

WHEATON PUBLIC LIBRARY

strategic plan



2021-2023



mission statement

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

Grow with us!

The WPL Strategic Plan has four overarching strategic priorities as listed below, and initiatives to achieve them.

1 Enhance Library User Experience

Desired Outcomes:

- Define spaces and their intended audiences and purposes
- Increase visibility and promotion of collections
- Ease use and discoverability of technology tools to increase library usage
- Use data to evaluate services, collections, and programming outcomes
- Increase diversity and inclusion in programs and collections

2 Increase Public Awareness of Library Services

Desired Outcomes:

- Increase library card registration
- Expand visibility of the WPL building
- Optimize virtual presence
- Improved understanding of the library's value

3 Increase Effectiveness of WPL as an Organization

Desired Outcomes:

- Increased revenue
- Employee engagement
- Review policies to ensure they are fair and equitable
- Ensure that safety measures are transparent to public and staff

4 Improve Planning and Maintenance of Existing Infrastructure

Desired Outcomes:

- Identify the lifespan, repair, and replacement costs of all major building systems
- Improve the cleaning and maintenance of WPL
- Beautify the exterior property of WPL
- Increase building security

STRATEGIC PRIORITY 1:

Enhance Library User Experience

Desired Outcomes:

- Define spaces and their intended audiences and purposes
- Increase visibility and promotion of collections
- Ease use and discoverability of technology tools to increase library usage
- Use data to evaluate services, collections, and programming outcomes
- Increase diversity and inclusion in programs and collections

Key Performance Indicators:

- Percent change in number of materials checked out
- Percent change in attendance
- Percent change in use of technology
- Percent change in programming



enhance library
user experience

Goals and Initiatives:

Goal A: Develop an Interior Visioning Plan

- Identify project costs for Wheaton history room, drive up window, maker space, and meeting room technology for in-house and virtual programming
- Update furniture inventory and disposal list
- Review and update replacement fund balances

Goal B: Improve Patron Engagement

- Identify ways to increase the marketing of all physical and virtual collections
- Increase the number of passive programs
- Acquire and market a library mobile app

Goal C: Identify and Analyze Library Outcome Measures

- Conduct a community-wide survey on WPL programs and services
- Partner with Wheaton Chamber of Commerce to conduct a business focus group to discover ways to enhance and improve the Business Resource Center
- Develop a survey to determine the community's usage and needs for the Genealogy Center
- Identify data measurement indicators on patron use of the WPL website
- Create a data plan to define baselines for strategic planning metrics

Goal D: Develop Strategies to Foster, Cultivate, and Preserve a Culture of Diversity, Equity, and Inclusion

- Develop a DEI programming plan
- Develop a DEI collection development plan

STRATEGIC PRIORITY 2:

Increase Public Awareness of Library Services

Desired Outcomes:

- Increase library card registration
- Expand visibility of the WPL building
- Optimize virtual presence
- Improved understanding of the library's value

Key Performance Indicators:

- Percent change in library card registration
- Percent change in non-resident card revenue
- Percent change in attendance in-house and virtually



Goals and Initiatives:

Goal A: Increase Discoverability of Library Services and Collections

- Redesign WPL website to make it easier to navigate
- Optimize in-house signage to better familiarize patrons with library services and collections
- Create instructional videos on library services

Goal B: Create a Long-term Marketing Plan

- Increase mail marketing to explain the value of WPL
- Develop a WPL welcome package for new Wheaton residents

Goal C: Identify Exterior Spaces to Improve WPL Visibility

- Investigate and determine feasibility of an exterior digital sign
- Develop a plan to use the WPL van for promotion

increase public awareness of library services

STRATEGIC PRIORITY 3:

Increase Effectiveness of WPL as an Organization

Desired Outcomes:

- Increased revenue
- Employee engagement
- Review policies to ensure they are fair and equitable
- Ensure that safety measures are transparent to both public and staff

Key Performance Indicators:

- Percent change of staff training opportunities
- Percent change in revenue
- Percent change in foundation donations
- Number of policies reviewed
- Number of new safety initiatives developed



Goals and Initiatives:

Goal A: Identify Methods to Increase Revenue

- Explore feasibility of fundraising opportunities
- Increase promotion of the Giving Tree Donor Wall
- Identify viable grant opportunities

Goal B: Provide Development Opportunities to Enrich Staff and Organization

- Develop an employee onboarding program
- Conduct staff DEI training
- Provide ongoing training opportunities for paraprofessional staff

Goal C: Evaluate All Internal and External WPL Policies

- Conduct a DEI audit of WPL policies
- Create a programming policy to include both virtual and in-house programs
- Develop a remote work policy

Goal D: Review and Update WPL Safety Plan

- Develop a safety and emergency tool for all public spaces
- Develop an annual staff safety training model

increase effectiveness
of WPL as an organization

STRATEGIC PRIORITY 4:

Improve Planning and Maintenance of Existing Infrastructure

Desired Outcomes:

- Identify the lifespan, repair, and replacement costs of all major building systems
- Improve the cleaning and maintenance of WPL
- Beautify the exterior property of WPL
- Increase building security

Key Performance Indicators:

- Fund balance levels are attainable
- Increased satisfaction in library cleanliness
- Building costs are accurately projected



improve planning
and maintenance
of existing infrastructure

Goals and Initiatives:

Goal A: Develop a Building Asset Plan

- Create an inventory of all building assets
- Prepare long-term financial plan to address repairs and replacement of existing infrastructure
- Prepare long-term financial plan to address repairs and replacement of mechanical systems

Goal B: Develop a Building and Grounds Maintenance Plan

- Develop an annual maintenance schedule with contacts and inspection list
- Develop a long-term and short-term plan for plants, shrubs, and trees that will include a maintenance schedule
- Identify short-term building repair needs

Goal C: Perform a Cost Analysis Study of Hiring an In-house Cleaning Staff

- Create a benchmark study, job description, and hiring process to hire staff members to clean and maintain the building

Goal D: Perform a Cost Analysis of a Key Card Door Access System

- Identify the most cost-effective and productive key card access system for the building