*Enrich...*

*Empower...*

*Connect...*

**MISSION**

As a springboard for   
personal enrichment   
and community transformation,   
Flora Public Library promotes   
discovery, empowerment,   
innovation, collaboration,   
and the exchange of ideas.   
  
  
|  
through a diverse scope   
of resources, technology and experiences.

***TELL THE LIBRARY STORY***

Improve the way we tell our patrons about the wide range of services and programs we offer.

\*Hire marketing firm to develop new branding and website   
 by April 30, 2022

~Create marketing plan that details promotional delivery   
 ~Improve social media presence

\*Develop partnerships with local organizations to promote   
 library   
  
 ~Maintain Chamber of Commerce membership   
 ~Increase library presence in local and regional tourism   
 promotion

**\***Streamline policies/procedures to be more accommodating   
 ~Go fine-free on December 1, 2021 and waive past   
 fines (fees for lost or damaged materials will not be   
 waived)  
 ~Review and update policies/procedures for patron   
 services  
 ~Create a more patron-friendly atmosphere

***AFFIRM THE LIBRARY AS A CENTER OF LEARNING & LEISURE***

Address our community’s learning and recreational needs through classes, events, and online technology.

\*Provide instruction on basic and intermediate   
 technology skills  
  
 ~Develop a series of classes on diverse technology  
 topics   
 ~Provide a series of videos on various topics and skill   
 levels of technology needs

\*Increase the number of informational, educational and   
 entertainment programs that are offered by the library for all   
 age levels  
  
 ~Present programs for children and young adults   
 ~Contract with agencies to present Summer Reading   
 Program entertainment  
 ~Invite agencies to provide one-on-one information   
 sessions for patrons

\*Transform the image and atmosphere of the library  
  
 ~Explore innovative ways to make library more inviting  
 ~Create STEM/STEAM related areas for children for   
 interactive play  
 ~Provide opportunities for social gatherings (post covid)

***PROMOTE THE VALUE OF READING TO CHILDREN AND YOUNG ADULTS***

Provide innovative opportunities to nurture the joy and worth of reading to different age levels.

\*Birth to Preschool (0-PreK)  
 ~Provide reading challenges on Beanstack, including 1000   
 Books by Kindergarten  
 ~Give books to each student in Pre-K, Head Start, etc.

\*Elementary (K-6th)

~Hire part time staff member responsible for programming,   
 activities, and promotion for ages Birth thru Young Adult  
 ~Enhance holdings on Accelerated Reading, Bluestem and   
 other reading lists and mark them for easy access  
 ~Promote programming – family reading night, summer   
 reading program, pajama parties, etc.

\*Young Adults (7-12th)

~Set up youth corner in the juvenile section for tweens and   
 young adults  
 ~Provide activities and programs specifically for young adults

***EXPAND AND SUPPORT THE DIGITAL LIBRARY***

Add more digital content and make it easier to find and use. Expand remote access.

***1) LOCAL HISTORY***

\*Increase digitization of local history holdings  
 ~Digitize local history collection owned in-house at library  
 ~Apply for grant to bring mobile lab to library to digitize   
 collections that are owned and will be retained by local   
 citizens

\*Create a local history access point on the library’s website  
 ~Provide links to local history websites and Facebook pages  
 ~Provide digital collection of local history information

\*Expand access to local history digital content  
 ~Establish a collection for Clay County history images on   
 Illinois Digital Archives which will also be available on Illinois   
 Digital Heritage Hub (IDHH) and Digital Public Library of   
 America (DPLA)  
 ~Explore having local newspapers added to online database(s)

***2) E-RESOURCES***

**\*Shift library focus to balance of print and electronic resources  
 ~*Explore and add resource for downloadable videos  
 ~Add online story resource for children***

***\****Expand the scope of e-resources for patrons  
 ~Increase number of databases for patron use ***~***Add library versions of ancestry.com and newspapers.com  ***~***Establish database collection for children ***~***Establish database collection for young adults

***TRANSFORM THE ROLE OF LIBRARY AS PLACE***

Increase the role of the library in the community, collaborate with local organizations, and offer services beyond the

library’s walls.

\*Increase the role of the library in the community  
 ~Transcend traditional library image to one of community   
 center  
 ~Become a center for social exchange and interaction

\*Collaborate with local organizations and businesses  
 ~Create directory of community services and assistance   
 programs  
 ~Collaborate with local agencies on promotions or events  
 ~Showcase different organizations and agencies on a regular   
 basis

\*Take library services to the citizens

~Participate in community activities and events (Appleknocker,   
 Home Show, etc.)  
 ~Visit key location to provide remote patron card registration   
 with laptop and library information

***DEVELOP A STAFF PREPARED FOR THE FUTURE***

Improve your library experience by developing our staff’s leadership and technological skills.

\*Maintain adequate staffing  
 ~Develop job descriptions for marketing/technology director   
 and program coordinator  
 ~Hire part time staff with qualifications to fill the positions of   
 Marketing & Technology specialist, Children & Youth   
 Services Coordinator and Circulation Desk Clerk.

\*Create a staff development plan  
 ~Encourage participation in local, regional and system   
 continuing education opportunities, including online  
 ~Incorporate CPR, AED and related training into plan  
 ~Have staffing program quarterly

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The Strategic Plan will be reviewed annually in May to evaluate progress and assess initiatives.

Approved 12-13-2021

***Enrich lives…  
  
 Empower people…  
  
 Connect ideas…***

**VISION**

***Flora Public Library***

***will provide   
a welcoming environment   
to inspire and entertain.   
We will enhance***

***learning opportunities   
and connect the community   
with innovative ideas.***

**Strategic Plan**

**2021-2026**