



Strategic Plan

2024-2026



mission statement

Wheaton Public Library
is a welcoming destination
that connects the community
to literacy, information, ideas,
and experiences.

grow with us

strategic priority 1:

Enrich Library User Experience

We strive to develop collections, programs, and services that will provide access to information, technology, and experiences to all who visit both in the library and virtually.

GOAL 1:

Expand collections, both physical and digital, to meet the needs of all library patrons



OBJECTIVES

- Launch a Library of Things collection.
- Analyze the need to expand world language materials and large print collections.
- Establish a balance of multiple formats for digital and physical collections.
- Create a survey to analyze the needs for genealogy users.

GOAL 2:

Give patrons ease and confidence in discovering and using materials and resources



OBJECTIVES

- Expand use of wayfinders to make browsing easier.
- Develop marketing tools that will promote library databases.
- Develop an eNews communication tool that will promote library staff recommendations.
- Develop marketing tools to promote the library app.
- Install a public library catalog overlay to make all collection formats easily discoverable.

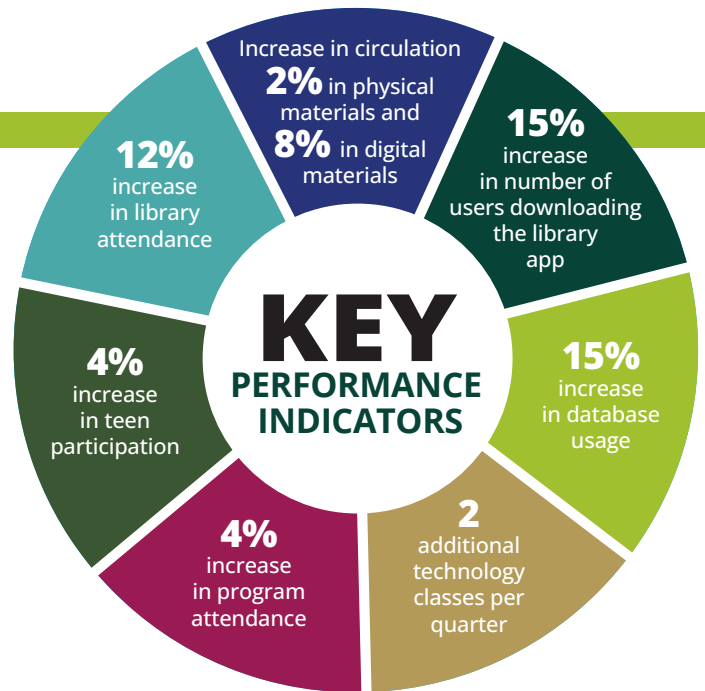
GOAL 3:

Provide opportunities for patrons to learn technology skills that will guide them in life, work, and recreation



OBJECTIVES

- Install a Machine and Makerspace in Tech Center.
- Install a technology instruction classroom in Tech Center.
- Add multi-part series of technology instruction classes.
- Add "Ask a Tech-pert" one-on-one training service.
- Launch a series of "Byte-sized Tech" videos on the library website.



GOAL 4:

Create opportunities to sustain reading and literacy through each stage of childhood



OBJECTIVES

- Develop programs and collections for parents and caregivers that will foster reading as well as early childhood, and parenting skills.
- Develop a newborn baby book service that will foster a love of books and reading.
- Develop marketing tools that will promote child/family centered services.
- Maximize the effectiveness of Tween and Early Childhood collaborative and passive activity spaces.

GOAL 5:

Ensure that library services are relevant and welcoming to all



OBJECTIVES

- Expand the accessibility and inclusion of spaces and offerings with such items as sensory kits, dyslexic print collections and sensory tools for patrons to access in the library and from home.
- Expand opportunities for people who are neurodiverse or have disabilities to participate in programs safely and easily.
- Increase passive teen programs and activities.
- Develop summer programs for college students.

strategic priority 2:

Cultivate Library Sustainability

We will be a pillar in the community by cultivating excellence in staff, fiscal responsibility, and partnerships.

GOAL 1:

Adopt a program that will grow and sustain employee wellness and life-balance



OBJECTIVES

- Develop a yearlong calendar of employee wellness education, challenges, and celebration opportunities.
- Conduct an annual employee wellness satisfaction survey.

GOAL 2:

Enhance staff learning opportunities to use library resources and tools with confidence and skill



OBJECTIVES

- Create an internal staff eNews.
- Create learning opportunities for staff enrichment.

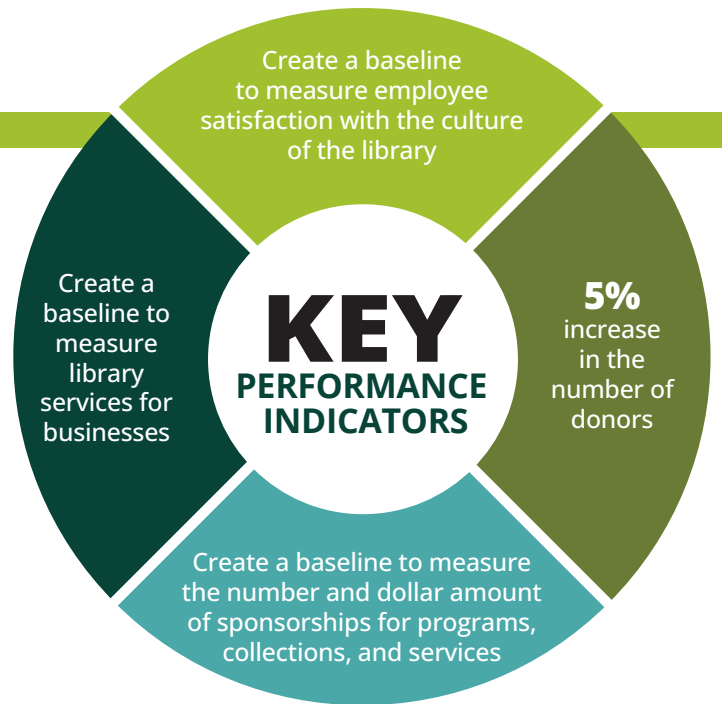
GOAL 3:

Create a Marketing Plan for all services and collections



OBJECTIVES

- Hire a marketing consultant.
- Explore opportunities to educate the public on the value of their library card (ROI).



GOAL 4:

Explore ways to grow library giving



OBJECTIVES

- Develop a planned giving campaign.
- Develop opportunities to attract individuals, businesses, and organizations to sponsor or donate to library programs, collections, and services.

GOAL 5:

Provide opportunities for community businesses, organizations, and partners to find success using library services and spaces



OBJECTIVES

- Cultivate partnership opportunities for environmental education and projects.
- Develop and expand collaborative program opportunities for businesses, organizations, and partners.
- Conduct a business community analysis with surveys and focus groups.
- Market library services, programs, and materials to home-based businesses.

strategic priority 3:

Enhance Library Building, Exterior, Interior Spaces, and Grounds

We are committed to providing a welcoming destination that is accessible, safe, and inviting.

GOAL 1:

Develop and create spaces on the main and 2nd floor that will encourage users to discover, learn, and grow with trending collections, technology, and collaborative areas



OBJECTIVES

- Create an inviting entryway.
- Develop a new Teen Center.
- Develop a new Tech Center.
- Explore the sustainability of the Café Space.
- Explore the need to increase the number of study rooms.
- Define spaces in the adult fiction area to enhance collections, in all formats, with better shelving, lighting, and seating.

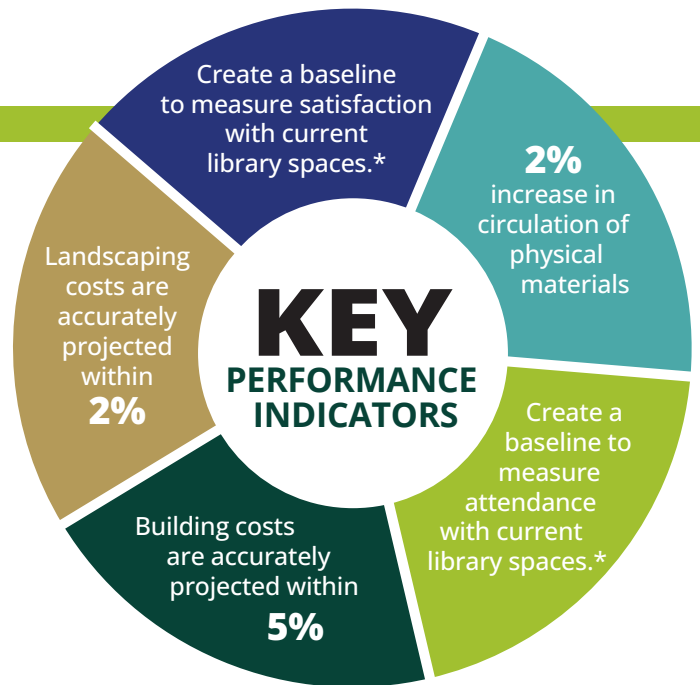
GOAL 2:

Develop and create spaces on the lower level to improve accessibility and enjoyment



OBJECTIVES

- Explore opportunities to enhance youth programming spaces.
- Define spaces in the Early Childhood Center and Tween Center to increase technology, programming, passive activities, and family gathering opportunities.
- Build a new entryway for Meeting Room A.



*Library spaces to measure include Tech Center, Teenspace, Tween, Early Childhood, Adult Collections

GOAL 3:

Create a long-term plan for furniture maintenance, landscaping, and building capital assets



OBJECTIVES

- Maintain inviting, flexible and accessible furniture by assessing and prioritizing needed improvements and eliminating outdated items.
- Hire a consultant to develop a building asset plan.
- Hire a consultant to develop a long-term and short-term landscaping plan.

GOAL 4:

Develop and create spaces on the exterior of the library to improve accessibility and enjoyment



OBJECTIVES

- Explore opportunities to enhance outdoor programming on the west side plaza.
- Create sustainable and eco-friendly outdoor spaces.