# Strategic Plan 3-Year Targets - 2025 2nd Quarter Update

| | Goal | Measurement | 2024 Full Year Plan Baseline | Target | Current Quarter Year-to-Date | Prior Year Same Quarter YTD | | Change from Prior Year (if applicable) |
|---|---|---|---|---|---|---|---|---|
| **Connect: Enhance access to resources and services** | Identify and reduce barriers for non-users and new residents | Households with a library card | 61.0% | 70% | - | - | | |
| | | Active library card users | 40% | Up 10% | 41% | 41% | → | 0% |
| | | Community research activities | - | 5 Annually | 0 | - | | |
| | Maximize existing assets to better meet patron needs | Average hold times (days) - all physical | 8.56 | Reduction | 8.3 | 7.7 | ↑ | 0.6 |
| | | Average hold times (days) - selected popular titles print | - | Reduction | 26.7 | - | | |
| | | Average hold times (days) - all digital | 40.9 | Reduction | 28.0 | 42.8 | ↓ | -14.8 |
| | | Average hold times (days) - selected popular titles digital | 18.8 | Reduction | | | | |
| | | Circulation total | 1,109,649 | Up 15% | 561,579 | 560,545 | ↑ | 0.2% |
| | | Very satisfied ratings on the GPL Community Survey | 59% | 65% | - | - | | |
| | | Building visits | 343,081 | Up 5% | 176,626 | 177,041 | ↓ | -0.2% |
| | Improve opportunities for professional development and growth | Staff satisfaction ratings on professional growth on Library Capacity Survey | 3.6 | Increase | - | - | | |
| | | Annual staff check-ins on professional development | - | Completion | - | - | | |

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|---|---|---|---|---|---|---|---|---|
| **Engage: Cultivate opportunities for social connections** | Increase opportunities for people of varying abilities, ages, and backgrounds to build community | New initiatives that center social connections among diverse groups | - | 5 Annually | 5 | - | | |
| | | Attendance at social connection programs | 7,938 | Increase | 4,498 | 4,912 | ↓ | -414 |
| | Promote a sense of belonging and support for all | Staff education on community needs and cultural awareness | - | Completion | - | - | | |
| | | Patron accessibility initiatives | - | 3 Annually | 4 | - | | |
| | Work at all levels to improve interdepartmental collaboration, trust, and support | Staff satisfaction ratings for interdepartmental collaboration on Library Capacity Survey | 3.49 | Increase | - | - | | |
| | | Annual staff check-ins on cooperation, trust, and support | - | Completion | - | - | | |

| | Goal | Measurement | 2024 Full Year Plan Baseline | Target | Current Quarter Year-to-Date | Prior Year Same Quarter YTD | | Change from Prior Year |
|---|---|---|---|---|---|---|---|---|
| **Inform: Address evolving information needs of the community** | Provide tools to help navigate the changing landscape of information and technology | Emerging technology and information literacy content engagement - program count | 23 | Annual Increase | 10 | 12 | ↓ | -2 |
| | | Emerging technology and information literacy content engagement - online | 1,257 | Annual Increase | 4,450 | 440 | ↑ | 4,010 |
| | Raise awareness of resources, structures, and systems available to our community | New opportunities to share community information | - | 5 Over 3 Years | - | - | | |
| | | Resource referrals online and in person | 297 | Annual Increase | 331 | 0 | ↑ | 331 |
| | Improve communication to keep staff informed and aligned in their work | Staff ratings on internal communication on Library Capacity Survey | 3.79 | Increase | - | - | | |

| Goal | Measurement | How It's Tracked & Measured |
|---|---|---|
| Identify and reduce barriers for non-users and new residents | Households with a library card | LibraryIQ Demographics data updated once per year in December. Calculated using Claritas household count estimates based on census and cardholder information from Polaris. Shows the percentage of total households that include at least one person with an unexpired card at the time of the calculation. |
| | Active library card users | Year to date average monthly percentage of active cards. Monthly active cards from CCS Unique Patron Cards report as a percentage of total unexpired patrons on file in CCS Monthly Circ Dept Stats report. |
| | Community research activities | Manually counted and tracked in board stats master file based on input from Community Engagement staff. Includes interviews, focus groups, targeted observations, surveys and questionnaires, and demographic analysis. |
| Maximize existing assets to better meet patron needs | Average hold times (days) - all physical | Uses Polaris Request Time to Fill report with year to date time period selected. Shows average days to fill for all holds picked up at Glenview. |
| | Average hold times (days) - selected popular titles print | Once per quarter, titles on the current NYT bestselling lists are placed on hold in Polaris using a Glenview staff card and the resulting days to fill are recorded for each title. Days to fill are averaged for all adult fiction and nonfiction print titles put on hold and subsequently filled year to date. |
| | Average hold times (days) - all digital | Uses monthly average waiting period (AWP) and total monthly holds fulfilled as reported by Overdrive (through email request) to calculate year to date average waiting period. |
| | Average hold times (days) - selected popular titles digital | Once per quarter, titles on the current NYT bestselling lists are placed on hold in Overdrive/Libby using a Glenview staff card and the resulting days to fill are recorded for each title. Days to fill are averaged for all adult fiction and nonfiction ebook titles put on hold and subsequently filled year to date. |
| | Circulation total | Year to date total physical and digital circulation as reported in the board stats master file. Physical circulation uses CCS monthly reports of all materials checked out at the Glenview location plus circulation of Glenview materials at other locations. |
| | Very satisfied ratings on the GPL Community Survey | Percentage of library service satisfaction ratings marked as "Very Satisfied" in the 2024 GPL Community Survey. Excludes "N/A" ratings and blank responses. 2024 baseline corrected in Q2 2025 to more accurately represent the total weighted average % across the 7 relevant questions on the 2024 survey. |
| | Building visits | Year to date total number of visits to the building during open hours. Uses electronic door counts at the East and West entrances reported monthly plus all drive-up window interactions manually counted by Material Services staff. |
| Improve opportunities for professional development and growth | Staff satisfaction ratings on professional growth on Library Capacity Survey | Weighted average rating by staff as collected on the Strategic Capacity Assessment conducted by Fast Forward Libraries using the question "please rate how satisfied you are with… opportunities for professional growth." |
| | Annual staff check-ins on professional development | Average staff rating on an internally conducted survey of staff satisfaction with opportunities for professional growth. |
| Increase opportunities for people of varying abilities, ages, and backgrounds to build community | New initiatives that center social connections among diverse groups | Manually counted and tracked in board stats master file based on input from Community Engagement staff and Leadership team. |
| | Attendance at social connection programs | Collected and reported through BiblioEvents. Total year to date attendance for all programs labeled with the "Social Connections" event type by staff. Social connection programs offer opportunities for individuals to come together, foster a sense of community, or build relationships through engaging in shared activities, conversations, or experiences. |
| Promote a sense of belonging and support for all | Staff education on community needs and cultural awareness | Completion manually reported by Leadership team |
| | Patron accessibility initiatives | Manually counted and tracked in board stats master file based on input from Community Engagement staff and Leadership team. |
| Work at all levels to improve interdepartmental collaboration, trust, and support | Staff satisfaction ratings for interdepartmental collaboration on Library Capacity Survey | Weighted average rating by staff as collected on the Strategic Capacity Assessment conducted by Fast Forward Libraries using the question "please rate how satisfied you are with… collaboration between departments." |
| | Annual staff check-ins on cooperation, trust, and support | Average staff rating on an internally conducted survey of staff satisfaction with collaboration and trust between departments. |
| Provide tools to help navigate the changing landscape of information and technology | Emerging technology and information literacy content engagement - program count | Collected and reported through BiblioEvents. Total year to date count of programs offered that have been identified by staff as aligned with our definitions of emerging technology or information literacy. Emerging Technology programs focus on new or rapidly evolving innovations in technology with potentially significant social or economic impact on our community. Information Literacy programs focus on the ability to sort through all the facts, opinions, and data around us to understand which parts are reliable and important. It aims to give patrons the tools to think critically about the information we consume. |
| | Emerging technology and information literacy content engagement - online | Year to date total number of pageviews on Library webpages, blog posts, and catalog lists that provide information on topics fitting with our definitions of emerging technology or information literacy. Collected through Google Analytics and reported using BiblioCommons dashboards in Looker Studio. |
| Raise awareness of resources, structures, and systems available to our community | New opportunities to share community information | Manually counted based on input from Communications staff |
| | Resource referrals online and in person | Combined total of online and in-person measurements. In-person referrals tracked using Gimlet to report all patron interactions tagged by staff as resources referrals. Online referrals tracked using total pageviews on Library webpages and blog posts that meet our definition of a resource referral. |
| Improve communication to keep staff informed and aligned in their work | Staff ratings on internal communication on Library Capacity Survey | Weighted average rating by staff as collected on the Strategic Capacity Assessment conducted by Fast Forward Libraries using the question "please rate how satisfied you are with… internal communicaion." |