




**Glenview
Public
Library**

Strategic Plan 2024 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

2024 Objective

Devise and deploy a methodology to better understand previously underrepresented groups in library engagement surveys and develop tools to engage with at least two groups to assist them in utilizing library resources.

Goal

Expand and enhance relationships with local groups and community partners

2024 Objective

Collaborating with local schools, implement innovative reading initiatives for students that foster a love of reading and help develop their literacy skills.

Goal

Seek opportunities to bring Library services to the broader community

2024 Objective

Prepare a report to the Library Board of Trustees that includes an analysis of the need, costs, operation 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

2024 Objective

Create 4 new multi-faceted promotional campaigns highlighting Library-wide initiatives that show a measurable impact on usage, including increased participation from staff at all levels.

Goal

Develop a deeper understanding of the community to target marketing efforts

2024 Objective

Using the community demographics and psychographic data, execute a targeted marketing strategy to connect Library resources with identified audiences and their specific needs.

Goal

Enhance the Library's position as a key community asset

2024 Objective

Systematically respond to current events and relevant issues by providing timely information to the community.

ACCESS

Increase accessibility to our services and collections

Goal

Cultivate a culture of kindness and respect where all are welcome

2024 Objective

Based on research and best practices, the Leadership Team will develop an IDEA training plan for staff relevant to libraries that fosters awareness, empathy, and encourages positive behavioral shifts that make the library more welcoming and inclusive for all.

Goal

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

2024 Objective

Provide easier and more efficient access to the Library's website, catalog, and events module by launching a mobile app.

Goal

Provide an optimal Library experience for each patron

2024 Objective

Using the new master plan, begin work on key space improvement projects to increase utilization of Library materials and services and foster more community engagement and interaction.



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