



MESSENGER PUBLIC LIBRARY OF NORTH AURORA



LONG RANGE PLAN 2011-2013

Approved -- November 2010 -- Messenger Public Library Board of Trustees

MESSENGER PUBLIC LIBRARY OF NORTH AURORA
LONG RANGE PLAN 2011-2013

MISSION: Inform – Connect – Enrich

The Messenger Public Library informs, connects, and enriches the community of North Aurora.

VISION:

The Messenger Public Library serves as a gateway to an expanding world enhancing the quality of life for the community of North Aurora.

The Library's vision is to be:

- essential and relevant
- first choice for information
- first in customer services excellence
- a leader in the use of technology to further literacy and lifelong learning



Messenger Public Library of North Aurora Illinois
Long Range Plan

The Planning Process 2006-2010

The strategic planning process was facilitated by a Library Consultant. The consultant worked with the Library Administrator and the Library Board of Trustees. The process included participation by community members, the Library Board of Trustees, and the Library Staff. The input received was invaluable in formulating a comprehensive plan.

Surveys:

Surveys were mailed in the winter of 2006-2007 to 1000 randomly selected households in North Aurora. In total 552 questionnaires were completed and returned achieving a response rate of 55%. The survey was facilitated by the Northern Illinois University Public Opinion Laboratory. The information obtained from the survey was utilized for budgeting and planning purposes in 2007-2010. The results from the survey were reviewed again by the Library Board of Trustees and Library Management Team during a Library Board and Management Team Joint Ad Hoc Committee on Strategic Planning held in July of 2010.

An informal online web survey was conducted by Library Staff via the Library's website between May 19 and June 16 2010. This received a 97% response rate and yielded several comments from North Aurora Community members who took the time to visit the Library website and take the survey.

Focus Groups

In April 2010 Focus Groups facilitated by the Library Consultant were conducted with the Library Management Team, the Library Staff, and the Library Board of Trustees. A retreat was convened in July 2010 between the Library Management Team and the Library Board of Trustees to review the results of the Community Survey and the feedback received during the focus group sessions.

The outcome of the meeting was the development of a new mission statement and the development of a vision statement for the library. The Board and Management team also developed five broad and overlapping areas of strategic objectives: marketing, facilities, staffing, services, and technology.

Board and Management Team Committee Meetings

During the months of August through October 2010 the Library Board Planning Committee of the Whole and the Library Management Team worked on developing the overall goals for each of the five strategic objectives of the plan.

The Library Administrator then developed the final drafts for Library Board approval. The plan was formally approved during the November 11, 2010 Library Board of Trustees regular monthly Board Meeting.

Long Range Planning Document Review.

This planning document will be reviewed on a quarterly basis by the Library Management Team and by the Library Board of Trustee’s Committee of the Whole Planning Committee. A quarterly progress report on meeting the goals and objectives of the Plan will be provided by the Library Administrator to the Library Board of Trustees.

Changes and amendments to the Plan will be approved by the Library Board of Trustees on an annually basis during the Library Board of Trustee’s May Board Meeting prior to the start of a new fiscal year.



Facilities:

Facilities Strategic Objective Statement:

Maintain and enhance the building and grounds so they are safe, clean and inviting.

Facilities Goals FY 2011 – 2013:

- **2011 (Winter):** Develop a facilities and grounds maintenance plan.
- **2011-2012 (Summer/Fall/Winter):** Develop a space needs plan.
- **2013 (Winter):** Review and update the facilities and grounds maintenance plan.
- **2013: (Winter/Spring):** Review library space needs plan for the library and develop a financial plan and schedule to implement the plan.



Staffing:

Staffing Strategic Objective Statement:

Hire and retain staff who value customer service and teamwork.

Staffing Goals FY 2011 – 2013:

- 2011: (Winter/Spring) Customer service training and cross training for staff.**
- 2011: (Summer/Fall) Review job descriptions.**
- 2012: (Winter / Spring) Review salary schedule.**
- 2012: (Summer/Fall) Develop a staff training and development plan and core competency requirements to improve staff retention.**
- 2013: (Year Long) Train staff on core competencies.**



Technology:

Technology Strategic Objective Statement:

Raise awareness of technological innovations that enable patrons and staff to access library materials and services.

Technology Goals FY 2011 – 2013:

- **2011 (Winter):** Review and update the Long Range Technology Plan for the Library.
- **2011 (Winter/Spring/Summer/Fall):** Implement the Long Range Technology Plan per the plan timetable.
- **2012 (Winter):** Review and update the Long Range Technology Plan for the Library.
- **2012: (Winter/Spring/Summer/Fall):** Implement the Long Range Technology Plan per the plan timetable.
- **2013: (Winter):** Review and update the Long Range Technology Plan for the Library.
- **2013: (Winter/Spring/Summer/Fall):** Implement the Long Range Technology Plan per the plan timetable.

Note: The Technology Long Range Planning Document is a separate document. See the Plan for goals/objectives.



Marketing:

Marketing Strategic Objective Statement:

Create awareness and increase recognition of the library and its services throughout the community.

Marketing Goals FY 2011 – 2013:

- 2011 (Winter): Develop and conduct a marketing survey.
- 2011 (Winter): New library website previewed and then launched to the public incorporating social media tools.
- 2011 (Spring/Summer): Training of staff on social media technologies and web site maintenance.
- 2011-2012 (Fall 2011 - Winter 2012) Develop a library marketing plan.
- 2011 (Spring/Fall): Develop and explore community partnership opportunities with local public and private schools with the objective of marketing library services to students, parents and staff.
- 2012 (Winter): Implement the library marketing plan.
- 2012 (Winter): Implement formal community partnerships with local public and private schools.
- 2012 (Spring /Summer/Fall): Develop and explore formal community partnership opportunities with North Aurora businesses with the objective of marketing library services to businesses.
- 2013 (Ongoing): Implement formal community partnerships with North Aurora businesses to market library services.



Services:

Services Strategic Objective Statement:

Provide services for library patrons that are relevant to the lives of library patrons.

Services Goals FY 2011 – 2013:

- **2011-2013 (Ongoing):** Develop a new Collection Development Plan for the Library. The plan will include all formats of materials available, in all departments, and will cover all age groups that the Library serves. The plan will keep the library collections relevant to the changing needs of the community.
- **2011-2013 (Ongoing):** Study use patterns for the teen/young adult collection area. This includes print/non-print, fiction, and nonfiction.
- **2011-2013 (Ongoing):** Weeding and evaluation of Library collections. A rotational timetable will be developed for each area of the library.
- **2011-2013- (Ongoing):** Develop a formal volunteer services program for the Library.
- **2011 (Winter):** Revise the Library Materials Selection/Challenge to Library Materials Policies.
- **2011 (Winter):** Survey teens of North Aurora to determine their needs for Library services.
- **2011 (Fall):** Senior Services and Programs. Study outreach partnerships with community organizations and groups.
- **2012 (Summer/Fall):** Senior Programs. Implement and experiment with intergenerational programs involving teen volunteers and middle school students.
- **2013 (Winter):** Special Needs Patrons. Study and evaluate how the library can enhance services to special needs patrons. Partner with community organizations and assisted living centers in the area.



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Appendices

A Chronological Timetable 2011-2013

[Key to work assignments: Bd=Library Board of Trustees; Adm=Library Administrator; TSD=Technical Services/ Automation Department; YSD=Youth Services Department; ASD=Adult Services Department; Bd=Library Board of Trustees.]

2011:

- **Technology: (Ongoing): Implement Long Range Technology Plan per timetable. All Depts.**
- **Services: (Ongoing) Study teen collection use patterns (Fiction/Nonfiction/Non-print/etc/) YSD/ASD**
- **Services: (Ongoing) Weeding and evaluations of collections. A rotational timetable will be developed for each area of the library. YSD/ASD**
- **Technology (Winter) Review and update the Long Range Technology Plan for the Library. TSD/Adm/Bd**
- **Facilities (Winter): Develop a facilities and grounds maintenance plan.**
- **Marketing: (Winter) Develop and conduct a marketing survey. ASD/TSD**
- **Marketing: (Winter) New library website previewed and then launched to the public incorporating the use of social media. TSD**
- **Marketing: (Spring/Summer) Train staff on use of social media and web maintenance. All Depts.**
- **Marketing: (Spring/Fall) Develop and explore community partnerships with local public and private schools to market library services. Admin/YSD**
- **Staffing: (Spring) Customer service training and cross training for Staff. All Depts.**
- **Services: (Spring) Survey teens of North Aurora to determine their needs for Library services. ASD/YSD**
- **Facilities: (Summer/Fall): Develop a space needs plan. All Depts./Bd**
- **Staffing: (Summer/Fall) Review job descriptions. All Depts./Bd**
- **Services: (Summer) Revise the Selection Policy and Challenges to Library Materials Policy. ASD/YSD/Adm**

- **Services:** (Summer) Senior Services and Programs. Study outreach partnerships for seniors with other organizations and groups. ASD
- **Services:** (Summer) Revise the Selection Policy and Challenges to Materials Policy. ASD/YSD/Adm
- **Services:** (Summer) Work on a Collection Development Plan for the Library. This will include all formats of materials, Departments, and age groups the library serves. The objective is to make Library collections relevant to the changing needs of library patrons. YSD/ASD
- **Marketing:** (Fall) Develop a library marketing plan. All Depts./Bd
- **Services:** (Fall) Volunteer Services. Study and develop a formal volunteer services program for the Library. Program will integrate teens/young adults, adults, and seniors. ASD/YSD/Adm

2012:

- **Services:** (Ongoing) Develop a formal volunteer services program for the Library. This will integrate teens/young adults, adults, and seniors. ASD/YSD/Adm
- **Services:** (Ongoing) Study teen collection use patterns (Fiction/Nonfiction/Non-print/etc/). YSD/ASD
- **Services:** (Ongoing) Weeding and evaluation of library collections. A rotational timetable will be developed for each area of the library. YSD/ASD
- **Technology:** (Ongoing) Implement the Long Range Technology Plan per the timetable. All Depts.
- **Technology:** (Winter) Review and update the Long Range Technology Plan. TSD/Bd
- **Facilities:** (Winter): Complete the library building space needs plan. All Depts./Bd
- **Marketing:** (Winter) Implement a Library Marketing Plan. All Depts.
- **Marketing:** (Winter) Implement formal partnership opportunities with local public and private schools in order to better market library services. Adm/YSD
- **Staffing:** (Winter/ Spring) Review the Salary Schedule. Bd/Adm
- **Marketing:** (Spring/Summer/Fall) Develop and explore formal partnership opportunities with North Aurora businesses to better market library services. ASD/Adm

- **Staffing:** (Summer/Fall) Develop a staff training and development plan and core competency requirements to improve staff retention. All Dept/Bd
- **Services:** (Fall) Senior Programs. Implement and experiment with intergenerational programs involving teen volunteers and middle school students. ASD/YSD

2013:

- **Services:** (Ongoing) Volunteer Services. Study and develop a formal volunteer services program for the Library. ASD/YSD
- **Services:** (Ongoing) Weeding and evaluation of library collections. A rotational timetable will be developed for each area of the library. YSD/ASD
- **Services:** (Ongoing) Study teen collection use patterns (Fiction/Nonfiction/Non-print/etc/). YSD
- **Staffing:** (Ongoing) Train staff on core competencies. All Depts.
- **Technology:** (Ongoing) Implement the timetable for the Long Range Technology Plan. All Depts.
- **Facilities:** (Winter) Review and update the facilities and grounds maintenance plan. All Depts./Bd
- **Technology:** (Winter) Review and update the Long Range Technology Plan. TSD/Bd
- **Facilities:** (Winter/Spring) Review the library building space needs plan for the library. Develop a financial plan and schedule to implement the plan. All Depts./Bd
- **Marketing:** (Spring) Implement formal community partnership opportunities with North Aurora businesses to market library services. ASD/Adm
- **Services:** (Summer/Fall) Special Needs Patrons. Study and evaluate how the library can enhance services to special needs patrons. Partner with organizations and assisted living centers in the area. ASD

