



**Glenview
Public
Library**

2024 Strategic Plan Implementation Final Report

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.

Status: Completed

The Adult and Youth Community Engagement Teams have completed the methodology, training plan, and metrics and sent them to the Executive Director for review.

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.

Status: Completed

The Youth Services Team partnered with District 34 to launch several impactful reading initiatives:

- “Preventing the Summer Slide” Program: Designed for parents and caregivers, this initiative focused on strategies to keep children reading during the summer break. Multilingual staff from District 34 and GPL provided information to parents whose primary languages are Spanish or Mongolian.
- District 34 Family Night at the Library: Scheduled for Winter 2025, this event will feature engaging literacy activities for children of all ages, fostering a love of reading within the community.

Additionally, Library staff developed the following resources to support emerging readers:

- Reading Lists and Blog Posts: Shared with parents and caregivers to promote summer reading and assist in locating literacy resources for emerging readers

- 32-Page Flip Display: Available at the Youth Services desk during Summer @ GPL, this display organized books by reading skill level to encourage children to discover new titles.
- Pathway to Reading Display: A helpful resource for parents, outlining how the Library categorizes early reading books and providing clear guidance on selecting age-appropriate titles for their children.

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.

Status: Completed

The Bookmobile Team presented their report to the Library Board in December, and the Board recommended that conversations about potential bookmobile services continue in the coming year, but there is no specific plan to purchase a bookmobile in the near future.

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.

Status: Completed

Library staff worked together to implement four multi-faceted promotional campaigns featuring collections, services, and special initiatives. Overall, the campaigns resulted in increased usage and awareness of Library offerings.

Promotional Campaign #1 "Now We're Cooking"
March-May 2024

Tactics: In-library marketing materials and displays, blog posts and staff lists with recommendations, raffle gift basket giveaway

Impact: 41% increase in cookbook circulation over the same period last year

Promotional Campaign #2 “New GPL App”

July–Sept 2024

Tactics: Marketing materials highlighting the new app’s features for display in the library and at outreach events, 1/2 page ad in Summer Spark, dedicated app webpage, talking points and FAQs for staff

Impact: Since launching in July 2024, over 1,000 patrons have downloaded and are using the app

Promotional Campaign #3 “Be Well @ GPL”

Sept–Nov 2024

Tactics: 2–page spread in Fall Spark, series of blog posts and staff lists on mental health topics, in–library displays, press release

Impact: 1,075 patrons attended Be Well @ GPL programs in 2024

Promotional Campaign #4 “Business, Investing, and Career Resources”

Jan–Mar 2025

The final promotional campaign highlights the Library’s resources for business owners, entrepreneurs, investors, and career seekers. The Communications Team is collaborating with Adult Services Community Engagement and Collections Promotions to craft targeted messaging about the Library’s online resources that will appeal to these audiences. The Team is also developing visually appealing and engaging marketing materials to be displayed in the library, online, and at various outreach events.

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.

Status: Completed

After identifying Spanish- and Mongolian-speaking families as target audiences, Communications, Adult Services, and Youth Services collaborated to create and distribute new “Welcome to the Library” rack cards in Spanish and Mongolian. These cards provide an introduction to the Library and an overview of its offerings and were distributed at events such as District 34’s Back to School Fair. They are also available at the Circulation Desk and Northfield Township offices. Throughout the year, the Communications team developed additional marketing materials in Spanish and Mongolian to promote multilingual Youth Services programs. Looking ahead to 2025, we plan to expand these efforts by launching a dedicated Spanish-language webpage.

In addition, the Communications team worked with Adult Services and Youth Services Community Engagement to produce targeted marketing materials for other key audiences. This included a rack card highlighting library resources for high school students, distributed at Glenbrook South High School, and two new targeted eNewsletters tailored for business owners, investors, and job seekers. In 2025, we will continue refining our strategies to strengthen connections between the business community and library resources.

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.

Status: Completed

After establishing a clear process for determining how and when to respond, the Adult and Youth Services Promotions and Communications staff meet regularly to incorporate current events and relevant topics into booklists, displays, and blog posts. Examples include blog posts on current events like "Cicada Symphony: Nature's Chorus" and "Voter Information," as well as booklists and displays reflecting popular culture trends, such as "Wicked" and "Very Demure, Very Mindful."

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.

Status: Ongoing

After reviewing three training platforms, the Leadership Team determined that S.L. Robbins' Hero Skills Workshops best meet the needs of the Library. All staff will go through training with Dr. Robbins in 2025.

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.

Status: Completed

Since launching in July 2024, over 1,000 patrons have downloaded and are using the GPL 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.

Status: Ongoing

In collaboration with Studio GC architects, staff are making significant progress on key building improvement projects prioritized by our patrons: a new Youth Services play space and a café area in the lobby. For Youth Services, shelving plans for the collections are nearly finalized, while the fabrication of the new play structures and gateway is set to begin soon. Additionally, the design of the new service desk and upgraded lighting is well underway. The layout and design of the café area are completed, and the plan for lobby furnishings has also been finalized.