

# Strategic Plan 2014-2017

Prairie Trails Public Library District  
Serving:  
Burbank & Nottingham Park



# VISION STATEMENT:



- **Our library is vital to a democratic society, enriching lives through information, service and cooperation.**

# MISSION STATEMENT



- **The Prairie Trails Public Library District serves as the *Heart of the Community*, committed to the goals of stimulating the communication of ideas and enriching the personal lives of the residents of the district by providing access to educational, informational or recreational materials in print, non-print or electronic formats.**

# Introduction



- **The Prairie Trails Public Library District was founded in 1969 and originally bore the name of South Stickney Public Library District. The library has since been housed in several locations in the city of Burbank. These include Tobin School, above the Reavis bus barn, in a Parkside Avenue storefront and since 1976 the library has been located at 8449 South Moody Avenue.**
- **Named after a prairie path (State Road), the Prairie Trails Public Library District serves a growing and dynamic community with a population of 30,031. In keeping with the demands of the growing communities the library serves, the library Board has addressed the expansion of facilities and services offered to the residents by completing four building renovations and expansion projects during its forty-four (44) year history.**



# Introduction - Continued

- Since the last Strategic Plan (2009-2013), the library fulfilled many of the stated goals. These include, but are not limited to the painting of the exterior facility, weeding of the collection, collection development including emphasis on bilingual needs and ethnic understanding, renovation of the Youth Services bathrooms and of the Board Room, replacement of the meeting room carpet, etc.
- The steady growth of the communities served by the Prairie Trails Public Library District encourages the Board to meet further increasing demands, and to that end they have developed the following plan of service.

# PLANNING PROCESS



- **Included the review of previous goals and objectives.**
- **Took into account the changing dynamic in the communities (ethnic, age, interests, economy, etc.).**
- **In fulfillment of an Illinois State Library requirement, PTPLD conducted a SWOT analysis of patrons, staff and Trustees.**
- **Took assessment of recent accomplishments.**
- **Allowed for direct input from staff during a special in-service specific to the strategic planning process.**



# 2013-2017 GOALS

## Goal I: Collection Development

Objective A: On-going inventory review for collection development and security purposes.

Objective B: Heightened awareness and fulfillment of bilingual needs and ethnic understanding.

Objective C: Addition of digital databases; weeding of unused/rarely used databases. On-going

# 2013-2017 GOALS



## **Goal II: Increased patron card holders**

**Objective A: Increasing our patron card holders by 5-10%. Start date: Sept. 2013 End date: Aug. 2017.**

**Objective B: Working directly with Superintendents and/or Principals in marketing our library cards and services within the various schools within our library district – public and parochial. 2013**

**Objective C: Using our community relations (Park District, Senior Center, etc.) to market our library cards and services within our library district.**

**Objective D: Using library events (45<sup>th</sup> Anniversary/Open House, Primary Election Day, etc.) as a time to sign-up for library cards.**

**Objective E: Insert a marketing “pop up” on the library’s website for residents to register for a library card for pick-up within two weeks w/proof of identification.**



# 2013-2017 GOALS



## Goal III: Improve Facility Décor

Objective A: Gain space for teen area. 2015

Objective B: Gain space for more storage. 2015

Objective C: Provide new flooring in public and administration areas. 2015

Objective D: Provide nesting/wheeled tables for the meeting rooms  
2016

Objective E: Paint interior/exterior 2016-17

Objective F: Gain space for adult services department. 2015

Objective G: Complete foyer décor. 2014

Objective H: New public seating and computer seating. 2015

# 2013-2017 GOALS



## **Goal IV: Retain and Recruit Quality Staff**

Objective A: Offer competitive salaries and benefits. On going

Objective B: Encourage the mentoring of non-MLS staff for higher education goals. On going

Objective C: Encourage continuing education seminar attendance by all staff members. On going

Objective D: Hold regular staff information meetings and monthly department head meetings. On going

Objective E: Department heads are encouraged to serve on professional committees; and attend a major conference and/or seminar each year. On going

Objective F: Hold yearly in-service day for all staff. On going

Objective G: On-going implementation of staff training.

# 2013-2017 GOALS



## **Goal V: Financial Security/Board Fiduciary Agents**

Objective A: Review the savings program annually for bank sellouts/interest changes/etc.

Objective B: Continue to actively pursue grant opportunities.

Objective C: To attend continuing education opportunities regarding budgeting, fiscal responsibilities, Board responsibilities, etc.

# 2013-2017 GOALS



## Goal VI: Technology

Objective A: Examine cost and effectiveness of providing self-service scanning service for public use. 2014

Objective B: Examine cost and effectiveness of interactive computers for public access computers. 2014

Objective C: Examine cost and effectiveness of roaming reference. 2015

Objective D: Examine cost and effectiveness of video conferencing/Telepresence. 2015

Objective E: Examine trends in technology. On going

# 2013-2017 GOALS



## ● Goal VII: Programming

Objective A: The library will comply with unfunded mandates concerning the Affordable Health Care Plan and immigration legislation.

Objective B: The library will hold a special program for the District residents to celebrate its 45<sup>th</sup> year of service. 2014

Objective C: The library will continue to sponsor summer reading activities for all ages. On going

Objective D: We will continue to offer a variety of programs including educational, entertainment and recreational. On going

Objective E: During programs we will market future programs; as well as ‘tie-ins’ to collections/materials. On going

# SWOT ANALYSIS 2013



We feel that some of the ‘strengths’ of our library should be noted in this document, so that we don’t lose sight of what the patrons, Trustees and staff believe are our strong efforts....

- Friendly/cross-trained staff/great customer service
- Innovated, creative leadership
- Great programs
- Great management leaders
- Easy to navigate environment/handicap accessible
- Fiscally sound
- Trustees who work well together
- Free internet/wifi
- Career programs (Jobs/Java)
- Computer classes
- Up-to-date technology
- Museum passes
- Modern interior/attractive grounds – neat/clean/hours of service
- SWAN system
- Large print
- Bi-lingual personnel