

Wheaton Public Library Strategic Plan

2017-2019 –

Strategic Priority	Desired Outcomes	Key Outcome Indicators	Targets	Strategic Initiatives
Make the Library a Destination	<ul style="list-style-type: none"> • Increase availability of collaborative working and programming space • Ensure relevancy of programs and services for patrons of all ages • Expand Book Nook area and add Youth Book Nook • Improve signage within library and external signage within city • Add art displays • Improve integration with other community activities 	<ul style="list-style-type: none"> • Circulation data • Program attendance • Patron counts • Patron stories, surveys, and community feedback 	<ul style="list-style-type: none"> • Hire marketing staff • Increase points of advertising the library within the community • Increase program attendance • Increase Book Nook sales • Increase space and availability 	<ul style="list-style-type: none"> • Evaluate library usage during open hours • Evaluate options for increasing collaborative space (study rooms, meeting space, children’s programming room)
Ensure Library Operating Budget is Fair and Equitable with the Market	<ul style="list-style-type: none"> • Develop staff to align with library needs • Expand collection to align with identified needs • Continue cooperation with City • Secure external funding to support special projects 	<ul style="list-style-type: none"> • Patron counts • Circulation data • Operating expenses • External funding sources • Revenue 	<ul style="list-style-type: none"> • Increase circulation of materials • Launch Foundation and begin soliciting donations • Increase funding raised from grants and sponsorships 	<ul style="list-style-type: none"> • Develop Foundation Task Force • Evaluate comparable library budgets • Evaluate viability of material sorter • Evaluate comparable library collections
Engage Wheaton Residents through Community Outreach	<ul style="list-style-type: none"> • Engage residents who currently do not have a library card • Increase service to ELL families • Improve marketing to residents of unincorporated areas • Improve collaboration with schools/community • Communicate programs and services for residents of all ages 	<ul style="list-style-type: none"> • Library card data • Circulation data • Program attendance • Revenue 	<ul style="list-style-type: none"> • Increase total number of library cardholders • Increase number of cards issued to residents of unincorporated areas 	<ul style="list-style-type: none"> • Develop mailing targeted to residents of unincorporated areas • Enhance collaboration with organizations such as People’s Resource Center and World Relief • Serve as a marketing partner with other organizations to jointly promote activities • Analyze library usage
Ensure Library Collection Reflects Needs of Wheaton Population	<ul style="list-style-type: none"> • Analyze virtual collection • Continue to develop and maintain strong collections for patrons of all ages • Be brave in embracing change of material formats 	<ul style="list-style-type: none"> • Collection data • Reallocated collection budgets 	<ul style="list-style-type: none"> • Ensure entire collection is used regularly • Increase circulation of business collection • Establish a parenting collection • Create a browsing collection where applicable • Digitize local newspapers 	<ul style="list-style-type: none"> • Feature high-interest collections • Showcase targeted collections • Use social media to highlight collection • Highlight collection within Business Resource Center • Increase digitization efforts
Serve as a Technology Resource to Wheaton	<ul style="list-style-type: none"> • Improve marketing of technology resources • Ensure all staff are proficient at basic technological skills • Improve collaboration with schools 	<ul style="list-style-type: none"> • Technology budget • Technology available to staff (tablets, poster printer, etc.) • Technology available to public 	<ul style="list-style-type: none"> • Acquire a 3D printer and other trending technology 	<ul style="list-style-type: none"> • Purchase new technology as budget allows