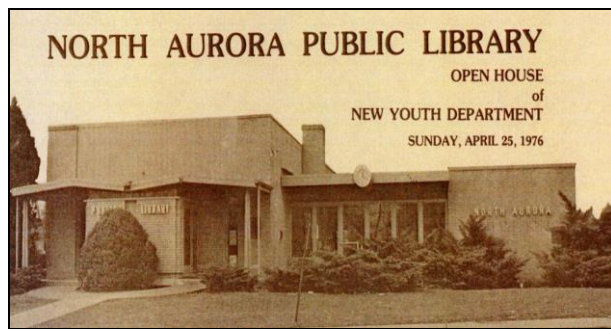


# The Messenger Public Library of North Aurora Illinois Fiscal Years 2016 – 2018: Long Range Strategic Plan:



1930s



1976



2003

**MESSENGER PUBLIC LIBRARY OF NORTH AURORA**  
**LONG RANGE PLAN FY 2016 - FY 2018**

**MISSION STATEMENT:**

***Inform – Connect – Enrich***

The Messenger Public Library  
informs, connects, and enriches the community of North Aurora.

**VISION STATEMENT:**

The Messenger Public Library serves as a gateway to an expanding world  
enhancing the quality of life for the community of North Aurora.

The Library's vision is to be:

- essential and relevant
- first choice for information
- first in customer services excellence
- a leader in the use of technology to further literacy and lifelong learning

**Long Range Planning Document Review**

This planning document will be reviewed on an annual basis by the Library Management Team and by the Library Board of Trustees' Committee of the Whole Planning Committee.

Changes and amendments to the Plan may be approved at the discretion of the Library Board of Trustees at any time.

The Plan will be reviewed on an annual basis during the May Library Board of Trustees Meeting prior to the start of the new fiscal year.

## **Facilities:**

### **Strategic Service Objective :**

***Maintain and enhance the building and grounds so they are safe, clean inviting and remain functional for use by the public.***

### **Strategic Facility Goals FY 2016 – FY 2018:**

- Continue to review and update the May 2013 Facility Master Plan and the June 2015 Facility Long Range Maintenance Plan as recommended by Kluber Architects and Engineers.
- West Wing Renovations - Adult and Circulation Areas - Study and review the need for staff off-desk work space, the possibility of merging the Adult and Circulation Public Service Desks, create space for an office for Department Heads of Adult, Circulation, and Technical Services and review the use of the west wing porch potential to create additional study rooms and/or a small conference room.



*The Barbara Messenger Tinker Program Room Dedication April 12, 2015*

## Staffing:

### Strategic Service Objective :

*Hire and retain staff who value customer service, teamwork, and positive communications internally and to our customers.*

### Staffing Goals FY 2016 – FY 2018:

- Ongoing - Review /reevaluate all job descriptions and positions. Modify as needed to improve operational efficiencies.
- Ongoing: Cross train staff to constantly improve internal communications amongst the service areas of the Library and to improve staffing efficiencies to better serve the public.
- Succession Planning. Update and review this plan annually. Cross train as required for positions.
- Personnel Policy Manual – Legal review by Management Association of Illinois



*The Library Staff at the 2015 Annual Community Holiday Open House*

## **Technology:**

### **Strategic Service Objective :**

*Raise awareness of technological innovations that enable patrons and staff to access library materials and services.*

### **Technology Goals FY2016 – FY 2018**

- **Develop a long term strategic plan for Technology Services using the State Library’s Technology Impact program.**
- **Investigate creating a “Maker Space” within the Library for the use of all ages.**
- **Survey the North Aurora Community on their technology needs**



*The main technology access area of the Library*

## **Marketing:**

### **Strategic Objective Statement:**

*Create awareness and increase recognition of the library and its services throughout the community.*

### **Marketing Goals FY 2011 – 2013:**

- Hire Marketing /Public Relations Staff Member to assist the Board, Administrator and Staff in communicating the services of the library in a strategic and planned manner.
- Establish “Library User Experience Committee” involve and engage front line staff and library patron input.
- Develop and conduct a Marketing survey of the community



*The 2014 Shakespeare and Food Program.*

## Services | Programming | Collections

### Strategic Service Objective:

*Provide space, services, programs, and materials that are relevant to the lives of North Aurora residents.*

### Services Goals FY 2016 – FY 2018:

- (Ongoing): Develop a Collection Development Plan for the Library. The plan will include all formats of materials available, in all departments, and will cover all age groups that the Library serves. The plan will keep the library collections relevant to the changing needs of the community.
- (Ongoing): Evaluate and withdraw/discard library materials that have low circulations or contain out of date information.
- (Ongoing) Conduct a bi-annual survey of patrons regarding library collections, programs, and services to determine current and potential future needs.
- Update the Library's Operational Policy Manual



*The 2015 Geek Fest Program.*