



**Glenview  
Public  
Library**

# **2023 Strategic Plan Implementation Final Report**

# 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.

## Status: Completed

Staff identified and planned activities with the following underrepresented groups: families whose first language is Spanish, intellectually disabled adults, Korean immigrants, and Mongolian immigrants.

Adult Services collaborated with Glenview's Korean and Mongolian community members to plan Asian American and Pacific Islander Month programming. They also worked with the Hana Center to host drop-in sessions in the lobby on immigration legal services, senior services, public benefits applications, job training, housing assistance, and mental health counseling.

Youth Services met with representatives from D34 to identify underserved areas in the community with multilingual students and families in financial need. They identified Sunset Village as one of these areas and conducted outreach visits with a Spanish-speaking staff member, which included Storytimes 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.

## Status: Completed

The Library devised the following projects with community partners:

- As part of an intergovernmental agreement, the Library worked with the Glenview History Center to create a new strategic plan, revise policies and procedures, implement a new system for cataloging the collections, and update IT equipment, including new laptops and WiFi access.

- The Library worked with school districts 31, 34, 39, and 224 to offer a library card during school registration. Parents can request a library card with a click of a button when they register their child for school, and the card gets mailed directly to their residence. To date, the Library has issued over 3,000 cards to kids as part of this initiative.
- 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. The kits included a rack card featuring Library resources for high school students.
- The Library began offering community organizations the opportunity to host a table session in the Lobby. Organizations can share information and communicate directly with patrons. The sessions have been well received and will continue with additional groups in the future.
- The Library partnered with the local chapter of NAMI (the National Alliance on Mental Illness) to host several programs and a table session. The Library plans to continue its partnership with NAMI in 2024.

## 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.

## Status: Ongoing

After delays due to other projects, this project has been moved to 2024.

# 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.

## Status: Completed

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

The first campaign, “Live Your Best Life,” promoted the Library’s online learning and lifestyle resources. The campaign lasted for three months and resulted in an overall increase in usage of the resources, specifically:

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

The “Teen and Middle School Hot Picks” promotional campaign ran from June through August, resulting in a 13% increase in circulation of the two collections over the previous year.

The “Gather & Get Along: A Better Conversations Series” promoted the Library’s civil discourse initiative this past fall, which included programming and resources to encourage active listening and mindful conversations. Eighty-three adults and 150 kids attended the programs. Additionally, adult services collected 30 program surveys with positive feedback. Patrons viewed the “Gather and Get Along” blog post containing curated lists of resources 391 times and clicked on content 134 times.

The final campaign to promote the Library’s Information Literacy initiative is underway. It includes a “Think Before You Link” blog post and rack card containing information about information literacy programs and resources compiled by Library staff. Communications also featured the initiative in Winter Spark with an article titled “GPL Librarians Champion Information Literacy.”

## 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.

## Status: Ongoing

Communications, Adult Services, and Youth Services will continue to work together in 2024 to research targeted audiences, identify their needs, and connect them with Library resources that best meet those needs. To date, the team has 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, develop a persona for each, and use these personas to create messaging and determine the best communication 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.

## Status: Completed

OPN has completed the final master plan, and it has been shared with the Board of Trustees and Library staff.

# 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.

## Status: Completed

The "Gather and Get Along: A Better Conversations Series" aimed to foster civil discourse by promoting active listening, non-biased thinking, and mindful conversations. Adult and Youth Services offered programs on these topics. They also created lists of resources, which the Communications team shared with patrons via the Library newsletter, an informational rack card, and blog posts.

Eighty-three adults and 150 kids attended the "Gather and Get Along" program series. Out of 30 adult program surveys collected, 25 respondents rated the program as "excellent," and 26 respondents rated the presenter as "excellent" on a scale of 1-5, with one being "poor" and five being "excellent."

Comments from the program surveys include:

- “Very fun, interactive, relevant, and life-changing.” – *Improv Your Communication* program survey respondent
- “Very timely program and lovely to hear about the openness to other faiths.” – *Interfaith Panel* program survey respondent
- “Excellent presenters and engaging dialogue. This presentation will make you examine yourself and readjust your biases.” – *Discovering Your Hidden Bias* program survey respondent
- “I learned how to talk to others who have different opinions.” – *Surviving Thanksgiving Dinner* program survey respondent

## 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.

## Status: Completed

Adult and Youth Services created information literacy programming for the winter 2024 quarter, which, at the time of this report, is currently in progress. In addition, Communications collaborated with Adult Services to create the “Think Before You Link” information literacy infographic, which accompanied a feature article in the winter edition of Spark. As a vital information resource for the community, the Library plans to stay focused on this topic in the future.

## 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.

## Status: Completed

The Service Team introduced the Library’s new service model to staff during several staff town hall sessions in 2023. The training included an overview of relationship-focused service, the Library’s service vision and ideals, and strategies for constructively dealing with complaints and making exceptions for patrons.

The team also identified methods to track and measure service, including administering post-visit patron surveys. The first survey was conducted in Fall 2023. An impressive 93% of respondents rated the Library’s customer service as exceptional. Of those surveyed, 93% said that they achieved what they had set out to do at the Library, and 91% indicated that the

staff acknowledged and responded to their needs. A selection of feedback from our survey participants includes:

- "This is one of the best libraries on the North Shore. Keep up the good work!"
- "Great front desk staff; very friendly."
- "I'm enamored with the Innovation Center! Having recently moved to Glenview, I plan on making extensive use of this facility."
- "We cherish our visits here. The environment is always welcoming, enriched with informative and courteous staff. Thank you."