*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**