and Pacific Islander Month, Pride Month, Juneteenth, Disability Awareness Month, Hispanic Heritage Month, Native American Heritage Month, and Kwanza. In addition, Communications supported the efforts with marketing promotions and campaigns. Overall, 12% of Library programs in 2022 were created to reach underserved communities in Glenview.

Goal

Expand and enhance relationships with local groups and community partners

2022 Objective

Develop a community asset map that identifies important partners, assign a staff member liaison to each group, and build relationships with those partners to better serve the community.

Status: Completed

Staff created a community asset map based on an asset map tool kit devised by the Chicago Public Library, and potential community partners were identified on the map. Staff are currently using the map to evaluate potential partnerships, and if new relationships are determined to be consistent, the Library will assign a staff liaison to manage the relationship.

Goal

Seek opportunities to bring library services to the broader community

2022 Objective

Develop 10 new opportunities to provide core library services to non-library users as identified by demographics and survey information.

Status: Completed

Using the demographic report and the community asset map, the Library developed the following

10 new opportunities to provide services to non-users:

- Adult Services staff attended the Glenview Health Fair in May to promote online health resources and register residents for library cards.
- Library staff attended a Community Resource Fair organized by Senator Fine and Representative Gong-Gershowitz in June at the Park Center. They promoted download and streaming services, library kits, and registered residents for library cards.
- Youth Services worked with D34 to host three author event programs at the Library and provide a free copy of the book to any student residing in D34.
- Youth Services staff began conducting Storytimes offsite at Heinen's grocery store to reach more non-library users.
- Youth Services applied for a grant through the online CyberGrants Front Door organization and received funds from Walmart to purchase several diverse holiday Preschool kits.
- Library staff participated in the October D34 Community Fair at Sunset Village to promote library services and register residents for library cards.
- The Library changed its policy to provide library cards at no cost to children living in unincorporated Glenview.
- Adult and Material Services staff visited the Avidor Senior Living apartments to promote Library services and register residents for library cards.
- Adult and Material Services staff participated in the Glenview Necessities Network Resource Fair at Sunset Village to promote Library services and register residents for library cards.
- GPL joined the Kiwanis of Glenview/Northbrook, an organization dedicated to serving the world's children through service projects that aid the community.

VISIBILITY

Goal

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

2022 Objective

Create 4 multi-faceted promotional campaigns around specific library collections, spaces, and services that show a measurable impact on usage.

Status: Completed

Communications worked with Adult, Youth, and Material Services to create four multi-faceted promotional campaigns featuring library collections, services, and initiatives. Overall, the campaigns were successful in increasing patron awareness and usage.

The first campaign focused on Library Kits. Circulation statistics were tracked over the three-month period of the campaign and compared to the previous three months. The results demonstrated a significant increase in circulation of the four library kits:

- Book Club in a Bag = 120%
- Tales & Travel = 150%
- Preschool Kits = 88%

- STEAM Kits = 46%

The “Library in Your Pocket” campaign promoted the Library’s downloadable and streaming services, such as hoopla, Libby, and kanopy. Digital checkouts from each service were tracked over a three-month period and compared to the same period the year prior. The campaign resulted in a 19% increase in overall digital checkouts over the same time last year.

The “Get it Done Here” campaign promoted the Library’s notary public service, license plate renewals, and yard waste sticker sales. We looked at the average total number of times patrons utilized these services over a three-month period compared to the three months of the promotional campaign. The campaign resulted in a 447% increase in the sale of yard waste stickers and a 47% increase in the use of notary public service.

With the launch of the Library’s new website on January 11, the last campaign focused on promoting the new website and catalog.

Goal

Develop a deeper understanding of the community to target marketing efforts

2022 Objective

Create a community demographic report and centralize the collection of library statistics and data to inform future marketing and promotional efforts.

Status: Completed

A comprehensive demographic report was created and presented to staff and the Library Board. In addition, all Library statistics reported to the Board, including outreach and programming statistics, have been centralized and are available to staff on the Data Reporting SharePoint page.

Goal

Enhance the Library’s position as a key community asset

2022 Objective

Develop a presentation that highlights the Library’s value and share that presentation with 4 or more community organizations and boards.

Status: Completed

The Communications Team created a standardized presentation template incorporating the new brand in May. Library staff gave the following presentations throughout the year:

- The Chamber of Commerce Leadership Glenview program
- Glenview Values Group
- Glenview’s elected officials at an event on the Library’s terrace
- Coffee with the Council
- League of Women voters on Censorship
- Glenview Citizens Academy

Adult Community Engagement staff developed a flexible PowerPoint presentation to use in the future at various outside events that can be tailored to specific groups.

ACCESS

Goal

Cultivate a culture of kindness and respect where all are welcome

2022 Objective

Develop an organizational model of library standards behavior expectations including standardized training that incorporates a culture based on kindness, respect and equity, diversity, and inclusion.

Status: Completed

The Leadership Team clarified the Library's core values of inclusion, service, collaboration, responsiveness, innovation, perpetual Learning, and responsibility and identified observable behaviors that reflect each value. With the help of the Library's new Human Resources Generalist, the values and behaviors were added to all job descriptions, incorporated into a series of interview questions for potential hires, and included in the new employee orientation.

The Leadership Team developed a goal-based performance evaluation process for employees that incorporates the Library's service ideals. As part of this process, each employee will meet with their manager to ensure they understand and integrate the Library's values into their work. In addition, the Library's culture and values are reinforced through a newly instituted daily meeting called the Fast Five.

Goal

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

2022 Objective

Identify and implement 5 key improvements that will reduce barriers in accessing information and utilizing Library resources.

Status: Complete

Library Brand Activation – Completed Spring 2022

The brand activation project generated awareness of the Library's new brand and helped position the Library as a dynamic, welcoming, and vibrant community anchor.

Innovation Center Drop-in Service Model – Completed March 2022

The Innovation Center instituted a new drop-in service model to allow new users easy ways to get started and provide less restrictive access for existing users.

RFID Project – Completed Summer 2022

The new self-checks, security gates, and inventory wands enabled by the RFID project enhance the patron experience by making the check-out process easy and efficient.

Patron Policies Update – Completed Summer 2022

All patron policies have been reviewed and updated to remove barriers to service and make them clearer, more consistent, and easier for patrons and staff to understand

New Website and Catalog Discovery Layer – Completed January 2023

The new glenviewpl.org makes it easier for patrons to find and discover materials and services, get recommendations from Library staff, and engage with the Library community by rating, reviewing, and sharing their favorite titles with others.

Goal

Provide an optimal Library experience for each patron

2022 Objective

Develop core service competencies and present them to all staff via workshops, documentation, and training.

Status: Ongoing

All Library staff attended a customer service training workshop titled “Building a Culture of Great Service,” presented by Zingtrain, the training arm of Zingerman’s Deli franchise known nationally for its high level of customer service. Afterward, a Service Model Team made up of 10 staff members from the Library used the information learned from Zingtrain to define GPL’s service vision and ideals.

The Library’s services ideals have been incorporated into the 2023 performance evaluation process. In addition, a service guide, including procedures for addressing complaints, making exceptions, and constructively dealing with difficult patrons, is being designed and will be distributed to all staff in early 2023.