



**Glenview  
Public  
Library**

# **2024 Strategic Plan Implementation Report: Q3**

# ENGAGEMENT

## 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.

- Q1** A project charter has been created for this objective. This charter includes the purpose and vision of the objective and outlines which staff members will be the main contributors to the project. The next steps will be to create a task list and project timeline and to consult with other designated staff.
- Q2** The Adult and Youth Community Engagement Teams have determined that, in addition to developing a methodology, they will also work on a comprehensive outreach plan. The group has so far created a purpose statement, a vision statement, a description of the work typically done by this group, and a first draft of the methodology for working with groups. They are currently finalizing a training plan and metrics.
- Q3** The Adult and Youth Community Engagement Teams are continuing to finalize the training plan and metrics.

## 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.

- Q1** The Youth Services Team collaborated with D34 to create the “Preventing the Summer Slide” program for parents and caregivers. The program will be held in May as children finish the school year and get ready for summer reading fun. An article about the importance of reading for fun over the summer to keep literacy skills up will be featured in the summer edition of the Spark newsletter. In addition, the Team is creating special reading lists and a blog post to be shared with parents to encourage summer reading.

**Q2** At the Summer Slide program, teachers from D34 and Youth Services staff manned tables, each featuring aspects of encouraging kids to read. Multilingual staff from D34 and GPL were present to give the information to parents whose first language was Spanish or Mongolian. Staff will use this event as a blueprint for cluster nights (two D34 schools per cluster), where the school principals will join teachers and staff to present the same information. The plan is to do three of these in the upcoming school year.

The Youth Services Collection Team created numerous lists for various age groups and reading tastes for Summer @ GPL. Staff featured the lists in a 32-page flip display on the Youth Services desk intended to entice kids to read over the summer. In addition to lists focused on reading skills, the Collections Team also prepared a display for parents outlining how the Library categorizes early reading books, giving details on the different levels so they can choose books appropriate for their child.

**Q3** The Youth Services Team created three blog posts to assist parents in locating literacy resources for their emerging readers. Plans are underway to offer a D34 family night at the Library during winter 2025, highlighting engaging literacy activities for children of all ages

## 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.

**Q1** A project charter has been created with beginning tasks outlined. Staff assigned to this project have been looking at Glenview demographics and researching state standards in preparation for the report. Membership to the Association of Bookmobile and Outreach Services, which has a listserv, will provide more expert information that will be invaluable moving forward.

**Q2** The Bookmobile Team sent out a survey to area libraries with bookmobiles and has contacted one company to get a cost estimate. The group has also discussed the purpose of a bookmobile, staffing, number and types of stops, collection, and other details, which they will include in a document for the Board.

**Q3** The Bookmobile Team is finalizing the report and plans to present it to the Board at either the November or December Board meetings.

# VISIBILITY

## 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.

**Q1** The Communications Team worked with Adult, Youth, and Material Services to develop a multi-faceted promotional campaign to promote the Library's cookbook collection. The Communications Team created a visual identity and marketing materials for the "Now We're Cooking" campaign, which launched in early March and will run through the end of May.

The Adult Services Team wrote a blog post for the campaign to highlight the Library's extensive collection. They worked with Youth Services to create staff lists and corresponding displays with cookbook recommendations on topics such as "Entertaining" and "Baking." The Material Services Team is promoting a raffle for a gift basket for any patron who checks out a cookbook during the campaign and, once a week at the morning staff meeting, fresh baked goods made by a staff member from one of the Library's cookbooks are shared with the Team to keep up enthusiasm for the campaign.

**Q2** The "Now We're Cooking" cookbook promotional campaign successfully wrapped up at the end of May. The results were an impressive 41% increase in cookbook circulation over the same period last year.

For the next campaign, the Library will promote the new GPL app once both the Apple and Android versions are live. The Communication Team developed the visual identity and marketing materials. Adult Services will promote the new app to patrons at programs such as Drop-In Tech Help and outreach events over the summer. The campaign highlights the app's features, such as the ability to browse and search the collection anytime and anywhere, access a digital library card, and manage multiple library accounts for families and households.

**Q3** The new GPL app promotional campaign launched on July 17. Staff have been actively promoting the app to patrons in the Library and at outreach events. As of the end of September, patrons have downloaded the app 800 times. We aim to have 10% of active cardholders download the new app by the end of the year.

The Be Well @ GPL promotional campaign launched this fall. The campaign highlights mental health and well-being programs, including the Meg Kissinger author event and the Thrive Together Mental Health Fair on November 16. In addition to a 2-page spread in Fall

Spark, the campaign consists of a series of blog posts highlighting the programs and book lists on various mental health topics.

## 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.

- Q1** Community Engagement staff have identified two groups within the community to target. The groups are families whose first language is Spanish and families who immigrated to Glenview from Mongolia. School District 34 assisted in choosing those groups since they also provide services to both. Communications will begin working with Adult Services to identify Library services that best serve these groups and develop a marketing strategy to connect them.
- Q2** The Communications Team and Adult and Youth Community Engagement Managers met to discuss the needs of Spanish-speaking families and recently immigrated Mongolian families. Since both groups would benefit from an introduction to the Library and an overview of its offerings, the group decided to create a printed “Welcome to the Library” brochure translated into Spanish and Mongolian. Community Engagement staff will distribute the brochure at District 34’s Back to School Fair and curriculum nights and share it with Northfield Township. The group also explored the idea of creating a dedicated Spanish webpage.
- Q3** The new Spanish and Mongolian “Welcome to the Library” rack cards have been created and distributed at various outreach events, including District 34’s Back to School Fair. The rack cards are also on display at the Circulation Desk. Additionally, the Communications Team collaborated with Youth Community Engagement staff to design a rack card highlighting Library resources for high school students. Staff distributed the rack cards at Glenbrook South.

The Communications Team worked with the Adult Community Engagement Manager and the Business Librarian to develop two new targeted eNewsletters for business owners, investors, and job seekers. The content includes business, investing, and career programs and events, new books, collection highlights, and resources such as databases and online tutorials. The targeted eNewsletters will launch this fall.

## 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.

- Q1** A project charter has been created for this objective. This charter includes the purpose and vision of the objective and outlines which staff members will be the main contributors to the project. The next steps will be to create a task list and project timeline and to consult with other designated staff.
- Q2** The Adult and Youth Services Promotions and Communications staff developed a process to address events and issues. They determined the types of events or issues that would warrant a response, outlined potential promotion ideas, assigned responsibilities for each step, and identified the communication methods to be used. The plan was finalized and then submitted to Director Dorfman for feedback.
- Q3** The Adult and Youth Services Promotions and Communications staff met with Director Dorfman, and she provided feedback on their plan. Now that the plan is finalized, the team meets regularly to incorporate relevant issues into booklists, displays, and blog posts.

## ACCESS

### 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.

- Q1** The Leadership Team has engaged in multiple thoughtful discussions to identify the most effective approach for this training initiative. Currently, the group is exploring established training programs that will enhance our ability to foster awareness and create a more welcoming and inclusive library environment.
- Q2** The Leadership Team has identified three possible training platforms for consideration. They will demo the following programs and review them for cost and content: [S.L.Robbins Hero Skills Self-Guided Workshops](#), [Workshops - The Diversity Movement](#), and [Paradigm DEI Training](#).
- Q3** The Leadership Team reviewed three programs and determined that S.L. Robbins' Hero Skills Workshops best meet the needs of the Library. The Team is working with the facilitator to develop a program of services that aligns with the Library's budget.

## 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.

- Q1** IT applied for developer licenses from Apple and Google Play to build the new GPL App. While the license applications were in process, the Communications Team submitted the implementation survey and branding assets to BiblioCommons. BiblioCommons completed building the app's Apple iOS and Android versions, and library staff are currently in the testing phase. Barring any unforeseen issues, the Library is on target to launch the GPL app in June.
- Q2** The launch of the new GPL app has been delayed due to issues with the Google Play Store approving the Android version. BiblioCommons has recently released a new version of the app, which they hope will resolve the issues with Google. If this version of the app is not approved, they will have to build an entirely new version and submit it to Google for approval. The Apple version of the app is live and currently available for download in the Apple Store.
- Q3** After a slight delay with the Android version of the app, the GPL app launched to the public on July 17.

## 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.

- Q1** The Team met with the architect to discuss the next steps and scheduled a building walkthrough. The 2024 GPL Community Survey includes questions about potential building enhancements to see which projects are most beneficial to community members.
- Q2** The Board approved the plan to work with Studio GC Architects on the Youth Services playspace and to create renderings for the cafe area. A contract for services was drafted and signed. Meetings have also been held with Youth Services staff to discuss the vision for the playspace. The Community Survey closes in early July, and findings related to the survey should be available in August.

**Q3** The Youth Services Play Space planning team and Studio GC architects have been meeting every two weeks to conceptualize the play space. Staff provided a vision board for the architects, which they used as a starting point for planning the new space. The goal is to have renderings for the new play space and cafe area by mid-October for fundraising purposes. Feedback from the Community Survey showed that patrons supported the play space and a designated and improved space for eating and drinking.