



# Hinsdale Public Library Strategic Plan 2016–2018

## Mission

We celebrate lifelong learning and foster community connections through innovative educational and cultural experiences.

## Goal 1: Community

The Library will meet and anticipate patron needs with services tailored specifically for the Hinsdale community.

- Increase convenience and improve access to services and materials
- Serve as a hub of lifelong learning
- Consistently collect and utilize community input on programs and services
- Increase staff engagement with the community
- Create opportunities for community members to share their expertise and their stories
- Decrease parking dissatisfaction

## Goal 2: Distinction

The Library will offer distinctive collections, programs, and exhibits that stimulate literacy, cultural, and recreational interests.

- Develop digital and physical collections in relation to demand
- Deliver programs that match community interest
- Foster opportunities to engage with the community through the Library's Art Collection, rotating exhibits, and related programs



### Goal 3: Space

The Library will create inviting physical spaces that encourage the productive use of the Library by individuals and groups.

- Develop, test, and refine retail merchandising and point of service transactions
- Improve wayfinding signage throughout the building
- Create a consolidated and clearly identified location for technology and business support, with space for staff and patron collaboration
- Provide opportunities for play and creative discovery inside and outside the Library building



### Goal 4: Technology

The Library will embrace technology to facilitate access to Library resources and creative experiences.

- Create technology opportunities that drive more meaningful patron interactions and experiences
- Develop the organizational capacity to manage technology initiatives, interact with customers, and offer training, support, and technical assistance to patrons and staff
- Improve the experience and utility of the Library's website
- Improve the experience and synergy of patron-facing software and digital resources



### Goal 5: Marketing

The Library will build a brand and ongoing communication effort to maximize awareness of Library resources, services, and programs.

- Develop a consistent messaging and voice for all internal and external communications
- Create more strategic marketing communications
- Expand the breadth of communication touch points to build awareness
- Introduce targeted messaging to identified audience segments
- Highlight underused offerings, such as technology
- Expand opportunities for the staff, stakeholders, and patrons to meet and talk together about the Library throughout the community
- Maximize relationships with schools, community groups, book clubs and local merchants to cross-promote services and activities
- Build organizational capacity to develop and sustain marketing activities
- Conduct an annual attitudinal survey among residents to evaluate awareness and satisfaction