



777 Front Street - Lisle, IL 60532 630-971-1675 [www.lislelibrary.org](http://www.lislelibrary.org)

Members of the Lisle Library District, patrons, friends, staff and administration:

On behalf of the Board of Trustees of the Lisle Library District, I am very happy to present our strategic plan for 2011-2016.

This plan continues our Library's tradition of managing growth and change through strategic planning: identifying priorities that are consistent with our vision and values, and laying the groundwork for concrete objectives.

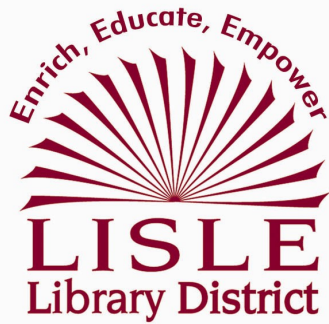
Our aim has been to ensure that the Library remains Lisle's information center, with all that this entails: an excellent collection, superior services, interesting and informative programs for patrons of all ages, and a friendly, supportive and highly professional staff.

Special thanks go to Acting Director Katharine Seelig; consultant Joe McLennan of McLennan Partners; the Steering Committee; staff and administration; and to you, the public, for your contributions and input, and your continued support.

Richard Flint

President, Board of Trustees, Lisle Library District





# Lisle Library District Strategic Plan

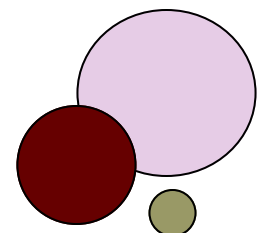
*2011-2016*



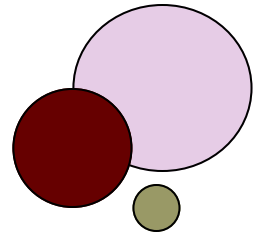
## **LISLE LIBRARY DISTRICT**

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## OUR PROCESS

The Lisle Library District creates strategic plans to help the board, library management, and library employees ensure that we continue providing for community needs as those needs grow and change. Strategic plans have been created about every five years. To create the current plan, a team of library staff, management, and trustees reviewed community statistics and trends looking for changes in constituencies to be served and needs to be met.

The team reviewed the current state of the Library as well as documentation of past strategic plans and analyses of our strengths and weaknesses.

We surveyed the community on how they used the Library and how the Library could become more valuable. The team also reviewed other library strategic plans from around the world, and visited other local libraries to discuss their plans.

Using these sources, the staff and team envisioned the Library in five years and described how the Library will fulfill its vision and mission. The planning team condensed these excellent scenarios around five major themes and agreed on the strategies the Library should take in these areas.

The plan was completed and approved under the auspices of the Board and Acting Director, providing a framework for leadership and management moving forward.

The Library's longstanding Vision and Mission were affirmed during this process.



### **Vision**

*Our vision is to Enrich, Educate, and Empower the residents of the Lisle Library District.*

### **Mission**

*The Lisle Library District is committed to enhancing the cultural, social, and life-long educational development of the community.*

## **OUR PAST**

The Library grew from a collection of donated books in a small basement storefront on Main Street in 1964. Founded in 1965 by referendum, the Lisle Library District continued to operate from various storefronts until a permanent library was built in 1981. An addition was built in 1989 and the entire Library was remodeled in 2007. Service to the residents of the Lisle Library District has grown to a 29,500 square foot library with over 149,000 items.

Through strong strategic planning, the Lisle Library Board of Trustees, Library staff and Library members have guided the Library to provide ever increasing service to the community and continue to impart our vision to - *Enrich, Educate, and Empower* the residents of the Lisle Library District.

## **TODAY**

The Lisle Library District maintains its reputation for top-quality public service. It is known in the community as the place to go for knowledgeable and friendly assistance. Whether you want to find local information, explore your cultural heritage, pursue a hobby, stimulate your child's interest in reading, access the Internet, conduct academic research, improve your literacy, find a good book or DVD, or use the many other library resources and services, the Lisle Library District is here for you.



## OUR FUTURE, OUR STRATEGIES:

The 2011-2016 Strategic Plan reflects strategies that the Director, working with the Board and Staff, can implement over time and as resources and opportunities allow.

### ***PUBLIC RELATIONS AND MARKETING***

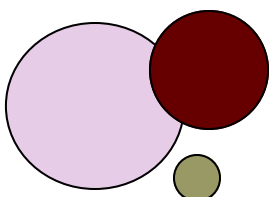
Create and promote a vital, dynamic and patron friendly public image of the library, showcasing essential sources of information, life-long learning, cultural enrichment and civic involvement.

- Create a public relations/marketing plan to increase community awareness of the value of the Library, including using new technology methods to get the Library message to target audiences.
- Generate original programming to meet the specific needs and interests of our community by providing a variety of programs which support the Library vision for all ages and abilities.
- Initiate uniform branding of the Library including a regular review of the Library's branding methods and investment in new branding ventures.
- Attract new users to the Library and research ways to connect with current and new residents and businesses. Increase outreach to underserved areas of the community.
- Implement marketing methods to study community dynamics, supporting thoughtful library operations.

### ***COLLECTIONS AND RESOURCES***

Develop and maintain the Library's collections and resources in order to meet the evolving information needs of our community, working to provide access to all.

- Develop a comprehensive plan to systematically and regularly evaluate collections and resources, both digital and physical, to be sure they are up-to-date and responsive to the needs of the community.
- Provide consistent assessment of various media formats and the demand for these formats.
- Research expanding cooperative resource sharing with other institutions.





## ***SPACE/PLACE***

Provide a welcoming environment for library patrons and the community with a variety of places and ways to work, meet, be enriched and entertained.

- Provide space for the growing needs of the community, both physical and virtual.
- Invest the Library resources to provide a safe, secure environment.
- Outfit the Library campus to meet patrons' needs using current technology.
- Expand the Library presence beyond the Library campus through outreach and programming.
- Provide an environment supporting cultural and artistic interaction for the community.
- Regularly evaluate sources to increase Library funding.

## ***STAFF/ADMINISTRATION/TRUSTEE DEVELOPMENT***

Attract, retain and develop expert, diverse and dedicated staff and trustees, and recognize their contributions to the Library.

- Lead and empower staff to deliver effective and high-quality service using a shared vision to promote library ethics and multi-cultural community awareness.
- Establish initiatives to create a learning environment.
- Incorporate training into the technology, public relations and building plans.
- Promote new learning opportunities for the staff and share them with the district community.
- Offer competitive salaries and benefits for librarians and support staff.
- Promote collaborative culture of learning for Library staff and trustees, imparting quality Library service and supporting the Library's mission.
- Encourage and provide opportunities for ongoing Trustee training.

## ***TECHNOLOGY***

Institute our core technology to work effectively, easily and intuitively for both patrons and staff.

- Continually assess ways patrons can interact with the Library through technology, ensuring that we support popular and promising technologies as used by or benefiting our patrons.
- Initiate effective and efficient administrative infrastructure allowing for changes in technology operations, staffing and funding as needed.
- Invest in remote/offsite library capabilities to better connect with the community.
- Train staff in administrative and patron-focused technology so they can work more efficiently and provide help and guidance to our patrons.
- Seek to provide privacy and security beyond minimal legal requirements. Investigate physical security systems and keep abreast of confidentiality/privacy issues.
- Provide a forum to create digital content, including digitization of local resources and assessment of other electronic formats which host content.



*"The Lisle Library has been an addiction for me and will always remain so.....I keep coming to the library to keep current with the latest news, books, and to be able to relax in comfortable surroundings. Many times I've come to the library feeling stressed, and upon leaving I am less frazzled. I love the librarians at Lisle Library! The library has improved my life by offering me different perspectives in an inviting and cheerful environment. I believe the library is the last bastion of freedom in society and it's a place where I find personal refuge. " — Tello Daronatsy*



*" We are fortunate to live in a town with such great library resources."  
— Rachelle Ryser*