








FY26-30 Strategic Plan

PRIORITY	1	2	3	4	5
	Deliver Robust & Responsive Services	Create a Comfortable & Welcoming Environment	Increase Awareness of Library Offerings	Enrich Community Life	Deliver Best-in-Class Service
					
	<ul style="list-style-type: none"> ✓ Inspiring Discovery ✓ Nurturing Curiosity ✓ Strengthening Community 	<ul style="list-style-type: none"> ✓ Inspiring Discovery ✓ Strengthening Community 	<ul style="list-style-type: none"> ✓ Inspiring Discovery ✓ Nurturing Curiosity 	<ul style="list-style-type: none"> ✓ Strengthening Community 	<ul style="list-style-type: none"> ✓ Inspiring Discovery ✓ Nurturing Curiosity ✓ Strengthening Community
GOALS	<ul style="list-style-type: none"> • Right-Size Programming for Demand & Capacity • Right-Size Collections for Demand & Capacity • Evaluate Services for Priorities & Opportunities 	<ul style="list-style-type: none"> • Create Flexible & Inviting Spaces • Improve Function as a Third Space • Improve Staff Workspaces 	<ul style="list-style-type: none"> • Increase Awareness of Studio Offerings • Develop Communication Plan for Facility Improvements • Develop Targeted Marketing Content 	<ul style="list-style-type: none"> • Connect with Residents Outside the Library • Strengthen Community Partnerships • Grow Partnership with Friends of WNPLD 	<ul style="list-style-type: none"> • Provide High-Quality Onboarding & Training • Promote Ongoing Staff Training & Development • Foster a Positive Workplace Culture
	↓	↓	↓	↓	↓
	Resources that reflect the community	Facilities that meet current & future needs	Library used by the community	Community that supports the library	Delighted patrons

Vision: WNPLD is a dynamic hub that enriches life for the community by encouraging learning, creativity, and connection.

Mission: Inspiring Discovery, Nurturing Curiosity, Strengthening Community.

1 Deliver Robust & Responsive Services	2 Create a Comfortable & Welcoming Environment	3 Increase Awareness of Library Offerings	4 Enrich Community Life	5 Deliver Best-in-Class Service
<p><u>GOAL 1</u></p> <p>Right-size programming for demand and capacity</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Develop program targets by category • Create a plan to fill gap in technology classes 	<p><u>GOAL 1</u></p> <p>Create flexible and inviting spaces</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Evaluate and rework main floor layout at Winnetka • Expand Northfield 	<p><u>GOAL 1</u></p> <p>Increase awareness of Studio offerings</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Develop and promote targeted offerings for small business owners • Increase offerings for children and families 	<p><u>GOAL 1</u></p> <p>Connect with residents beyond library walls</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Hire community engagement coordinator • Create outreach team for community events 	<p><u>GOAL 1</u></p> <p>Provide high-quality training and onboarding for new hires</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Standardize and streamline recruiting/hiring/onboarding processes • Add customer service training to onboarding process
<p><u>GOAL 2</u></p> <p>Right-size collections for demand and capacity</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Explore selection tools to assist with collection management • Evaluate ways to increase physical collection at WN 	<p><u>GOAL 2</u></p> <p>Improve function as a third space</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Evaluate furniture and tech for 3rd space use • Evaluate policies related to space use 	<p><u>GOAL 2</u></p> <p>Develop communication plan for facility improvements</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Identify communication plan elements and create the plan 	<p><u>GOAL 2</u></p> <p>Strengthen community partnerships</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Create defined strategy for community engagement • Strengthen partnership with Park Districts • Strengthen partnership with School Districts 	<p><u>GOAL 2</u></p> <p>Promote ongoing staff development and training</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Encourage participation in networking groups and regional/state organizations • Formalize process for professional development requests & post-event sharing
<p><u>GOAL 3</u></p> <p>Evaluate services to identify priorities/opportunities</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Develop list of core services and evaluation criteria • Evaluate use of AI in staff workflows 	<p><u>GOAL 3</u></p> <p>Improve staff workspaces</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Evaluate issues with WN staff workroom/breakroom and prioritize improvement projects • Improve Northfield staff space as part of expansion 	<p><u>GOAL 3</u></p> <p>Develop targeted marketing content for specific audiences</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Launch curated eNewsletters for Youth Services • Develop marketing plan for new collections/services • Develop new resident welcome kits • Develop marketing campaign for commuter areas 	<p><u>GOAL 3</u></p> <p>Strengthen partnership with Friends of WNPLD</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Create liaison between WNPLD and Friends of the Library • Work with Friends to identify areas of strategic support to the District 	<p><u>GOAL 3</u></p> <p>Foster a positive workplace culture</p> <p><u>Potential Year One Initiatives:</u></p> <ul style="list-style-type: none"> • Formalize the Spirit Committee • Update Employee Handbook
<p><u>OUTCOME</u></p> <p>Resources that reflect the community.</p>	<p><u>OUTCOME</u></p> <p>Facilities that meet current & future needs.</p>	<p><u>OUTCOME</u></p> <p>Library used by the community.</p>	<p><u>OUTCOME</u></p> <p>Community that supports the library.</p>	<p><u>OUTCOME</u></p> <p>Delighted patrons.</p>