Mission Statement

Flossmoor Public Library offers traditional and non-traditional resources and services for culture, intellectual, and social development and helps patrons to effectively obtain and evaluate information.

Vision Statement

Flossmoor Public Library aspires to be the welcoming center of our community committed to providing services, resources, and space that enrich our patrons’ lives.

The Strategic Planning Team

Nekesha Burton – IT Administrator
Janet DiCastro – Programming and Public Relations Coordinator
Barbara Donahue - Operations Manager
Derrick Hayes - Board of Trustees
David Martin - Adult Services Manager
Jamie Paicely - Library Director
Anna Pauls - Youth Services Manger
Laura Sonnek - Patron Services Manager
Anne Thiros - Board of Trustees
Strategic Goals and Objectives

Goal/Issue #1: Increasing Library Presence in the Community

Objective #1: Refreshed/Modernized Marketing and Branding

Tactic #1: In year one of the strategic plan, the management team will request that the Board of Trustees allocate funds to contract with a design company for a redevelopment of the library's logo for marketing and branding purposes.

Tactic #2: In year two, the library will contract with outside web development consultants to create a new website for the library. The current library website is lacking in usability and attractiveness. The new website should provide a more stable, user-friendly experience both on the back end and front end, and modernize the look of the website. It will also interface seamlessly with the library's social media outlets and catalog, enabling the library to communicate better with the public and provide up-to-date and time-sensitive information with ease. The new website will incorporate the logo developed in tactic #1 above.

Tactic #3: In year one, the management team will develop a social media procedure and/or policy that includes language that formulates a cohesive and standardized marketing effort across all present and future social media platforms. This policy will be presented to the Board for approval.

Tactic #4: In year two, the management team will consult with the relevant governmental bodies required to facilitate the installation of traffic signs alerting drivers to the presence and position of the library.

Objective #2: Community Outreach and Collaboration

Tactic #1: Starting in year one, and continuing for each year thereafter, the library will endeavor to plan and implement at least two co-sponsored programs per year. Targeted agencies for possible co-sponsorship include the Homewood Science Center, other area libraries, the park district, local schools, and other community entities.

Tactic #2: Starting in year one, the Youth Services Manager will contact the schools in the library's service area to promote ways the library can work with teachers. The Youth Services Manager will also contact school librarians in order to build or expand on existing relationships and find ways to work together. If it is possible, there will be a representative from the library at teacher institute days or teacher meetings to promote services and collections. This practice will continue in years two and three with increased collaboration with and presence at the schools.
Tactic #3: Starting in year two, and continuing for each year thereafter, the library will plan and implement two visits per year to off-site organizations such as senior centers to conduct programming.

Objective #3: Improved Communication with the Community

Tactic #1: In year two, the Youth Services Manager—in coordination with the Marketing Coordinator—will institute a formal mechanism of submitting program and library information to local schools on a regular basis for distribution through their established channels.

Tactic #2: In year two, the Marketing Coordinator will develop a regular, standardized method of posting program and library information on social media sites not controlled by the library, such as community Facebook groups.

Goal/Issue #2: Engaging Customer Service

Objective #1: Positive Engagement with Our Youth

Tactic #1: Starting in year one and continuing each year thereafter, at least one training opportunity strictly focused on youth engagement will be presented to the staff per year.

Tactic #2: In year one, the Library Director and Youth Services Manager will contact social workers at Parker Junior High School prior to the start of the upcoming school year to set up a meeting to discuss best practices for working with junior high-aged patrons. Both the Director and Youth Services Manager will attempt to keep in contact with the social workers via e-mail and in-person meetings (when possible) throughout the year to address any potential behavior concerns and identify students who may need extra assistance from the social workers. These efforts will provide ongoing relationships in the future.

Objective #2: Exemplary Staffing

Tactic #1: In year one, the Library Director, along with assistance from the Operations Manager, will develop a merit-based compensation plan for all staff based on a variety of factors. This merit-based compensation plan will be implemented at the beginning of year two.

Tactic #2: In year one, the Library Director, with assistance from the Leadership Team, will identify two to three key events throughout the year to recognize all staff. These events may be library specific events (such as the end of summer reading) or national events (such as National Library Workers’ Day).
Objective #3: Providing New or Upgraded Collections to Patrons

Tactic #1: The replacement of ten existing library laptops is scheduled to occur within the next two years. These laptops are reaching the end of their useful lives. We will research manufacturers and vendors in an effort to provide the most efficient laptops for patron use at the most reasonable price. We will replace six in the first year and four in the second year.

Tactic #2: In year one, we will start circulating Wi-Fi hotspots and other streaming services, such as Rokus, to patrons. We will set up procedures and policies to track devices that will provide a fair system in an effort for patrons to utilize services in an allotted time that will be adequate. In year two of the plan, evaluations will be made to determine if this collection can be further enhanced in year three.

Tactic #3: In year one, the management team will discuss potential non-traditional collections (such as electronic devices, power tools, cookery, etc.) that could be added to the circulating collection. In years two and three, one or more of these collections will be added to the library, provided it is economically and spatially feasible to do so and patron demand for such a collection is evident.

Objective #4: Providing Additional Services to Patrons

Tactic #1: In year one, the management team will research the requirements needed to have a registered notary on staff. In year two, certain staff members will be designated for notary training and the service will be advertised to patrons.

Tactic #2: In year one, the management team will analyze the ramifications of providing on-demand test proctoring service to patrons. In year two, provided it is determined to be feasible, the service will debut and be advertised to patrons.

Tactic #3: In year two or year three, the management team will design, implement, and evaluate a patron survey intended to discover what other services are desired or needed by our patrons.

Goal/Issue #3: Caring for Our Library Space

Objective #1: Refreshing the Building

Tactic #1: In the past several years, the lower level carpet has significantly buckled and is showing signs of wear. The first and second floors, but not the lower level, have been re-carpeted within the last 3 years. An RFP would need to be completed by summer 2019 with the basement re-carpeting done by Fall 2019.
Tactic #2: Evaluate and repaint areas throughout the building; specifically, basement; stairwell and Youth Services areas. The basement area has not been completely repainted since the building opened. An RFP would need to be completed in mid-late 2020 with project completed late in Winter 2021.

Tactic #3: The woodwork, doors, baseboards, trim, etc. have shown signs of wear. The building should be evaluated for improving these areas. Quotes should be obtained in early 2020, with project completion targeted for summer 2020.

Tactic #4: In year one, the Youth Services Manager and Library Director will meet to discuss the current state of the Youth Services (YS) department, with particular focus on the teen space, and the library’s goals for the department. With these goals in mind, the Director and the Youth Services Manager will visit other libraries to assess what would work best for our space. In year two, the Youth Services Manager will research different furniture and layout options for the YS Department and present them to the Director with a rough estimate of the project budget. This step may involve contracting with an outside designer. The plan will be finalized and incorporated into the next fiscal year’s budget, with project completion by the end of year three.

Tactic #5: In year two, staff will conduct an evaluation of internal wayfinding signage that provides recommendations for efficiently directing patrons to specific areas of the facility and collections. In year three of the plan, that evaluation will be used to have instructive, uniform, and attractive signage fabricated by an external company.

Objective #2: Library System Maintenance

Tactic #1: HVAC Trane operating software is 15 years old and in need of an upgrade. One update has been completed in this time period. As the system ages, upgrades are important to keep the operating system working at peak efficiency. We will need to enlist help from our current HVAC maintenance provider to coordinate with Trane in providing the updates that are needed without adding what we do not need. In Spring 2020, the beginning proposals will be evaluated. Completion would be in fiscal year 2020-2021.

Tactic #2: A Systems Maintenance Plan should be developed and implemented for all other library building systems. An outside firm may be the best solution to approach this type of plan. There is a rudimentary schedule of the items we currently have in the building and their life-span/original cost. However, a construction company or building services company may be able to provide a more comprehensive and workable plan/schedule. This would be useful as building components start to fail and reach the end of their useful lives. This plan should be finalized by Fall 2019.
Objective #3: Modernizing Library Technology

Tactic #1: An upgrade and expansion of the library security surveillance system is needed. Since the initial installation of cameras, one upgrade was done a few years ago to allow for additional cameras to be added. We have added cameras, but there continues to be blind spots in and around the building. There has not been a comprehensive plan, but rather cameras added where needed. In Summer 2019, we will seek advice from a security technology specialist to create this comprehensive plan and advise us as to whether it is preferable to expand our current system or purchase a new system. After making this decision, budget allocations for this area will be increased in fiscal year 2020 and 2021 to accommodate the upgrade.

Tactic #2: In 2018, management conducted investigations into new telephone systems types and costs. Estimated cost of a new system ran between $18,000 - $27,000 depending on brand and type of system purchased. The current phone system is working fine; however, AT&T does plan to eliminate its support on landlines within the next eighteen months or so and that will affect the Library. The move to VOIP or a cloud-based system seems inevitable. This project needs to be completed by late 2019 or early 2020.

Tactic #3: The audiovisual system in the Helen Wilson Meeting Room is from 2004. There are issues with all aspects of the current AV equipment. In Winter 2019, we will seek quotes from audiovisual contractors to upgrade the existing sound system (including speakers), projector, and wall panel. Also of concern is the need to adjust the position of the projector or hanging pendant lighting, so they no longer conflict with each other. After receiving quotes, project will be budgeted for May 2020.
Tactics in Timeline Format

Items in green indicate significant capital expenditures.
Items in blue are tactics that will be considered ongoing and continue past the specified year.
Each item is identified by a three digit number, to be read “Goal.Objective.Tactic.”

YEAR ONE
1.1.1 New logo for marketing and branding
1.1.3 Formulate social media policy that includes coordinated marketing across platforms
1.2.1 Co-sponsored programming.
1.2.2 Work more closely and collaboratively with schools.
2.1.1 Specialized staff training in youth interaction.
2.1.2 Forge partnership with social workers at Parker Junior High.
2.2.1 Develop a merit-based compensation plan
2.2.2 Develop a staff recognition program
2.3.1 Replace library laptops (six of 10)
2.3.2 Circulate Wi-Fi hotspots and other streaming devices
2.3.3 New collections—planning period
2.4.1 Notary Service—planning period
2.4.2 Proctoring Service—planning period
3.1.1 New carpeting for the basement
3.1.4 Youth Services Department refresh—planning period
3.2.2 Develop a formal systems maintenance plan
3.3.1 Security Camera Upgrade—planning period
3.3.2 Phone System update
3.3.3 Helen Wilson Meeting Room equipment update—planning period
YEAR TWO
1.1.2 New website
1.1.4 Traffic signs for library
1.2.3 Visits to off-site locations such as senior centers.
1.3.1 Market to schools
1.3.2 Market to community social media groups not controlled by library
2.2.1 Implement a merit-based compensation plan
2.2.2 Implement a staff recognition program
2.3.1 Replace library laptops (four of 10)
2.3.3 New Collections—implementation period
2.4.1 Notary Service—implementation period
2.4.2 Proctoring Service—implementation period
2.4.3 Survey patrons on services needed—planning and/or implementation period
3.1.2 Painting projects
3.1.3 Woodwork refreshment
3.1.4 Youth Services Department refresh—planning period
3.1.5 Internal wayfinding signage—planning period
3.2.1 HVAC system update
3.3.1 Security Camera Upgrade—Implementation period
3.3.3 Helen Wilson Meeting Room equipment update—implementation period

YEAR THREE
2.3.2 Possibly circulate other streaming devices
2.4.3 Survey patrons on services needed—planning and/or implementation period
3.1.4 Youth Services Department refresh—Implementation period
3.1.5 Internal Signage—implementation period
3.3.1 Security Camera Upgrade—further implementation period (if needed)
Implementation and Budget

This Strategic Plan takes effect upon the acceptance and approval of the Flossmoor Public Library Board of Trustees and begins May 1, 2019 and ends April 30, 2022.

The following items indicate those areas of the library’s budget that will affect and be affected by the new three-year Strategic Plan and which the Flossmoor Public Library Board of Trustees and the staff of the Flossmoor Public Library must consider carefully:

- Capital outlay for any building recommendations
- Fees for consulting and professional services (technology, marketing, security)
- Cost to purchase materials
- Cost to purchase and implement technology
- Budget for marketing, outreach, and PR activities
- Staff development costs

Monitoring, Evaluation, and Reporting

The Flossmoor Public Library Board of Trustees, the Library Director, and the Director’s Leadership Team share monitoring, evaluation, and reporting responsibilities for this Strategic Plan.

- The Leadership Team will include a Strategic Plan progress discussion on its monthly meeting agenda
- The Director will report formally on the Plan’s progress to the Board of Trustees four times each year (August, November, February, May)