

# Fondulac District Library Strategic Plan

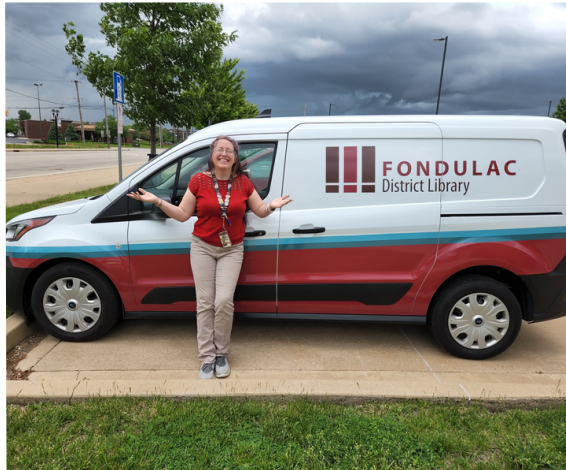
2024 - 2027

Adopted August 28, 2023



**FONDULAC**  
District Library







# Table of Contents

<b>4</b>	<b>Introduction</b>
<b>5</b>	<b>Review of Process</b>
<b>6</b>	<b>Vision and Mission</b>
<b>7</b>	<b>Strategic Directions</b>
<b>10</b>	<b>Next Steps</b>



# Introduction

Fondulac District Library is a vibrant resource for the East Peoria community. Its committed staff, engaged patrons, and vital services create a welcoming and supportive community space. To align its resources with the emerging priorities of the community, the library has undertaken a comprehensive strategic planning process incorporating feedback from community members and stakeholders. Implementing a new strategic plan will allow the library to focus on expanding awareness and engagement that support its essential nature in the community; providing enrichment through a wide variety of collections, programs, and services; and evolving its positive culture to support a thriving staff and organization.

Fondulac District Library initiated a strategic planning process that began in late 2022. Fast Forward Libraries LLC was engaged in November 2022 to facilitate the planning process in three phases: *Learn, Dream, Do*. The *Learn* phase entailed forming a Planning Team to guide the process, holding staff and Board feedback sessions, conducting a community survey, and leading focus groups. In the *Dream* phase, the Planning Team discussed possible future priorities for the library. This strategic plan will guide the library through the *Do* phase, as the library executes its vision for the future.



# Review of Process

The Planning Team spent months learning about community needs and developing strategies to advance the FDL mission over the next three years.

<b>December 2022</b>	<b>Staff kick-off meeting</b>
<b>January 2023</b>	<b>Planning Team kick-off meeting</b>
<b>February 2023</b>	<b>Community survey, Board and Staff survey</b>
<b>March 2023</b>	<b>Focus groups</b>
<b>April 2023</b>	<b>Learning report, Planning Team meeting</b>
<b>May 2023</b>	<b>Board and staff retreats, Planning Team meeting</b>
<b>June 2023</b>	<b>Plan development</b>
<b>July 2023</b>	<b>Plan review and presentation to Board, transition to implementation</b>

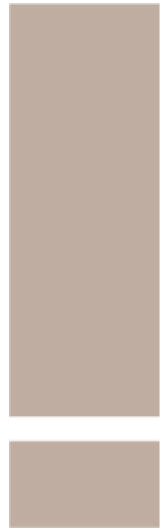


# Vision

**Imagine. Inform. Inspire.**

# Mission

**We serve our community by providing access to inclusive materials, services, and programs that enrich, engage, and educate.**



# Strategic Direction 1

## ENGAGE THE COMMUNITY through Outreach and Partnerships

*We promote library visibility through our physical presence at community events, collaborative work with key partners, and creative communications that inform the community about our services.*

### Goals

- 1.1** Raise library awareness and accessibility by being present at community events and providing outreach services.
- 1.2** Create and expand collaborative partnerships that connect the library with various facets of the community.
- 1.3** Use targeted marketing and communications to broaden the library's reach and increase awareness.

### Desired Results

- Increase in overall library usage
- Increased visibility of the library in the community
- Strong relationships with community partners
- Increased social media engagement
- Patrons report they learned about the library from new marketing mechanisms



# Strategic Direction 2

## ENRICH LIVES

### through Resources, Services, and Programs

*We provide exceptional library services that include responsive collections and programs for all ages while ensuring equal access to resources and technology for the entire community.*

#### Goals

- 2.1** Create innovative programs that inspire learning, entertainment, and connection.
- 2.2** Support intellectual freedom by providing access to enrichment and enjoyment through inclusive and updated collections.
- 2.3** Ensure access to critical technology services while supporting digital and media literacy.

#### Desired Results

- Increased participation in library programming
- Increased circulation
- Patrons report satisfaction with collections
- Community members feel confident using technology





# Strategic Direction 3

## EVOLVE THE LIBRARY through Staff and Organizational Development

*We recognize opportunities for staff development and encourage a collaborative and supportive culture that allows staff to grow and thrive.*

### Goals

- 3.1** Identify opportunities to intentionally support staff growth and development.
- 3.2** Cultivate productive internal communication and collaboration.
- 3.3** Facilitate a supportive organizational culture that encourages learning, growth, and well-being.

### Desired Results

- Increased retention of part-time staff
- Staff indicates high job satisfaction
- Staff members feel their input is considered in library policies
- Board members understand staff roles and feel updated on staff accomplishments



# Next Steps

## Implementation and Evaluation

Now that this plan has been adopted by the Fondulac District Library Board of Trustees, staff will develop annual activity plans to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

A complete evaluation framework will be developed once the activity plans are finalized. Evaluation of the plan will be ongoing once plan implementation is underway. The plan's status and implementation will be reported regularly to Trustees and stakeholders.



**imagine • inform • inspire**