

STRATEGIC PLAN



MISSION STATEMENT

- Providing Endless Opportunities



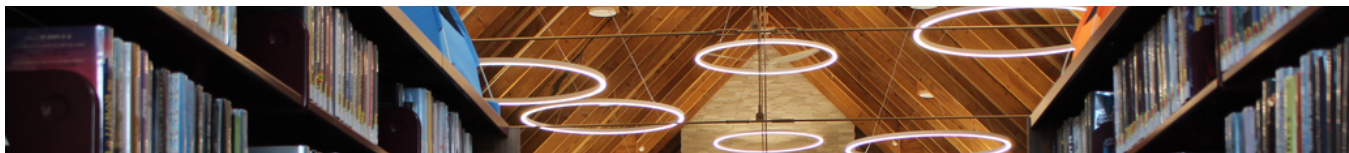
LIBRARY HISTORY

In November of 1989, a referendum was passed by the citizens of Huntley and surrounding areas to form a library district. The first Library Board included Len Borhart, Jan Crabill, Richard Drendel, Hazel Kloempken, Karen Kohley, Frances Sheets and Chuck Ruth, President. In 1990, the Board purchased the Huntley Medical Building, located on the corner of Algonquin Road and Church Street to serve as the first library building. In April of 1990, the library district hired its first full time librarian.

By 1996, the library was overflowing with materials and the Library Board purchased seven acres on Ruth Road from the Ackmann Family as the site for a new facility. The library district received a \$250,000 grant in June of 1998 to offset construction costs and in July of the same year, Governor George Ryan was present for the groundbreaking of the new 15,000 square foot facility. The original building at the Ruth Road site opened in 1999.

The Huntley area continued to rapidly grow and in 2019, residents approved a \$12.9 Million bond (of which the library only issued \$12.245 Million) to gut and refurbish the original facility and add an addition of over 17,000 square feet of space. The new building project more than doubled the space and added a significant amount of technology to the library. The Huntley Area Public Library District that once served well under 10,000 people in 1990 now serves 43,839 people today.





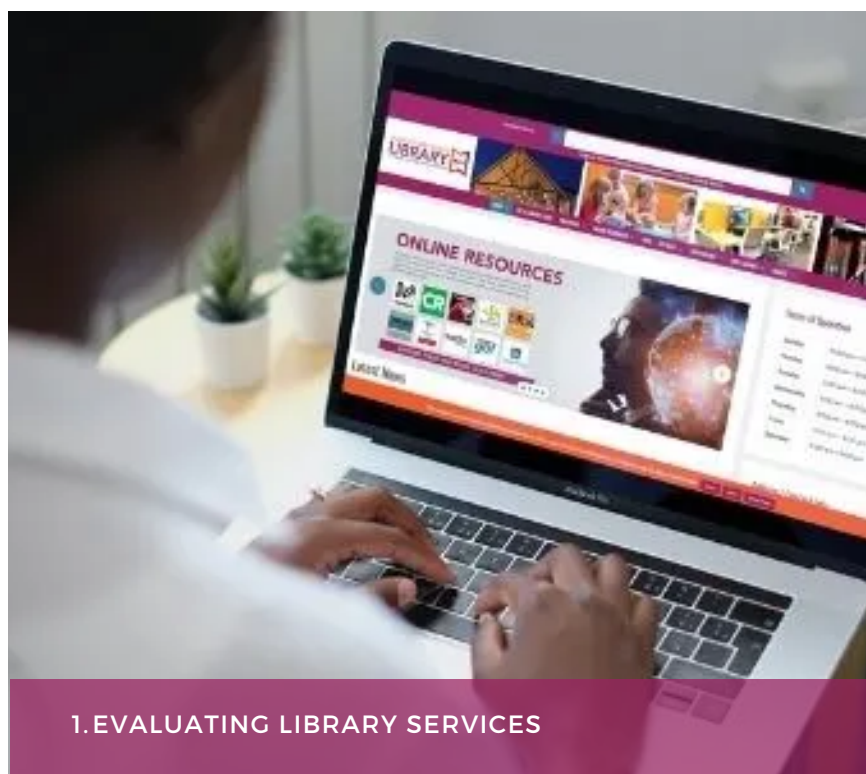
STRATEGIC PLAN PRIORITIES

Through community, trustee, and staff input, the Huntley Area Public Library District has developed a three-year strategic plan with four priority areas:

1. Evaluating library services for the community
2. Assessing functionality and public use of the new library building
3. Ascertaining staff efficiency and starting succession planning
4. Reviewing community outreach

Each priority is broken down, year-by-year, with objectives for each year. Each objective, in turn, has action steps as part of an overall implementation plan for each priority and the entire strategic plan, as well.

Here is the library's strategic plan presented by strategic priorities:



EVALUATING LIBRARY SERVICES FOR THE COMMUNITY

The Huntley Area Public Library District wants to continue to be a center in the community for personal growth, lifelong learning, and entertainment. In order to do that, however, we must determine what the community wants and needs, and how best to deliver it to our user base. In some cases, the library will need to work with other community entities to better provide what is needed to the people it serves.

	YEAR 1	YEAR 2	YEAR 3
OBJECTIVE 1	Evaluate the library's collection and resources to better serve the community's needs.	Review the library's adult programming.	Review services and programs for library users with challenges.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Identify areas where the library can improve its collections and resources. 2. Review the library's collection of materials in languages other than English to better serve the diverse community. 3. Contemplate expanding the library's digital resources, including e-books and databases. 	<ol style="list-style-type: none"> 1. Determine the needs and interests of adult library patrons. 2. Develop priorities for the identified needs and interests. 3. Implement the priorities, where feasible. 4. Continue aligning programming with Youth Services for all-ages programming offerings 	<ol style="list-style-type: none"> 1. Identify areas for improvement related to materials and programs available at the library. 2. Consider website and catalog accessibility improvements, where feasible and practical.
OBJECTIVE 2	Consider new programs and services that meet the changing needs of the community.	Review the library's youth programming.	Explore partnerships with community organizations to better serve the community.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Identify the changing needs of the community through the various interaction channels available to the library. 2. Explore new programs and services based on assessment results. 3. Based on the pace of technology, place an emphasis on AI and other digitally oriented programs. 	<ol style="list-style-type: none"> 1. Identify the needs and interests of youth library patrons via surveys, community contacts, etc. 2. Prioritize identified needs into youth programming, where feasible. 3. Continue aligning programming with Adult Services for all-ages programming offerings 	<ol style="list-style-type: none"> 1. Review partnerships with local schools and community organizations to promote library services. 2. Collaborate programmatically with community organizations, where practical. 3. Promote library services through community events.

ASSESSING FUNCTIONALITY AND PUBLIC USE OF THE NEW LIBRARY BUILDING

The community has a new library facility, but it was constructed during the COVID-19 pandemic. As a result, it opened at a time when public use and support was not as robust as it could or should be. With that in mind, the library needs to work to build public engagement with the new facility over the next three years to show the value of the investment the community made in the new building.

	YEAR 1	YEAR 2	YEAR 3
OBJECTIVE 1	Review the functionality of the new library building.	Continue building a long-term facilities plan to guide future improvements.	Review library safety and security.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Assess facilities to identify areas that need improvement. 2. Supplement the library's furnishings and equipment. 3. Evaluate the library's hours of operation to assess how to better accommodate the needs of patrons. 	<ol style="list-style-type: none"> 1. Identify future physical plant needs. 2. Prioritize identified needs. 3. Budget or seek funding for facilities improvements, as needed. 	<ol style="list-style-type: none"> 1. Review building's safety and security to identify areas for improvement. 2. Develop and implement a safety and security plan. 3. Provide staff training on safety and security procedures.
OBJECTIVE 2	Examine public use of the new library building.	Evaluate, and improve where possible, the library's energy efficiency, environmental impact, and physical plant's operating costs.	Gather community feedback related to library's land use planning.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Host targeted events to promote the new library building. 2. Review marketing to promote the library's new facilities. 3. Develop partnerships with community organizations to promote library use. 	<ol style="list-style-type: none"> 1. Review library's energy consumption 2. Explore means and ways to reduce energy use and reduce costs. 	<ol style="list-style-type: none"> 1. Gather community input, whether in person or electronically, on library land use planning. 2. Gather governmental input from local authorities regarding library property. 3. Review options for future land use.

ASCERTAINING STAFF EFFICIENCY AND STARTING SUCCESSION PLANNING

Total staffing at the Huntley Area Public Library has decreased over the last ten years, so it is more important than ever to use library personnel as efficiently as possible. Additionally, many staff members employed at the library have been in their positions for more than ten years. As a result, the library needs to plan for the future where staffing needs are concerned.

	YEAR 1	YEAR 2	YEAR 3
OBJECTIVE 1	Consider a departmental staff training program.	Look to improve staff communication and collaboration.	Evaluate the library's performance appraisal system.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Identify areas where training may be needed. 2. Explore a training program that includes both in-house and external training opportunities. 3. Investigate conducting a personnel/job audit for library staff positions. 4. Evaluate the impact of AI on library functions and incorporate it into library workflows, where appropriate. 	<ol style="list-style-type: none"> 1. Consider regular staff meetings and updates on departmental and library-wide levels. 2. Explore cross-functional teams to encourage collaboration and innovation. 3. Request library closures from board for staff activities. 	<ol style="list-style-type: none"> 1. Gather feedback on the current performance appraisal system. 2. Use feedback to improve the performance appraisal system. 3. Provide training to managers on the improved performance appraisal system.
OBJECTIVE 2	Explore a succession planning program.	Consider an employee recognition program.	Contemplate a mentorship program for staff.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Identify key positions that may require succession planning. 2. Look for training and development opportunities for potential successors. 	<ol style="list-style-type: none"> 1. Evaluate criteria for employee recognition. 2. Look at a program to recognize staff who meet or exceed the criteria. 3. Gather feedback from staff members. 	<ol style="list-style-type: none"> 1. Evaluate a mentorship program that pairs experienced staff members with newer staff members. 2. Explore training opportunities for mentors and mentees. 3. Gather staff feedback on effectiveness of the mentorship program.

REVIEWING COMMUNITY OUTREACH

A successful public library is one that has the pulse of the community it serves and also has the ability to bring the library out into the community, where and when needed.

	YEAR 1	YEAR 2	YEAR 3
OBJECTIVE 1	Explore marketing opportunities to increase community awareness of library services.	Maintain the library's presence in the community.	Evaluate the library's visibility in the community.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Identify areas where the library can improve its marketing efforts. 2. Consider strategies for promoting library services through social media, email marketing, and other channels. 3. Explore partnerships with local organizations to promote library services through community events. 	<ol style="list-style-type: none"> 1. Foster partnerships with local organizations to promote the library's services. 2. Participate in community events to increase the library's visibility. 3. Explore a speakers bureau concept to promote the library and its services. 	<ol style="list-style-type: none"> 1. Promote community engagement in a manner that includes public speaking engagements, community events, and media outreach. 2. Seek opportunities to promote the library's services and programs through local media outlets.
OBJECTIVE 2	Consider programs and services that meet the changing needs of the community.	Explore outreach programs that target underserved populations.	Evaluate the library's online presence.
IMPLEMENTATION PLAN	<ol style="list-style-type: none"> 1. Identify areas where the library can better serve the community. 2. Consider new programs and services based on the results of the community needs assessment. 	<ol style="list-style-type: none"> 1. Identify the needs of underserved populations. 2. Consider new programs and services that meet the identified needs of underserved populations. 3. Explore partnerships with local organizations to promote outreach programs. 	<ol style="list-style-type: none"> 1. Review the library's website and social media presence, and evaluate tools, including AI-based tools, that could be used to increase that presence. 2. Explore ways and means, including AI-based options, to improve the library's online presence.