

2020-2024

Strategic Plan



Activity Plan Progress Report
January 2022

Strategic Plan 2020-2024



Plainfield
PUBLIC LIBRARY DISTRICT



VISION

Educate. Captivate. Connect.



MISSION

We strive to educate, inform, entertain, and culturally enrich our community.



EDUCATE

We inform and engage our community.

Engagement opportunities build awareness of and support for the library.



CAPTIVATE

We open minds and enrich lives.

Create meaningful opportunities for individuals to explore and create.



CONNECT

We evolve and grow.

Expand points of service and resources.

GOALS

Build library presence in the community by looking for outreach and collaboration opportunities.

Increase awareness of all the Library has to offer.

GOALS

Promote literacy, curiosity, and the love of reading by creating collections that respond to community needs.

Enhance and grow connections through vibrant programs and access to technology.

GOALS

Reduce barriers to service by making access convenient.

Increase Library resources to ensure growth and sustainability.

Build Library presence in the community by looking for outreach and collaboration opportunities.

Activities

- Inventory, review and track partnerships, create matrix of qualities of partnerships/ FY20
- Implement outreach evaluation with "call to action" at each outreach event that can be tracked/ FY20
- Create a formal marketing plan/ FY21
- Start monthly Community Organization Feature/FY20
- Create a formal outreach plan w/flowchart and decision tree/ FY21
- Partner with the YMCA on the after-school program/ FY21
- Become active members of local groups and organizations /FY21
- Seek new partnerships and advertising mediums to share Library's message /FY21
- Focus targeted attention to the areas of our district outside Plainfield to make them aware they are part of our Library District /FY21
- Engage and inform the community of our presence and services by meeting them outside the 4 walls of our building /FY21

2020 Progress

Beginning in August, the Plainfield Area Chamber of Commerce's Greeter Bag program will include a "call to action" to encourage new residents to come get a library card. They are being incentivized to visit by bringing in the card we have added to the bag, sign up for a library card and receive a free promotional item (a to-go thermal mug with logo). As of the fourth quarter, 100 items have been delivered each month through Chamber.

The Library began a monthly campaign featuring a local community organization. The organizations were featured on our large bulletin board on the Lower Level, on our website and social media. Kiwanis, Team Nicholas and Zonta Club of Joliet Area were the first. This activity will resume when we are fully operational. The monthly Community Organization feature was on hold while the building was closed.

2020 Continued

The Community Engagement & Marketing staff have created a formal outreach plan and a decision tree. This helps staff determine if it's an event that is worthwhile for the Library to participate in or attend, ways to market the event, and which staff member (may very well be from other departments) is the appropriate one to attend. While the plan has been created, we have been unable to implement it due to pandemic.

2021 Progress

YS is in talks with the YMCA to participate in their after-school program in PSD202 schools. YS partnered with the Joliet Public Library to provide special fall visits to the 16 YMCA after school sites in PSD202. Based on the success of these visits, we plan to do them again in April/May 2022.

The Community Engagement & Marketing staff created and implemented a formal marketing plan. Beginning in summer, CE&M will implement a tracked outreach evaluation.

Started advertising with Plainfield Neighbors magazine and set up a Library information table at Cruise Nights.

Implemented "Read Around Town" - placing signs in underserved areas (in parks and businesses) advertising our resources and services.

Created a new event "Golf the Walk" - bringing our successful mini-golf fundraiser out to the popular location of the StoryWalk at Settler's Park.

CE&M staff partnered with area organizations. The Community Liaison is an active member of Kiwanis and helped organize their first Cookie Walk. She is also an ambassador for the Chamber and won ambassador of the quarter. Head of CE&M is the current Secretary for the Plainfield Chamber Board of Directors and was elected Chairman of the Board for the Plainfield Shorewood Area Chamber of Commerce for 2022 and 2023. CE&M staff assisted in planning and worked at Shorewood Crossroads Fest for the first time as part of our Chamber of Commerce duties.

Library Director serves on the Executive Board of the Zonta Club of the Joliet Area as Corresponding Secretary for 2021 to 2023.

Increase awareness of all the Library has to offer.

Activities

- Use potential partner list to reach out to inform and educate about all the library has to offer/ FY22
- Review library demographics and saturation rates to determine neighborhoods to target with marketing/communication/ FY21
- Repeat community survey to look for increased awareness of services/ FY23
- Track what is promoted in the library, at outreach events, and through social media to see if an increase in usage correlates to promotion (services, collections, etc)/ FY21
- Create annual report booklet (a la Barrington)/ FY21
- Survey bookmarks (include paper option when doing surveys)/ FY21
- Investigate the best way to contact the FBI classes in PSD202 in order to fully promote our specially designed services to them in School Year 2020-2021/ FY20
- Create new partnerships for off-site youth and teen programs that we do not have space for in this location/ FY20
- Conduct a marketing campaign that features a user of the month--each month featuring a different program, service, collection, super-user, etc. (testimonials)/ FY22
- Implement opengov.org software for full transparency/ FY20

2020 Progress

Youth Services staff partnered with a local business, Warehouse 109, to hold the annual teen play at their facility. Our building cannot accommodate the performers and an audience in one space. While the play had to be cancelled, we have booked for 2021.

During PSD202 remote learning, YS staff presented monthly live storytimes to one of the FBI (Functional Based Instruction) classes.

By having to have large (more than 75 adults) events held off-site, we hope to demonstrate the need for adequate space at the Library.

The Library purchased opengov.org software to provide fiscal transparency, to provide user statistics and to provide narrative information on the Library's strategic plans and future expansion plans and to be able to survey the community. Staff have undergone extensive training, we've begun using some features of the software and will continue to work with it for our monthly statistics and departmental reports. As of fourth quarter, opengov.org software is being used for statistical reporting and marketing purposes.

Community Engagement & Marketing staff are creating a multi-page annual report featuring all of the Library's accomplishments over the FY2020. This was shared with the Board in the September board packet and on social media.

CE&M staff are using demographics and usage data compiled in Savannah software from OrangeBoy to determine which neighborhoods to target for communication and marketing. This will be an on-going activity.

2020 Continued

Targeted marketing will go out for pilot locker service to surrounding quadrant in January; also using it for the 2021 Winter Reading Challenge.

CE&M joined the Downtown Business Alliance (DBA) to create new partnerships for post COVID times

All other planned activities for this goal have been postponed due to the pandemic.

2021 Progress

Creating partnerships for off-site youth and teen programs continued to be on hold as a result of the pandemic. The Library learned how to better use the Library's green space and held all in-person summer programs outside.

The pandemic prevented in-person presentations at the schools. Through a partnership with one of the FBI (Functional Based Instruction) teachers, Youth Services staff presented monthly virtual visits during the last half of the school year. By Fall, things with the FBI classes have picked back up this school year. Classes from Eagle Pointe visited the Library in October and December and Eichelberger will be visiting in January. In addition, YS is back to monthly in-person visits to Eagle Pointe.

Opengov.org software will go live in the Fall with the website refresh. the Citizens Information Center page on our website has been renamed to Transparency Dashboard to make it easier for the community to find all of the governing documents that we freely share.

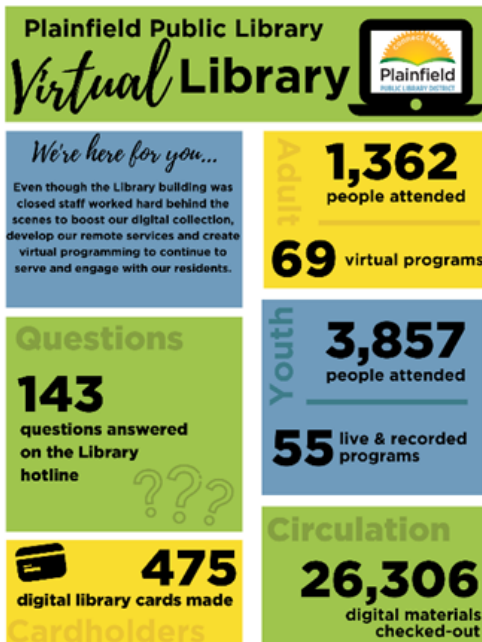
Community Engagement & Marketing implemented the Read Around Town program in areas of Bolingbrook and Joliet. The areas were chosen using the Savannah targeted marketing software. The marketing campaign featuring users will begin in the Fall or Winter when regular in-person programming resumes. A community survey is planned for October.

The annual report for FY2021 will be ready in the Fall.

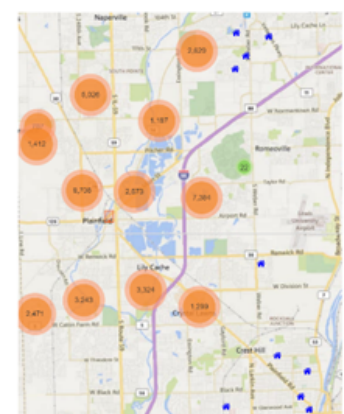
Educate Photos



We inform and engage our community



ANNUAL REPORT FISCAL YEAR 2019 - 2020



Promote literacy, curiosity, and the love of reading by creating collections that respond to community needs.

Activities

- Investigate improving visibility of title/subject suggestions, particularly in the public catalog/ FY21
- Implement formal Library of Things collection (GoGo Gadgets) and a resource for instructions for devices FY21
- Face out some of adult nonfiction collection in stacks highlight this collection/ FY21
- Add memory kits for seniors, Alzheimer's & caretaker community/ FY21
- Create a true Early Literacy Area/ FY21
- Relabel the YA and Teen Fiction Areas to make it clearer to patrons the difference between the two sections/ FY20
- Research and apply for PLA Inclusive Internship Initiative with an internship focus in Technical Services/ FY21
- Conduct a diversity audit of library collections/ FY22
- Create an online list of materials in Own Voices for children and teens/ FY20

2020 Progress

A major re-labeling project of the Teen and YA collections began. This is to help patrons distinguish the difference between these two collections, which is not always so simple. This was temporarily halted due to the pandemic. The Young Adult Fiction area has been re-labeled.

Weeding continues. Shelves were added to the Fiction, Non-Fiction, Large Print, Biography and Foreign Language ranges. Books have been faced out at the end of these ranges. Due to patrons not being able to be in the building periodically and/or in such lower volume, the face out project is being replaced by our diversity audit focus.

A Library of Things, named the GoGo Gadgets collection began, using dollars donated by Exxon Mobile. A second set of purchases was made in Q2 using funds raised by staff at the Mini-Golf Fundraiser. While the launch of this collection was overshadowed by the pandemic, it's been wildly popular with the community. By fourth quarter, another round of gadgets was added to the collection, including iPads we already owned for ESL students being available for check-out since patrons have been unable to come in the building to use our PCs.

2020 Continued

A collection of memory kits (Reminiscent Kits) for seniors, adults with dementia and caretakers was begun, using funds donated by the Friends of the Library. The kits are now available for check-out via Home Delivery/Senior Services.

Youth Services staff has curated content on the Library's website, called Own Voices, where kids and teens can find books and other materials written in their voices. Sections include Black voices, LGBTQIA voices and, this fall, LatinX voices for Hispanic Heritage. This will be an ongoing activity.

While updating the Early Literacy Area has been on hold due to the pandemic, we received a \$500 Rotary grant to supplement our virtual early literacy efforts and add to our VOX books collection.

Libraries such as Joliet, Schaumburg and Evanston have ongoing summer inclusive internship programs for high school students. Veronica is gathering more information on these programs to see if this is something that could be done here. All other planned activities have been postponed due to the pandemic.

2021 Progress

The YA and Teen fiction relabeling project is complete.

Under-circulating devices were removed from the GoGo Gadgets (GGG) collection. New gadgets added: laptops, lens kit for smartphones, handheld fabric steamer, BluRay player, Cricut mug press, updated coin sorter, Furbo dog camera, Joy For All companions (cat and dog) for memory loss/autism, PS5 (if available) and Switch consoles.

The Early Literacy Area furniture project remains on hold due to the pandemic. We refreshed the games, puzzles, and manipulatives that are available for patrons to use in the Library. They will be available for public use once it is deemed safe for unmasked children to gather in small spaces.

Asian Pacific and Indian titles have been added to the Own Voices online resources page.

About one third of the adult fiction collection has been audited for diversity.

Enhance and grow connections through vibrant programs and access to technology.

2020 Progress

Activities

- Institute post-program/event surveys/ FY20
- Track topics of one-on-one sessions to gauge need for potential computer classes/ FY20
- Grow VR/AR and maker programming / FY21
- Conduct a multi-week teen coding program/ FY20
- Conduct pop-up survey in OPAC re: collections, hold waits, use as teaching tool: reading history, etc. / FY22
- Present a series of informational and educational videos for families/ FY21
- Develop programming that utilizes the new Dremel 3D printer / FY22

The activities for this goal for Q1 and Q2 2020 have been paused due to the pandemic. A massive pivot was needed to be able to continue to provide programming and training to our community.

Staff had to quickly learn how to conduct storytimes and craft programs via Zoom or Facebook Live, convert programs into online webinars, and keep an overwhelmed community interested in using the Library as a resource.

The Library expanded access to e-books/audiobooks, streaming content and downloadable options as well as took advantage of vendor offers for access to content that normally would only be available in the Library.

Staff focused heavily on social media with fun content like virtual trivia events, guessing games, scavenger hunts and the like. Statistics demonstrate a significant increase in usage of social media and our online resources.

Staff sought out a method for us to be able to answer phone calls in addition to the email and text questions being regularly answered during the Stay-at-Home orders. We implemented Google Voice to create a Library Hotline as a way for staff to answer phone call questions from home and then later when staff were in the building but we were not yet open to the public.

2020 Continued

Because in-person programs are not possible, the YS department purchased Vidcode which allows the Library to run virtual coding classes as well as children and teens to explore coding on their own.

Some activities will remain on hold until in person programming resumes.

Conducting pop-up surveys in our online catalog is being done by the Pinnacle OPAC committee in Spring 2021, ahead of our timeline. Each Pinnacle library has at least one staff member on this committee.

Due to staffing challenges and no in-person programming, the 3D printer has been postponed to FY22.

Based on a survey that over 200 families responded to in August, the YS department adjusted fall programming from videos (our families are very screen fatigued) to a focus on weekly STEAM themed Take and Make Kits for three different age groups.

All other planned activities have been postponed due to the pandemic.

2021 Progress

Tech training will resume in the fall and Reference & Reader Services will be able to track topics.

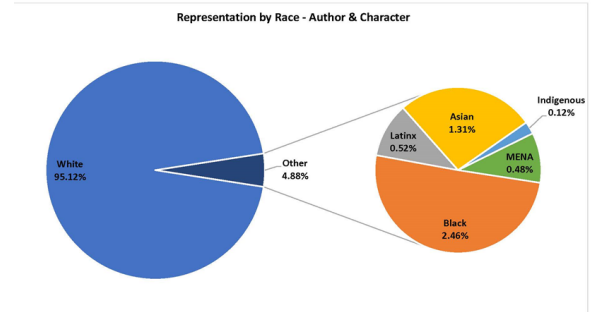
The teen coding program was originally added as part of the 2020 Best Buy Grant. That in-person, multi-week program had to be suspended. The Teen Librarian conducted a week-long virtual coding camp over spring break using Vidcode software.

R&RS presented several programs using the 3D printer. We are also working on a 3D printing policy to allow patrons to submit 3D print jobs via the website.

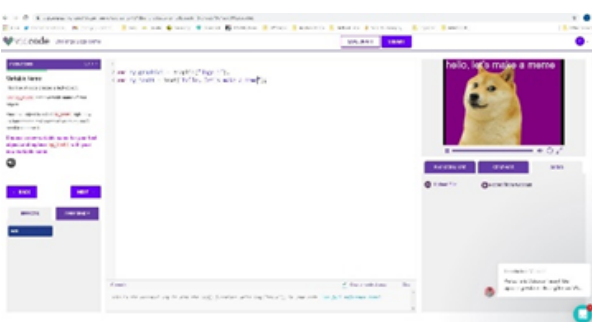
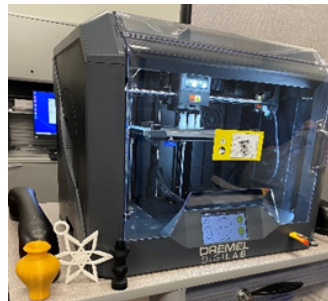
The YS department adjusted fall programming from videos (our families were very screen fatigued) to a focus on weekly themed Take and Make Kits for three different age groups. YS has offered and will continue to offer through the summer of 2021 weekly Take and Makes for preschool, grade school and teens.

YS presented a yearlong video series "PPLD in the Kitchen" and created a series of videos to promote and instruct patrons on how to participate online in the 2021 summer reading program. Library-created videos can be viewed here:
<https://vimeo.com/plainfieldlibrary>.

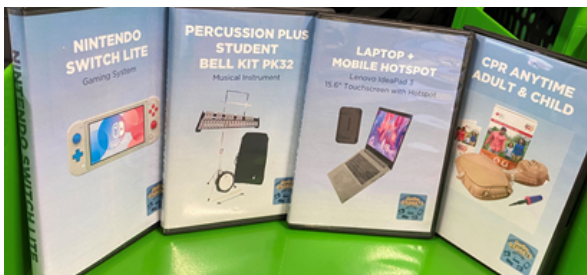
Captivate Photos



We open and enrich minds



Captivate Photos



Reduce barriers to service by making access convenient.

Activities

- Hire a consultant to create a Master Plan for facilities/ FY21
- Investigate remote services/ FY20
- Implement remote services/ FY21
- Implement military service code---no fines for military/ FY20
- Implement Automatic Renewals/ FY21
- Implement Fine-Free/ FY22
- Investigate and then Implement Curbside Delivery/ FY21
- Add shelf locations and other information visible to patrons in the public catalog/ FY20
- Relabel all call numbers to full author last name and first initial/ FY22
- Carpeting replacement/ FY21
- Create additional individual study options in upper level Bay Area/ FY21
- Update and replace public spaces furniture/ FY21
- Renovate 30+ year old Storytime Room/ FY21
- Website accessibility implementation/ FY20
- Create shelf labels to make it easier for young children to identify popular areas of interest in the J nonfiction area (dinosaurs, trucks, space, animals, etc/) FY21
- Consider a name change/adding "area" to the name/ FY21

2020 Progress

The Library responded quickly when the pandemic hit to reduce barriers to Library usage by:

- eliminating overdues and going fine-free through the summer
- promoting the online library card application form and then waiving the requirement to come in to the Library in order to use their card
- issuing temporary library cards to non-residents (those in unincorporated areas of our district)
- increasing check out limits/times on downloadable/streaming resources
- implemented curbside pick-up so patrons could at least obtain materials while we were not open to the public

A website accessibility overhaul was conducted so that those with hearing and visual challenges will be able to use our website more effectively.

Account Services created a military exception so that those who have served in the military and their families would not accrue overdue fines on their accounts.

The online catalog (OPAC) added shelf locations and simplified some language relating to the status of held items in an effort to make it more user friendly.

2020 Continued

Director and Account Services Department Head investigated remote services options and off-site self-service lockers in an effort to make it easier for those who live in the furthest areas of our district can access materials more readily.

The Board approved the implementation of remote services by beginning the process to install 30 self-service lockers at our first identified test pilot site of Plainfield East High School.

Lockers installed at pilot location (Plainfield East High School) in December 2020, staff training in early January 2021, available to public 1/13/21.

Curbside has been modified for what will most likely be its permanent setting, no longer from the Large Meeting Room; a small outside return bin was added to make returning items/using curbside more convenient.

The Library is Fine Free as of 9/1/20.

We will begin relabeling all call numbers to full author, last name and first initial, after YA/Teen collections are complete.

We discussed a master plan with Nagle Hartray Architects in November 2020.

All other planned activities have been postponed due to the pandemic.

2021 Progress

Added shelf locations and other information for patrons to the LibraryWorld Online Patron Access Center (OPAC).

The relabeling project of young adult fiction is complete. Youth nonfiction and biographies is in process.

Automatic renewals were implemented.

Nagle Hartray Architects, the firm that worked with the Library for the 2016 and 2017 referenda, has been retained to conduct a feasibility study on renovations and a small addition. Other building items within this goal will be on hold pending the feasibility study.

A staff committee was formed to evaluate the Library's website. Low usage pages were eliminated or condensed, content was updated, a card-sorting study was conducted to improve the navigation of the site. The refreshed site is expected to go live in the fall.

None of the capital improvements were implemented (Early Literacy Area, Storytime Room renovation, etc.) while the Board considered options for renovation and expansion and the feasibility study will be completed in Q2 or Q3 of 2022.

Increase Library resources to ensure growth and sustainability.

Activities

- Hold community listening sessions (focus groups) to start to craft messages for possible 2024 referendum FY22
- Hold informational/listening sessions with small groups of potential donors to get feedback and support FY22
- Form a citizen support committee for 2024 referendum FY23
- Conduct community survey (may be part of master plan) FY22
- Staff culture code process, including a job satisfaction survey FY23
- Add a second locker location on south end of district or Route 30/I-55 using Per Capita Grant funds CY2022
- Purchase a library vehicle to be used for delivery to lockers, in-between Pinnacle libraries when necessary, for outreach events, etc., using Per Capita Grant funds CY2023

2020 Progress

No activities were planned for Q1 or Q2 of 2020 for this goal.

Staff is compiling information on a name change or re-branding to present to the board in early 2021.

The Library has investigated alternative sources of revenue. Due to COVID-19, this is no longer a priority.

The Board completed one training on 11/11/20 on development and fundraising.

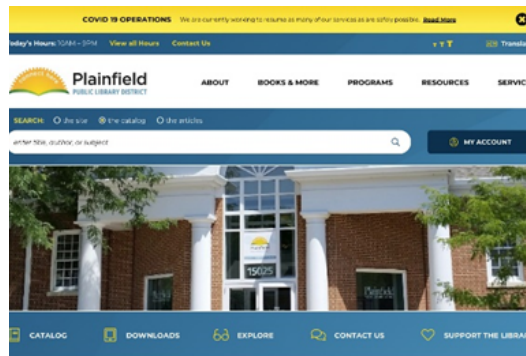
2021 Progress

A renaming proposal in conjunction with rebranding was presented to the Board in June. Staff will conduct a general community survey post-Covid-19 and with new census data and will include a question to determine interest in renaming.

The community survey was conducted in October, with almost 500 residents participating. Results of the survey confirmed the general lack of understanding of our district's boundaries and size. The Board voted in November to approve staff moving forward with an updated logo/brand refresh that includes branding the Library as the Plainfield Area Public Library.

After working with Municipal Financial Advisor, Meristem Advisors, to determine the Library's ability to self-fund a renovation, the Board determined in November that a 2024 referendum was no longer feasible. The focus for the feasibility study will now be for a renovation that is fully self-funded.

Connect Photos



We evolve and grow

