

# Colona District Public Library

## Strategic Plan

2024-2029

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### **Mission Statement**

The Colona District Public Library provides services and high interest materials in a variety of formats enabling individuals to meet their personal and educational needs. Special emphasis is placed on stimulating young readers use and enjoyment of the library and providing services and programming for patrons of all levels.

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### **Goals & Objectives**

The Colona District Public Library Board of Trustees is adopting the following objectives to be used as a long-range plan for the library.

#### **Goal 1--Be good stewards of tax revenues**

In order to make best use of the funds available, the library will seek to do the following:

- a. Utilize best accounting practices to establish and monitor expenditure and savings policies.
- b. Investigate other available sources of funding, including grants.
- c. Cooperate with other agencies for maximum efficiency and for cost efficient expenditures that would benefit the entire community.
- d. Conduct regular annual independent audits to verify that funds are being spent appropriately and efficiently to prevent fraud and misuse.
- e. Share audit results publicly to promote transparency and accountability.

#### **Goal 2--Provide a professional and trained library staff**

In order to provide the best service to all of our patrons, the library will do the following:

- a. Encourage professional growth of all staff members.
- b. Encourage all staff to attend educational training and staff development.
- c. Establish a regular scheduled meeting for staff to discuss updates, share feedback, and review future programs.
- d. Conduct annual performance reviews with emphasis on goal setting and achievements.
- e. Enhance patron awareness of the library's impact by encouraging all circulation staff to highlight at least one library event during each transaction.

#### **Goal 3--Provide access to and maintain a current collection of materials for patrons**

- a. Continue to include diverse and cotemporary materials in a variety of formats.
- b. Weed and discard materials that are dated, no longer circulate or otherwise do not enhance the collection.
- c. Continue membership in the Reaching Across Illinois Library System to allow patrons ease of access to a large collection of items.
- e. Regularly evaluate each vendor to ensure the library is getting the best value for services, supplies, and materials.
- f. Explore opportunities for providing non-traditional circulating materials, such as a "Library of Things".

#### **Goal 4--Continue to develop programming to meet the needs of our community**

- a. Provide a variety of programs for children and young adults targeting reading, skill building, and other popular interests.
- b. Provide a variety of programs for adults and seniors targeting their recreational and/or educational interests.
- c. Explore opportunities for cost-sharing partnerships with schools or other local organizations to expand outreach.
- d. Offer a diverse range of educational and enrichment programs for patrons of all ages, including early literacy programs, STEM activities, reading challenges.
- e. Implement a “1000 Books Before Kindergarten” program to encourage parents and caregivers to read to young children.
- f. Develop a family-focused element within the summer reading program.

**Goal 5--Be a community information and referral center**

- a. Work with other community agencies/organizations to provide up-to-date information on community service.
- b. Establish connections that help define the community needs and interests.
- c. Recruit volunteers and specialists to participate in activities.
- d. Continue to make patrons aware of the library’s resources and services through maintaining the library website and social media accounts.

**Goal 6 -- Maintain a safe, up-to-date facility and grounds**

- a. Maintain a friendly, welcoming atmosphere
- b. Ensure all required code compliances are current

**Goal 7 – Library trustees shall demonstrate good governance by**

- a. Attending board meetings regularly
- b. Continuing their “library education” by participating in pertinent educational training
- c. Reviewing policy and procedures regularly
- d. Conducting a board self-evaluation biannually.

**Goal 8 – Increase Community Awareness of Library Services**

- a. Develop consistent branding across all marketing channels (logos, colors, tone of voice).
- b. Train staff on branding.
- c. Devote budget funds to marketing/public relations
- d. Develop strategies to engage and reach non-users.

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In July 1989 a committee composed of community, staff and library board members recommended a set of goals and objectives. They were adopted by the Library Board as a long-range plan for the district. Since 1989 the State of Illinois and the library district have experienced changes in population, property values and the amount of monies available.

In January 2003 and January 2006, the Library Board, director and children's librarian held facilitated planning sessions. The planning sessions established goals related to patron services.

On January 24, 2009, the Library Board and director held a facilitated planning session at the Colona United Methodist Church to review and update the goals in our 2006-09 long range plan.

The 2009-2012 long range plan goals and objectives were reviewed annually at the March board meeting.

On February 9, 2016, the Library Board and director met at the Colona Public Library to review and revise the Strategic Plan.

On April 9, 2016, the Library Board and director met at the Colona Public Library to review and revise the Strategic Plan.

On July 20, 2022, the Library celebrated its 50<sup>th</sup> Anniversary (May 2, 1972)

March 2003 - Created

Reviewed March 2005 Objective #4 will receive more effort in the coming year; a long-range planning meeting will be held in Jan/Feb 2006.

April 2006 - Created a revised long-range plan based on a January 2006 planning session.

March 2009 - Created a revised strategic plan based on January 2009 planning session.

February 2016 - Reviewed and revised strategic plan.

March 2018 – Reviewed

March 2019 – Revised

May 2020 – Reviewed

March 2023 – Updated with Anniversary Celebration

May 2025 – Revised plan and added Goal 8.