

Strategic Plan





WHY

St. Charles Public Library is a lifelong resource for its community. The library's 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 undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, St. Charles Public Library will be able to focus efforts on building new connections and partnerships, providing responsive core services, cultivating a strong organizational culture, and assuring long-term sustainability.

HOW

St. Charles Public Library initiated a strategic planning process starting in early 2023. Amanda E. Standerfer from Fast Forward Libraries LLC was engaged in February 2023 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 pathways for the library. This strategic plan will guide the library through the Do phase, as the library executes its vision for the future.

PROCESS TIMELINE

March 2023 - September 2023

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

March '23	Planning Team kick-off
April - May '23	Board and Staff sessions, Community Survey, Board/Staff Survey, and Focus Groups
June '23	Learning Report; Board and Staff retreats
July - Sept. '23	Plan development and review; Presentation to Board; Transition to implementation



VISION

Inspiration awaits

MISSION

We support the growth and creativity of the individual and build the spirit of the community by providing welcoming spaces, robust collections, responsive services, and enriching programs.

Strategic Direction 1

ROBUST COMMUNITY ENGAGEMENT

Our work is a vital part of the community. We grow partnerships and nurture connections to reach more people and impact lives.

GOAL

1.1: Use targeted outreach to non-users and underserved areas to increase awareness

1.2: Build mutual support with community partners to demonstrate the value of the library

1.3: Deepen relationships with current patrons to inspire connection and advocacy

POTENTIAL OUTCOMES

- Increased cardholders and overall library usage
- High patron and partner satisfaction
- Increased off-site programming/events
- Increased patrons reporting they would recommend the library
- Patrons report a "sense of belonging" at the library

Strategic Direction 2

RESPONSIVE SERVICES

We provide a wide variety of resources, services, and programs that enrich our community throughout a lifetime. Our library facility is safe and comfortable and functions efficiently for patrons and staff.

GOALS

2.1: Build collections that inspire, entertain, and inform

2.2: Develop programs for diversity, discovery, and learning

2.3: Ensure comfortable, accessible, efficient, and flexible spaces for all

POTENTIAL OUTCOMES

- Increased circulation and high satisfaction with collections
- Increased program attendance
- Patrons report enjoyment of programs
- Patrons report easy usage of the building
- Increased satisfaction with the building

Strategic Direction 3

ORGANIZATIONAL STRENGTH

We nurture positive internal culture and prioritize systems that allow staff to thrive in their work. We use the community's resources efficiently to assure the library has a stable future.

GOALS

3.1: Foster positive team dynamics that support kindness, inclusion, and cohesion

3.2: Establish robust systems, procedures, communication, and tools to empower staff to do their best work

3.3: Responsibly use resources for stability and sustainability

POTENTIAL OUTCOMES

- High staff and Trustee satisfaction
- High staff retention
- Patrons report excellent customer service
- Community members report that they value the library

NEXT STEPS

Now that this plan has been adopted by the St. Charles Public Library Board of Trustees, the staff will develop an activity plan 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 regularly.

Evaluation of the plan will be ongoing once implementation is underway. The status of the plan and its implementation will be reported on a regular basis to Trustees and stakeholders.

