



STRATEGIC PLAN: 2019 - 2021



OUR MISSION

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



OUR VISION

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
- Friendly and welcoming
- A source to further literacy and learning for all ages
- A connection to technology



OUR PLANNING PROCESS

To effectively respond to the needs and desires of the community it serves, the Messenger Public Library of North Aurora embarked on a community-driven strategic planning process in 2018. Through a survey and series of focus groups, residents and representatives of community organizations shared their input regarding how the library may continue to be relevant to those it serves. The Board of Trustees and library staff developed the following goals and strategies, setting priorities that are both aspirational and achievable, while simultaneously recognizing the library's commitment to be responsible stewards of its resources.



OUR GOALS AND STRATEGIES

EMBRACE THE LIBRARY'S ROLE IN CONNECTING USERS TO INFORMATION AND EXPANDING LITERACY

- Focus on the different types of literacy needs for different users
- Identify and target known technology literacy needs
- Ensure an easy user experience
- Expand awareness and use of the library's online resources

BUILD COMMUNITY ENGAGEMENT WITH THE LIBRARY

- Connect with residents and community organizations through programming, outreach, and civic engagement
- Enhance existing community partnerships and identify additional opportunities for effective collaboration
- Increase use of the library by residents
- Promote the availability of community meeting space
- Develop methods for reaching new residents

CELEBRATE THE DIVERSITY OF THE NORTH AURORA COMMUNITY

- Identify and work to alleviate barriers to attracting and retaining a diverse staff
- Evaluate the library's collections, programming, and online resources to enhance inclusiveness
- Develop improved methods of communicating with residents in Spanish-speaking households
- Improve process of translating library marketing materials

IMPROVE THE EFFECTIVENESS OF THE LIBRARY'S MARKETING AND COMMUNICATIONS

- Communicate the library's function as a community destination
- Identify target audiences and develop tailored communications
- Develop a marketing plan that provides structure for a coordinated marketing and advocacy effort
- Develop a strategy and tools to ensure consistent branding and connection to the North Aurora community