



**Glenview
Public
Library**

2023 Strategic Plan Implementation Report: Q2

ENGAGEMENT

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.

Q1

After consulting demographics and the community asset map, Adult and Youth Services have identified several groups for this objective. Adult Services identified the Korean and Asian-American communities and collaborated with the Hana Center to plan Asian American and Pacific Islander Month programming. Adult Services also identified the LGBTQ+ community and is developing resources and programming for this group.

Youth Services staff met with representatives from D34 to identify underserved areas in the community with multilingual students and families in financial need. The first targeted area for program development is Sunset Village. In addition, Youth Services developed a survey for D34 teachers to help identify library services, resources, and other collaborative opportunities to serve students and families in the community.

Q2

In May, Adult Services hosted an Asian-American Pacific Islander panel discussion facilitated by community member Yvonne Wolf which drew 39 attendees. Additionally, the HANA Center held a drop-in session at the Library to present its resources and services, including Immigration legal services, Senior services, public benefits application, job training, housing assistance, and mental health counseling.

In June, Adult Services presented a program for LGBTQ+ allies. While the turnout was small, attendees were pleased to see this program at the Library. Youth Services offered a rainbow Storytime, and staff created a variety of LGBTQ+-themed booklists for different age groups.

Representatives from Youth, Adult, and Material Services (including a Spanish-speaking staff member) are conducting three outreach visits to Sunset Village over the summer. The visits include Storytime for the kids, information for parents, and Library card signups.

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.

Q1 The Leadership Team has identified 3 projects with community partners:

- Librarian Kimberly Schlarman is working with the Glenview History Center as part of a new agreement between the Village, the Library, and the History Center, creating policies, reviewing and revising procedures, and purchasing a new cataloging system for the collections.
- The Library is offering library card registration to D34 & D31 students during school registration. This aligns with the Library's mission and D34 and D31 goals to increase community partnerships to provide authentic learning experiences and share resources to provide equitable access to maximize opportunities for all learners.
- Supported by a GPL Foundation grant, the Library partnered with CATCH, a community organization that works with children, teens, and parents on mental wellness in the local community, to create mental health coping kits for all incoming GBS freshmen.

Q2

- Progress continues at the History Center. GPL's IT team worked with Librarian Kimberly Schlarman to provide laptops for the Center and Wi-Fi access. Communications featured a story about the partnership with the History Center in summer Spark.
- Since offering library cards to D34 & D31 students during school registration beginning on March 28, 2023, the Library has received 1,323 new library card requests.
- As part of CATCH's mental health coping kits, the Communications Team worked with Adult Services to create a card featuring Library resources for high school students. The coping kits will be assembled over the summer and given to all incoming GBS freshmen.

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.

Q1 This project is slightly delayed due to work being done on other objectives. The Bookmobile Team has been identified and will meet in April to begin planning.

Q2 Research is underway. A presentation of the report can be expected in September.

VISIBILITY

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.

Q1 The Communications Team worked with Adult Services to develop the first multi-faceted promotional campaign. The “Live Your Best Life” campaign promotes the Library’s learning and lifestyle online resources including Brain HQ, Creative Bug, New York Times Cooking, New York Times Games, and Mango Languages and runs through the end of May. A presentation on this campaign was presented to all staff at Town Hall meetings to inform and encourage them to also promote these resources as they work individually with patrons.

Q2 The “Live Your Best Life” campaign promoting the Library’s learning and lifestyle online resources successfully wrapped up at the end of May. The results were an overall increase in usage of the lifestyle databases, specifically:

- Brain HQ increased by 204%
- CreativeBug increased by 233%
- Mango increased by 55%
- NYT Cooking increased by 13%
- NYT Games increased by 89%

In May, The Communications Team worked with Adult and Youth Services to create the second campaign to promote the new Teen and Middle School Hot Picks collections. The campaign launched on June 1st and will continue through the end of summer.

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.

Q1 Communications is currently working with Youth Services and Adult Services to identify target audiences, determine which Library resources meet their needs, and how best to deliver this content to measure and track performance.

- Q2** In collaboration with Adult and Youth Services, the Communications Team identified three target audiences and created personas based on Glenview demographic data, the 2021 community survey results, and social media statistics. The plan is to identify two additional target audiences and develop a persona for each. The Communications Team will use these personas to create messaging and determine the best communications channels to connect audiences with Library resources.

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.

- Q1** The leadership team worked with staff and the board to develop a scope of work for this project and create a Request for Qualifications (RFQ) to identify an architecture design firm. The RFQ was posted to the Library's website on March 24 and sent to a list of preferred architects.
- Q2** The Library received proposals from 15 firms for the RFQ. The Library Board and staff reviewed the proposals and selected four finalists to interview. After interviewing, the committee selected the firm Wheeler Kearns. However, the fees proposed by Wheeler Kearns were much higher than expected and would not include interior design services. The Library then requested and received a quote from the runner-up, OPN. Their quote was within budget and included interior design services. With approval from the Board, the project was awarded to OPN.

ACCESS

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.

- Q1** Library staff participated in a facilitated brainstorming session on the topic of civil discourse. The Adult Services programming group conducted a strategic planning session to build community programming into the summer, which will be analyzed and used to plan programming for fall. Youth Services will also participate by creating fall programming including themes of kindness and getting along with others.

- Q2** Adult and Youth Services created a full schedule of fall civil discourse programming for a variety of ages. The programs aim to be entertaining and engaging but also informative, promoting non-biased thinking, community togetherness, and possible ways to communicate. Online and self-driven programming, as well as in-person programs, will take place. Staff has also created booklists covering unintentional bias, kindness, and empathy.

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.

- Q1** Library staff participated in a facilitated brainstorming session on the topic of information literacy. Adult Services and Youth Services will plan related programming for January and compile information literacy resources.

- Q2** Staff are gathering the ideas generated in brainstorming and are starting to formulate their plans for this initiative. The events themselves will take place in January of 2024.

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.

- Q1** The leadership team presented the Library's service philosophy of relationship-focused service to staff, facilitated a discussion of the service vision and service ideals created by the service team, and introduced guides for constructively dealing with complaints and making exceptions for patrons.

- Q2** The Staff Town Hall Sessions in May included service training on making exceptions. During these sessions, staff members received training emphasizing the importance of flexibility in their approach to non-essential rules and procedures. The goal was to empower them to use their judgment when resolving issues with patrons. Additionally, the Service Team collaborated with the Library's Graphic Designer to establish a visual identity representing our service philosophy and ideals. The team has also identified methods to track and measure service, including post-visit patron surveys and patron intercept conversations about service preferences.