

Action Plan 2021-2022

Goal 1: Provide excellent and accessible service and information to the community

Action steps

1. Provide public access to Adobe Photoshop software.
2. Offer access to makerspace technology, including 3D printing, vinyl cutter, laser cutter.
3. Continue to offer new programming ideas: Bookasaurus-themed events, job fair, STEAM fest, Date with a Book, paper shredder event.
4. Update current room reservation system to allow for online patron reservations.
5. Provide more fine amnesty days and explore going fine free.
6. Continue to target specific non-library user demographics, including 20-30 year olds and teens.
7. Explore offering a bikemobile service to determine feasibility
8. Pickup materials from patrons' homes - schedule pickups for materials to be returned.
9. Continue curbside pickup and home delivery after the pandemic.
10. Continue virtual programming after the pandemic.
11. Compile resources for at-risk/underserved groups; i.e. homeless, mental health disorders, teens

Goal 2: Continue to enhance and maintain the library's physical and digital collections

Action steps

1. Purchase more classic movie and book titles.
2. Expand the Library of Things collection by lending out CD/DVD players, knitting/sewing supplies, and other items.
3. Create binge boxes based on genre/series.
4. Add board games for adults.
5. Emphasize award winners via book displays.

Goal 3: Share the library's value with the community

Action steps

1. Form a marketing committee.
2. Explore updating library website, including researching new website trends, usability features (mobile compatibility), and cost.
3. Incorporate more staff photos (or staff pets) for promotional materials.
4. Highlight individual staff members' interests; i.e. "meet the staff member" - include in newsletter, social media, NLW
5. Continue weekly e-newsletter even after the pandemic.
6. Continue to participate in community events and organizations.
7. Include a thank you note in interlibrary loan materials when returning them to lending library (non-SWAN).
8. Explore expanding and creating new free little library by partnering with local Boy/Girl Scouts Group.
9. Explore hosting a library podcast: identify library staff/community members to host/participate, technology needed, and general theme.
10. Prepare to survey the community when able to elicit stronger response following COVID-19 pandemic.

Goal 4: Maintain an accessible and welcoming building for patrons and staff

Action Steps

1. Finish adding new carpet throughout entire building.
2. Renovate public restrooms.
3. Explore options for more prominent outdoor signage on Irving Park Road.
4. Consider new, inexpensive shelving for CDs and DVDs in Adult Services.
5. Explore updating intercom system to include speakers upstairs and in study rooms.
6. Create a wish list for WMR remodel and explore ways to update WMR including noise, lighting, and technology.
7. Add signage to highlight indoor & outdoor bookdrop and holds pick up areas.
8. Create a formal, updated technology plan.

Goal 5: Maintain a positive and collaborative environment for patrons and staff

Action Steps

1. Continue to offer fun, optional dressdown days for staff, including book-related t-shirts, alumni dress days, slipper days, etc.
2. Engage community with questions from breakroom/kitchen via social media.
3. Conduct drawings for patrons that support local businesses - NLW/MSW - bring in receipt of a purchase within last 30 days.