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# STRATEGIC PLAN

2012-2017



WESTMONT  
PUBLIC LIBRARY

# VALUABLE VIBRANT VISIONARY

## STRATEGIC PLAN

Profound external changes in the way information is disseminated and accessed have altered the role of public libraries within communities. With this in mind, and in accordance with its mission to provide the community with keys to life-long learning, the Library Board of Trustees developed a Strategic Plan to guide the advancement of programs, services, and staff at the Westmont Public Library. The Strategic Plan set four priorities for the 2012-2017 cycle: stimulating imaginations, satisfying curiosity, enhancing early literacy, and engaging technologies. For the past several years, library staff have worked vigorously to make these challenging goals a reality and this Strategic Plan Update demonstrates the impact we have had within our community.

As we move into 2015 and the second half of our long range plan, it is the goal of library staff and trustees to continually enhance our core services, re-envision programming to ensure its relevancy, and develop new and innovative approaches to our service model so that the Westmont Public Library remains an integral and vibrant community center. We invite you to visit our library, talk with our staff, and let us know how we can help enrich and educate our community.

# STIMULATING IMAGINATIONS

People use the library's collections, programs, and services to find adventure and experience different cultures. To support this, WPL:

Provides popular materials quickly, in a variety of formats

- Most wanted fiction and media collections provide quick access to current and in-demand items
- Digital collections offer instant access to thousands of items

Employs knowledgeable staff and utilizes useful technology to assist with patrons' selections

- In the Spotlight staff blog offers personal recommendations on a variety of materials
- Discover Digital Content program is offered monthly to encourage patrons to connect with ebooks and more

Supports reading, listening, and viewing through programs and events

- The Westmont Reads program promotes community-wide reading and discussion
- Book discussions hosted throughout the community highlight new and popular books

Partners with schools & other organizations to promote reading, listening, and viewing

- Public and private school visits throughout the year encourage participation in Summer Reading and other library programs
- Introductory tours for adult ESL students from People's Resource Center and College of DuPage promote our services and resources

## In-development/Coming Soon:

Over the next few years we plan to redesign the facility to support lifelong learning efforts. The creation of additional learning and scholarly spaces will allow us to offer more enriching programs, feature diverse collections, and invite the community to use our facility for educational pursuits.

## SATISFYING CURIOSITY

Supporting life-long learning remains an important function of the public library. To support this, WPL:

Provides collections in a variety of formats to support K-12 programs, and support the interests and education of adults

- Books, audiobooks, DVDs, CDs, magazines, ebooks, eaudiobooks, streaming video, and emagazines allow patrons of all ages to easily connect with our collections
- Online databases like Mango Languages and Atomic Training offer educational courses and tutorials

Presents programs on diverse topics and collaborates with local professionals and businesses on topics of interest to the community

- Programs with local businesses support education initiatives in the areas of health and wellness, literacy, language learning, finance, food preparation, animal caring, arts and humanities, and more
- Partnership programs with Literacy DuPage promote language and literacy learning for adult students

Fosters creative environments, physical & digital, to stimulate the imagination and encourage curiosity

- Social media platforms give patrons an opportunity to interact with staff and respond to services
- The digital branch provides access to digital collections in an easy to navigate online space
- Updated signage and furniture arrangement create a welcoming and stimulating environment in both youth and adult areas

### In-development/Coming Soon:

In the coming year, staff will be selecting material for collections in new areas. These changes will revitalize collections and bolster digital and print resources.

# ENHANCING EARLY LITERACY

Offering resources and tools to help children become successful readers and learners is a major focus of the public library. To support this, WPL:

Provides programs and resources for parents & caregivers

- The parent/teacher collection and literacy bags encourage reading readiness
- Early literacy parent workshops provide parents and caregivers with literacy support

Facilitates interaction and support between parents & caregivers

- Storytimes and playgroups give parents and caregivers the opportunity to interact and foster relationships
- Family reading night encourages families to read together and fosters community-wide reading

Supports community learning centers' educational efforts

- Partnership programs with Chesterbrook Academy, Kindercare, Westmont Yard, and Indian Boundary YMCA support educational and early literacy efforts

Provides age-appropriate programs and easy-to-find resources

- Children's Reading Garden is a hot spot for children seeking library material
- AWE computers in youth services promote educational and creative resources

Identifies means of reaching and engaging more children

- Participation at the Westmont Street Fair connects staff with children and caregivers
- New programs are added based on community response, patron requests, and attendance numbers

## In-development/Coming Soon

The 2014 per capita grant we received focuses on our early literacy efforts. Plans are currently being developed to increase library awareness, invigorate program attendance, and strengthen the early literacy collection.

# ENGAGING TECHNOLOGIES

Just as reading is an essential skill, being a savvy technology user is a necessary skill for the workforce, household, and citizenry. To support this, WPL:

Provides up-to-date technology for public use

- The purchase of laptops, desktops, drawing tablets, iPads, iMacs, Wii-u, AWE computers, mini projectors, and Scan & Fax device has increased public access to technology

Employs knowledgeable, trained staff to assist with patrons' digital needs

- Staff training throughout the year on new devices and resources increases competencies and skill levels
- Atomic Training offers courses on software and technology that staff use to increase knowledge base

Presents excellent technology training resources and programs

- Book a librarian services offer one-on-one technology training for residents
- Software development classes for youth and a variety of basic to intermediate computer courses for adults provides the community with access to hands on technology training

Partners with other organizations & schools to expand technology learning opportunities

- Roaming librarians offer technology training to residents within the community
- Social media training in partnership with the Chamber and demonstrations of online services to the Peoples Resource Center and College of DuPage support technology outreach efforts

## In-development/Coming Soon

The new Access Services Manager will undertake a long-term vision for the technology department and help focus our digital literacy efforts so we continue to meet patrons' needs even as technology advances.